

# tap

Training Academy for Professionals

TAP is owned by:



STAYING RELEVANT WITH COPY  
AND DIGITAL SKILLS.

## A 4-day workshop by industry-icons

Fri 30 Oct, Sat 7 Nov, Fri 13 Nov and Sat 21 Nov 2015





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## OVERVIEW:

### Content isn't king. It's the kingdom.

Content marketing is the new buzzword, but to many, it feels like a long sentence. It's too difficult to write and besides, who reads all that stuff anyway?

**Fear not. Let our workshop guide you through this magical new world. Where it's not about the wand, but the wizard who wields the wand.**

*New School Writing* is for anybody who has to contend with copy, **especially digital copy**. Our goal is to help you become a better learner, thinker and writer.

Seats are limited to 25 participants to enable a more immersive and interactive approach.

Bring your pet projects and work assignments. Ask our facilitators about copy you wish you wrote. Unlike your search engine, our workshop will provide you with answers, not tons of information.

<b>FEE</b>	:	RM 4,200* per pax <b>RM 3,980* per pax for Early Birds (Expires 16 Oct 2015)</b>  RM 3,980* for groups of 2 or more	<b>*subject to 6% GST</b>
<b>VENUE</b>	:	VSQ @ PJ City Centre (Level 6, Block 2)	
<b>DURATION</b>	:	4 days (9.00am – 5.00 pm)	

**DAY ONE (Facilitator: Edward Ong)**

SESSION	TIME
<b>1. Opening</b> Introductions / Icebreakers / Goal-setting	9.00am – 9.30am
<b>2. Laying the foundation</b> The most important line in the brief is not the one-liner	9.30am – 10.00am
<b>3. Digital. To be or not to be?</b> Righting the wrongs about digital	10.00am – 10.30am
<b>BREAK</b>	10.30am – 10.40am
<b>4. Identifying the core benefit</b> <ul style="list-style-type: none"> <li>• What makes a product or service great?</li> <li>• What makes it different from the competition?</li> <li>• Exercise: Finding the product strength</li> </ul>	10.40am – 11.30am
<b>5. Tone and manner</b> <ul style="list-style-type: none"> <li>• Write around the brand, not around how you write</li> <li>• Exercise: Saying the same thing but saying it differently</li> </ul>	11.30am – 12.30pm
<b>LUNCH</b>	12.30pm – 1.30pm
<b>6. Writing exercises</b>	3.00pm – 3.30pm



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<b>7. Guest speaker: The speed of digital</b>	<b>3.30pm – 4.30pm</b>
<b>8. Summary and close / Q&amp;A</b>	<b>4.30pm – 5.00pm</b>

### DAY TWO (Facilitator: Chak)

SESSION	TIME
<b>1. Opening</b> <ul style="list-style-type: none"> <li>• Introductions and what kind of content you consume</li> <li>• Sharing your favourite viral content</li> <li>• What everyone thinks made it go viral</li> </ul>	<b>9.00am – 9.30am</b>
<b>2. Introduction to Cilisos.my</b> <ul style="list-style-type: none"> <li>• How we started and why</li> <li>• What we have achieved</li> <li>• What we have discovered</li> </ul>	<b>9.30am – 10.00am</b>
<b>3. Myth 1: I need to be witty and smart</b> <ul style="list-style-type: none"> <li>• Sharing session: the three lines you're most proud of</li> <li>• Witty is good, but what you need is to be sincere</li> <li>• Cilisos' style of writing</li> </ul>	<b>10.00am – 10.30am</b>
<b>BREAK</b>	<b>10.30am – 10.45am</b>

SESSION	TIME
<p><b>4. Myth 2: I just need to get people on my client's site</b></p> <ul style="list-style-type: none"> <li>• What does your brief require?               <ul style="list-style-type: none"> <li>• Write a line?</li> <li>• Conceptualise a visual?</li> <li>• KPIs set by the clients?</li> <li>• Marketing objectives?</li> </ul> </li> <li>• Your creative needs to have a WHY</li> <li>• Engagement time</li> <li>• Web banners and how they're not doing what you think they're doing</li> <li>• The SELL and the PAYOFF</li> </ul>	<p><b>10.45am – 11.45pm</b></p>
<p><b>5. Myth 3: Malaysian readers don't read long copy</b></p> <ul style="list-style-type: none"> <li>• Ask: Average length of time spent on a page</li> <li>• BuzzSumo's study</li> <li>• Peppering articles</li> </ul>	<p><b>11.45pm – 12.30pm</b></p>
<p><b>LUNCH</b></p>	<p><b>12.30pm – 1.30pm</b></p>
<p><b>6. Myth 4: Listicles are easy guarantee wins</b></p> <ul style="list-style-type: none"> <li>• Ask: What's the most important thing to a good listicle</li> <li>• Structuring listicles</li> <li>• How each header is a mini-sell</li> </ul>	<p><b>1.30pm – 2.30pm</b></p>
<p><b>7. Exercise: Write your own listicle</b></p>	<p><b>2.30pm – 4.00pm</b></p>



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SESSION	TIME
8. Judging	4.00pm – 4.30pm
9. Summary and close / Q&A	4.30pm – 5.00pm

### DAY THREE (Facilitators: Edward Ong and Hardesh Singh)

SESSION	TIME
1. Ice-breaker	9.00am – 9.30am
2. Writing lessons from “Frozen” Learning from the different styles of the world’s no.1 animated movie	9.30am – 10.00am
3. 50 ways to re-write an old favourite How do you re-work a classic?	10.00am – 10.30am
BREAK	10.30am – 10.40am
4. Exercise: 50 ways to re-write an old favourite Discover styles you never knew you had	10.40am – 12.30pm
LUNCH	12.30pm – 1.30pm



