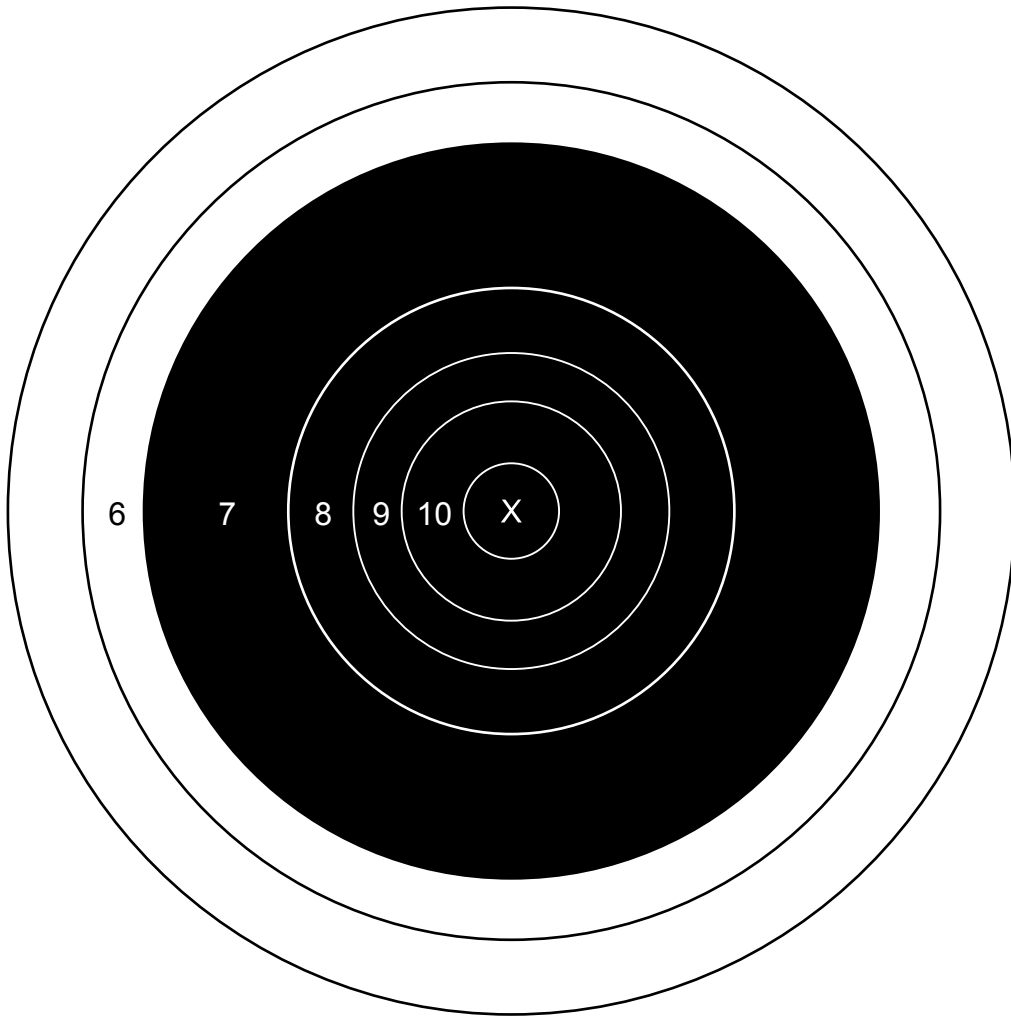


THE PEN IS
MIGHTIER
THAN THE
BULLET



The
Ben Hunt
Advanced Copywriting
Workshop
11 & 12 June 2015 | Eastin Hotel



About Ben Hunt

Ben Hunt has 28 years' experience as a senior writer and creative director. During that time he's worked in Melbourne, Sydney, Singapore, Kuala Lumpur, Hong Kong, Jakarta, Sri Lanka, Lagos, Ghana and Nairobi for more agencies than he cares to remember.

On his resume it says "extensive multinational experience".



He is currently Executive Creative Director of Y&R Kenya.

