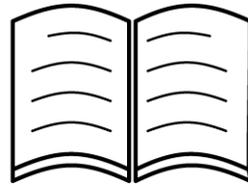




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# COPY-VERSITY

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## THE 4-DAY UNIVERSITY OF COPYWRITING

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**COPY-VERSITY** will show you the way. It's like a **University**—you'll learn the fundamentals, and re-learn how to be a human (not an ad-person). It's about **Diversity**—how to write in different genres and styles. And finally, it's about **Adversity**—how it helps you grow and why it makes you a better writer.



## **INTRODUCTION**

You're a young person finding your way in an old industry. Everybody tells you advertising is changing, that it's not the same anymore—but nobody tells you how and why. Your CD assumes that you know what you're doing and leaves you alone. Meanwhile, your Art Director's brain doesn't start working till 6 p.m. This is unimaginably terrifying—because she wants to see some ideas tomorrow, and your idea pool is drier than the Selangor dam.

*So what exactly is it that you do? And how do you do it?*

**COPY-VERSITY** will show you the way. It's like a **University**—you learn the fundamentals, and re-learn how to be a human (not an ad-person). It's about **Diversity**—how to write in different genres and styles. And finally, it's about **Adversity**—how it helps you grow and why it makes you a better writer.

There are only 26 letters in the alphabet. After our 4-day course, you'll know how arrange them in a somewhat coherent order so your CD will grudgingly acknowledge the work, and your art director will pretend he has read it. Granted, it's not the easiest thing in the world but it's not the hardest either.

**Designed for:**

- Young writers/copywriters up to 3 years of experience
- Journalists, columnists and feature writers.
- Anyone who wants to improve their thinking and copy skills

**Dates: Friday, 24 Nov | Saturday, 25 Nov | Thursday, 7 Dec | Friday, 8 Dec 2017**  
(A 4-Day Workshop)

**Fee\* :**

RM 4,200 per pax

**RM 3,990 per pax for Early Birds before 10 Nov 2017**

**RM 3,990 per pax for groups of 2 or more**

*\*Subject to 6% GST*

**To book:**

Call Kam (03) 7932 1833 or 016 411 0577

Call Gabriel (03) 7932 1833 or 017 300 5757

Email us at [tapleaders@tap.iact.my](mailto:tapleaders@tap.iact.my)

# COURSE OUTLINE

## INTENSIVE PUBLIC WORKSHOPS

## COURSE OUTLINE

### Day 1

#### The role of Marketing and how Advertising has evolved

- What marketers do
- Advertising then and now
- The different types of agency models
- Defining the objective and problem
- Understanding your audience
- Finding an insight
- Developing a one-liner solution
- The Responsible Copywriter: Checking, Fine-Tuning & Proofreading

### Day 2

#### Brainstorming ideas

- The art and science of an idea
- Brainstorming techniques
- Dos and don'ts of a great session

#### Writing for Digital

- Sifting away Digital Bullshit
- Case studies of digital campaigns
- Writing for different platforms

#### Writing for Radio

- Radio then and now
- Elements of a great radio ad
- Writing better radio

# COURSE OUTLINE

## INTENSIVE PUBLIC WORKSHOPS

### Day 3

#### Case studies

- We check out classic marketing and advertising case studies
- Learn from the past

#### Writing basics

- Clarity before creativity
- Grammar and editing skills

#### On Public Relations

- The role of public relations
- Ways of creating earned media
- The new school of public relations

#### Different styles of writing

- Discover writing styles you never knew you had

### Day 4

#### Stepping out of your comfort zone

- Do something you've never done before to write something you've (probably) never written before.

#### How to put together a good book

- Personal branding
- What ECDs are looking for
- What the award books don't tell you

#### To infinity and beyond

- Why mentoring is important
- Participants share with each other their best writing tips
- Discussion on your job/role/ responsibilities
- 5 years from now and how to prepare for it.

## MASTER TRAINER:



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.