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Internet Copywriting

Writing top quality copy for the internet is a new 21st century art form. As websites become the first starting point for most new and existing customers, so the need to be aware of the unique intricacies of writing top quality website copy becomes ever more important.

During the day you will review your favourite websites, create new copy for new pages and sub other people's work to ensure a homogenous approach to browsing.

A One Day Conference

February Hull	March Hull Central Hotel, Hull
February Leeds	March Leeds Hotel near Leeds Railway Station
February Manchester	March Manchester Piccadilly located Hotel, Manchester
March London	March London Waterloo, London

Course Tutor

Rob Marshall is Director of Marketing at St Mary's University College, London. He is a former BBC football reporter and a regular contributor to BBC Radio 4's Thought For The Day slot. As the former media advisor to the Archbishop of York at Bishopthorpe Palace he has wide experience of dealing with the national, regional and local media. He is a naturalist enthusiast and always encourages a positive and proactive approach to media management.

To Take Away

Confidence -in writing web copy
Creativity - be different
New ideas - for your web pages and site

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Brief Timetable Summary

- 10.30** Registration & Coffee
- 11.00** Introductions
- 11.10** Web Phenomena
- 11.20** My websites
Delegates share their favourite websites and explain why they work for them
- 11.30** Creative Direction for web copywriting here we look at distinctive features of web publishing, idiom, layout and editing.
- 12.30** A first go
- 1300** Lunch
- 1400** How did it go?
- 1420** Breaking News
Responding to a crisis in the organisation and swiftly being web effective
- 1500** Other people's news
sub editing and tweaking appalling copy.
- 1530** Wrap - Conclusions - Tea

Internet Copywriting A2



Who should come

Public relations professionals
small business managers with responsibility for their own
Websites
web designers

Booking

Day delegate fee includes morning coffee, lunch, afternoon tea and course notes

£355 PLUS VAT

Easy Ways To Register:

Tel: 0845 610 6420
Post: 5 Brampton Court, Brough,
East Yorkshire, HU15 1DZ

Email: info@media33.co.uk

Please complete the booking form below and send with your remittance.

(Please photocopy this form to register further delegates)

Title: (Dr/Mr/Mrs/Miss/Ms)	First Name:	Surname:
Job Title:		Department:
Organisation:		
Address:		
Town:		County:
Postcode:		Country:
Tel:		Fax:
Email:		
Booking: Contact:		Tel:

REGISTRATION CANNOT BE PROCESSED WITHOUT A SIGNATURE

I have read the cancellation policy and agree with the terms and conditions. Signature:

Booking Conditions

A confirmation email will be sent to you on receipt of your booking. Payment must be received before conference date.

Special Arrangements

If you have any special requirements such as wheelchair access, please let us

Cancellations / Substitutions

Please allow 14 days notice for cancellation or for a substitution.

Please tick one of the following boxes:

I have enclosed my cheque

Could you please invoice me at the following address:

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Please Note

The conference fee covers entrance to all sessions, conference documentation and available papers, coffee/refreshment breaks and lunch.