Ben has won over 500 local and international awards including One Show Gold, Best Copywriting at the London International advertising awards (twice), Best Copywriting show at the Asian Advertising Awards (twice) and Best of Show Singapore Gong Show.

AGENDA

#DAYONE

9.00AM-9.30AM

What you can learn from a copywriter who's had 22 jobs and lost just about all of them – my background, work history, a few examples of my work.

9.30-11.00AM

The basic principles of what constitutes an effective advertisement with examples of ads starting with DDB in the sixties till this day.

11.00-12.00NOON

The Brief. Participants will be given a choice of briefs. I will discuss what constitutes a good brief and explain a few tricks you can use to get started.

12.00-1.00PM

The mad hour. Let's see what everyone can do under the gun. They get an hour to crack it.

2.00-3.00PM

Then another hour.

3.00-3.30PM

Creative review.

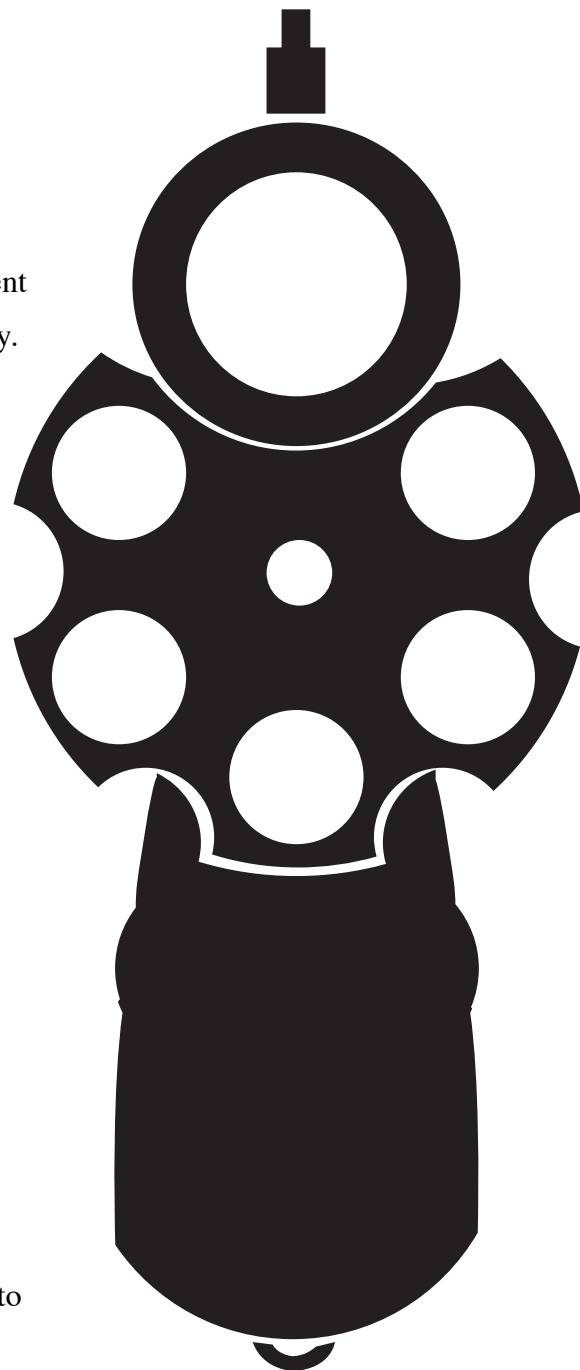
4.00-5.00PM

A little motivation after the perspiration. Why you have to want to be the best before you can be the best. Ten 3 minute videos from Steve Jobs etc plus my 5 favourite TV commercials.

5.00-5.30PM

Another Brief for everyone to work on.

Finish.



AGENDA

#DAYTWO

9.00AM-11.00AM

They say nobody reads long copy anymore.

Nonsense.

All we do all day long is read long copy. They're called emails.
How to write body copy with examples from the masters.

11.00AM-1.00PM

A review of the work done on the three briefs with suggestions on how the work can be improved.