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**Session with Hardeh Singh:**

**1.30pm – 5.00pm**

**This is Pop-Culture**

- The PopDigital approach to creating content
- The many ways your work as a writer is consumed in a digital world
- Everyone loves good content, but having an experience is what really matters
- Why words matter more in an Instagram culture
- Exercise: Creating Instagram stories
- Case study - The Cooler Lumpur Festival - an entire festival built around words

## DAY FOUR (Facilitator: Edward Ong)

SESSION	TIME
<b>1. Icebreaker</b>	<b>9.00am – 9.30am</b>
<b>2. Recap of Day 3</b>	<b>9.30am – 10.00am</b>
<b>3. Making long form writing work</b> How to get your points across without losing your reader	<b>10.00am – 10.30am</b>
<b>4. Cutting it to the bone</b> Exercises in editing	<b>10.30pm – 12.30pm</b>
<b>LUNCH</b>	<b>12.30pm – 1.30pm</b>
<b>5. Shortcuts to more interesting copy</b> Tips to make your copy dance	<b>1.30pm – 2.30pm</b>
<b>6. Writing exercises</b>	<b>2.30pm – 3.30pm</b>
<b>7. Futurecasting</b> What to expect from the internet of things	<b>3.30pm – 4.30pm</b>
<b>8. Wrap-up / Q&amp;A</b>	<b>4.30pm – 5.00pm</b>

## HEAR IT FROM THE PEOPLE:

Love the fact that **Ed** opened up about personal experiences and encouraged us to ask relevant questions so we can apply what we learned.

*Krystal-Mae Morais, Junior Copywriter at Leo Burnett*

**Ed's** lessons were so interesting. I wish I could've spent more time on them or see them carried out more – specifically the Diorama project. I've never experienced that in any of the workshops I've attended.

*Charlene Ong, Copywriter at Leo Burnett*

**Chak** is informative and entertaining, a combination of traits that's quite unique and effective, especially for learning. It's not surprising that his stories about his experiences are laced with laughter. It felt more like having a chat with a friend than a you-sit-there-and-listen-to-me-talk kind of lecture. Oh, one more thing – never ask whether a long copy will work or not, things just got real after that.

*Shawn Lee, Junior Copywriter at Naga DDB*

**Chak** is funny. Not the silly funny, but the kind that gets you hooked on every word. He really knows his stuff, and it shows.

*Claira Chan, Junior Copywriter at Y&R*

We once invited **Hardesh** and his team to pitch for an impossible brief. Let's just say they got the gorilla to return the banana to us.

*Prem Anand, Head of Digital Content, Astro Radio*

## YOUR FACILITATORS:

D&AD copy maestro **Edward Ong** was born in the last millennium. Back when Pluto was still a planet, vampires were the bad guys, comic books (single issue, newsstand edition) cost RM1.80 and people wrote and read long copy ads.

Ed is a former regional copy chief, having worked with some of the most interesting minds on the planet. Secretly though, he's still hoping some of their 'interestingness' will rub off on him.



Over the years, Ed has done campaigns for Sony, Tiger Beer, Caltex, Singapore Navy, SMU (Singapore Management University), Soroptimists and Penguin Books. In addition, he also helped develop and build brands within The Star media group.

Awards-wise, he's won a couple, maybe more. In any case, he prefers to do a bit of reading, writing and coming up with project ideas for which he'll never find the time; rather than keeping track of the medal count.

When digital took over, Ed re-learned everything. He is constantly on the lookout for smart, silly, funny, witty and wicked copy ideas.

Edward is father to two lovely children, husband to a lovelier wife and owner of too many comic books.

## YOUR FACILITATORS (cont.):

**Chak** is the founder and editor-in-chief of CILISOS.MY, a site that achieved more than 200,000 shares on its articles in its first 8 months of operation.

Within its first three months of opening advertising (without a sales person), CILISOS.MY ran successful campaigns for Maxis, Smirnoff, BSN and a host of other blue-chip brands without making a single sales call.



Chak comes from an extensive media background, previously running magazines like *NewMan* and *Stuff*. He even did a short stint selling banner space for MSN.

Chak also ran a website for user-generated greeting cards called *Foldees.com* for five years, selling cards in gift shops across Singapore, Malaysia and Indonesia, before realising that the market for greeting cards (or indeed most paper-related products) was too small for a new player to come in.

Before starting CILISOS.MY, Chak was a successful freelance writer, car reviewer and voice-over talent – a care-free life he sometimes misses terribly.

## YOUR FACILITATORS (cont.):

Technopreneur **Hardesh Singh** is the founder of **PopDigital** - a multi-disciplinary digital practice with interests in a variety of new-media operations.

A highly sought-after creative shop in Malaysia, PopDigital's diverse portfolio includes a digital media network consisting of:



- Fashion portal ***Tongue in Chic***
- ***Poskod.MY*** - an online magazine about city, community and culture in the Klang Valley
- ***PopTeeVee***, an online TV network consisting of cult favourites “That Effing Show”, “Giler Selamba Jane” and “#TanyaYBeeee”
- Movie website ***At the Movies***
- Urban Malaysian Mum portal, ***MakChic***
- ***Omnomgnome***, an Instagram food review site
- An educational platform, ***Englishjer***
- ***The Wknd***, an indie music site

PopDigital also includes within its stable, the group’s digital agency arm, **The Greatest Hits**, as well as the annual **Cooler Lumpur Festival**.

Hardesh leads all of the above.