



The Chartered
Institute of Marketing

2011: BUILDING ON



100
YEARS OF
MARKETING
AND SALES
LEADERSHIP

Event Notification

Writing Marketing Materials

The essentials and beyond



Wednesday 17th November 2010
It doesn't feature highly in any marketing academic qualification syllabus, but copywriting is a vital element of most marketing programmes or campaigns. From brochures to emails and adverts to websites, words play the most important role of all in marketing communications.

to edit their initial ideas into something that gets the message across and inspires the desired response.

At this workshop, copywriter Richard Groom shares some of the most effective techniques he has found and developed over the past 15 years of creating marketing materials. He will take you through the three phases of deciding what content to cover, writing and editing the main messages, and then fine tuning words for different media.

Unfortunately however, many people when faced with a blank screen and a deadline find it difficult to know where to start - and often even more difficult

Whatever the media you write for and whatever your level of experience and expertise, you are bound to come away from this interactive workshop with new ideas and new inspiration.

 **cpd 3 hour**
Chartered CPD Programme



CIM Kent Branch is supported by
Mediaflo Design, Digital, Production
www.mediaflo.co.uk

Feedback from previous CIM attendees:

Richard has presented this workshop at CIM branches across the country and the feedback from attendees has always been very positive. For example, after the workshop in Northampton 51 delegates rated it as 'excellent', two as 'average' and none as 'poor' - the highest rating ever given in Northampton. Meanwhile, delegates from Hatfield gave the workshop content a satisfaction score of 97% and Richard a presenter's score of 100%. Finally, a delegate from a workshop in Hammersmith said: "I have carried around a 'Teach Yourself Copywriting' book for probably over a year now and have not managed to get anything out of it. Now I am enthused!"

About the speakers:

Richard Groom is founded the Peterborough Copywriting Bureau in 2001 and it has since worked on dozens of projects for customers and delivered training on marketing and copywriting skills. Some of its clients include Anglia Regional Co-operative Society, Virgin, Thomas Cook and Corus, as well as hundreds of individuals through seminars he has organised by the Chartered Institute of Marketing.

Richard is also a founder-partner in Marketing Ability (incorporating Peterborough College of Marketing). Here he delivers short training courses and tutors on marketing communications on courses leading to formal marketing qualifications.



Events Booking

In order to reserve your place for this event, please visit and book online at: www.cim.co.uk/events
Alternatively call the Events Team on **01628 427340**.

Date

Wednesday 17th November 2010

Time

Registration & breakfast **08:30**

Workshop begins **09:00**

Workshop finishes **12:30**

Price

Early Bird Standard

Student **£45.00** £50.00

Member **£50.00** £55.00

Studying Member **£50.00** £55.00

Guest **£55.00** £60.00

Early bird price – valid until 05/11/10

Venue

Kent Invicta Chamber of Commerce,
Ashford Business Point, Waterbrook Avenue,
Ashford, Kent, TN24 0LH

How to find it

From the M20 Leave the M20 at Junction 10, take the A2070, (Bad Munstereifel Road), which is a dual carriageway. Drive for approx 1 mile until you reach the next roundabout. Take 1st exit left, (Waterbrook Avenue) then 1st right, sign posted Kent Invicta Chamber of Commerce.

From Town Centre Travelling through Ashford follow signs to the International Station and Designer Outlet Centre. Exit the Town Centre over Railway Bridge in Station Road. Take traffic light filter to the left and continue to roundabout. Take 3rd exit signed M20. At next roundabout take 1st exit and continue to next roundabout and take the 3rd exit into Waterbrook Avenue, then 1st right signposted Kent Invicta Chamber of Commerce.