2.00-3.30PM

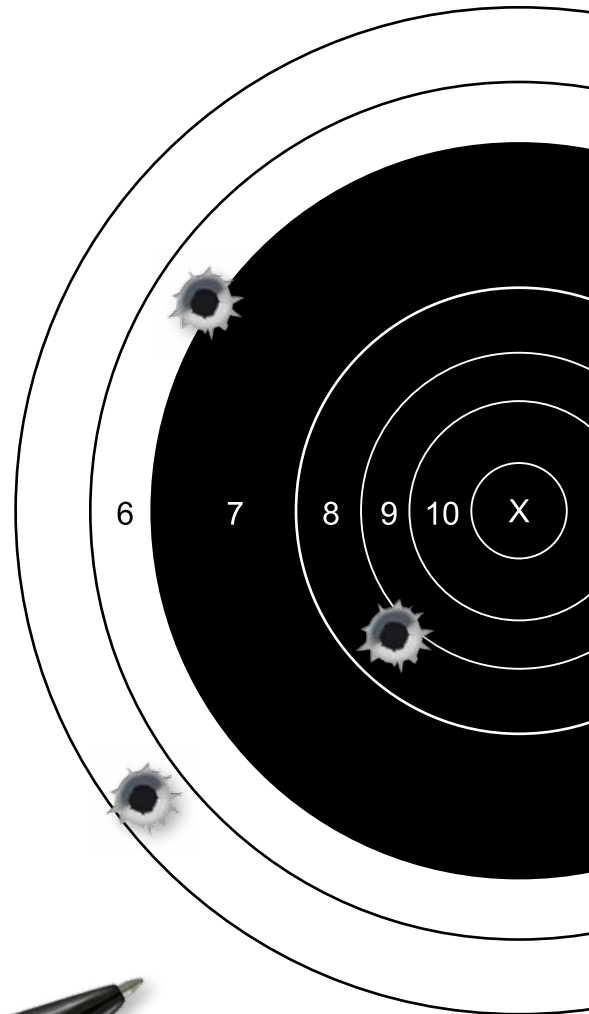
What's winning now, why it's winning and what you need to do in order to win.

3.30-5.00PM

The 10 best art directors and copywriters of all time and what you can learn from them.

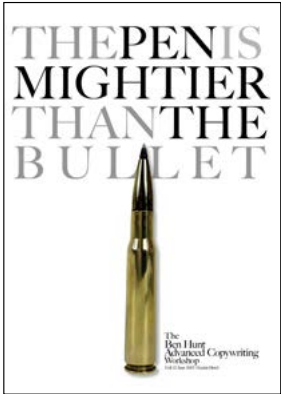
5.00-6.00PM

Recognising the best work produced on the briefs handed out.
Plus I will review participants' folios.



REGISTRATION FORM

Please fill-in-the blank box
Contact Information



THE BEN HUNT ADVANCED COPYWRITING WORKSHOP

date:
11 & 12 June 2015

admission
 RM2,350 per head
 RM2,250 (for group booking of 3 pax & above)
 (HRDF Claimable)

venue
 Eastin Hotel

time
 8.30am - 5pm

maximum
35 pax

PAYMENT DETAILS:
 CHEQUE MADE PAYABLE TO:

SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD
 22B, Jalan Tun Mohd Fuad 1,
 Taman Tun Dr. Ismail,
 60000 Kuala Lumpur, Malaysia

FOR ENQUIRIES: Call Ruby
 T: +603 7726 2588
 F: +603 7722 5712
 E: ruby@ham.com.my

Name	Designation
<input type="text"/>	<input type="text"/>
Email Address	Organization
<input type="text"/>	<input type="text"/>
Contact Number	
<input type="text"/>	
Address Information	
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Participants Detail

Name	Contact Number
<input type="text"/>	<input type="text"/>
Designation	Email
<input type="text"/>	<input type="text"/>
Name	Contact Number
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Designation	Email
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Registration & Payment

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.
- Payment can be made via a crossed cheque payable to "Sledgehammer Communications (M) Sdn Bhd" at least 7 days before course commencement.

Cancellation

NO CANCELLATION is allowed but a replacement delegate can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the course due to unforeseen circumstances.

HRDF CLAIMABLE

