

# WRITE RIGHT

**FARROKH  
MADON**  
CHIEF CREATIVE OFFICER,  
PIRATE SINGAPORE



**03**  
NOV 2020

SIME DARBY  
CONVENTION CENTRE

8.30AM - 6.00PM

## KEY TAKEAWAYS



A better understanding of how to create a unique tone of voice.



A better appreciation of the fundamentals of good writing.

# COURSE OVERVIEW

Today, more than ever, good writing can make the difference between a great brand and just a logo that one barely remembers. It is the voice of a brand that resonates in the minds of the consumers.

“That isn't writing at all, it's typing.”

*Truman Capote*

The Copywriting Workshop details the fundamentals of good writing. It is a hands-on, experiential workshop that traverses multiple media and explores the writing skills needed for cogent communication in Film, Outdoor, Digital, Social, Print and more.

## WHO SHOULD ATTEND

Writers, Art Directors and Clients who want to appreciate how a brand can have a distinct tone of voice and walk the talk in today's multi-media landscape.

# COURSE CONDUCTOR

In a career that spans Singapore, Amsterdam & India, Farrokh has garnered well over 200 prestigious creative awards that include a D&AD Silver Nomination, Grand Prix at AdFest and Golds in Cyber and Direct Marketing & Promotions at Spikes Asia.

Under his leadership, McCann Erickson produced Singapore's most famous Viral Campaign that was covered on prime time news on all national TV channels. The highly creative campaign also got noticed overseas and was covered by CNN (Anderson Cooper Show), FOX News, Cuatro (Spanish TV), Korean TV & a TV station in India.

Farrokh was awarded the Creative Director of the Year Award a few years back at Singapore's Hall of Fame Awards, conducted by the Institute of Advertising Singapore (IAS).

During his glittering ad career, he has worked with international superstars like Jessica Alba, Asafa Powell and Super Mario.

Outside advertising, he's written a novel that was for a short time on the bestseller's shelf in Singapore.



**FARROKH  
MADON**

Chief  
Creative Officer,  
PIRATE  
Singapore

# TRAINING PROGRAMME

8.30am

## REGISTRATION

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9.00am

## INTRODUCTION

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9.15am

## UNIQUE TONE OF VOICE

You are unique. So is a brand. This section shows how to identify a brand's unique tone of voice.

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10.30am

## MORNING TEA

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10.45am

## WRITING THE RIGHT WAY

Tips on how to separate writing from typing.

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11.45am

## WALKING THE TALK IN DIFFERENT MEDIA

Nuances of good writing in different media.

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1.00pm

## LUNCH BREAK

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2.00pm

## THE BRIEFS

3 interesting briefs will be given, from which each of the students has to pick one. (Depending on the size of the workshop, participants may be asked to work individually or in groups.)

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2.15pm

## IDENTIFY YOUR BRAND'S UNIQUE TONE OF VOICE

Find the unique tonality that will separate your brand from the competitors.

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2.45pm

## WRITING YOUR MASTERPIECE

The participants come up with the concept and craft the verbal jewels to match it.

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4.15pm

## PRESENTATION & APPRAISAL

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5.45pm

## CERTIFICATE PRESENTATION

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6.00pm

## END OF WORKSHOP & FAREWELL

# REGISTRATION FORM

Please fill-in-the blank box

## Contact Information

Name

Designation

Email Address

Organization

Contact Number

Address Information



**date:**

3<sup>rd</sup> Nov 2020

**time:**

8.30am - 6.00pm

**admission fee:**

RM1,650 + 6% SST per pax

**venue:**

Sime Darby Convention Centre  
1A, Jalan Bukit Kiara 1,  
60000 Kuala Lumpur Malaysia  
Tel : (+603) 2089 3688



**PAYMENT DETAILS:**

CHEQUE MADE PAYABLE TO:  
SLEDGEHAMMER COMMUNICATIONS (M)  
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22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail,  
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## Participant's Details

Name

Contact Number

Designation

Email

Name

Contact Number

Designation

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Name

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Designation

Email

## 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.

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