

MASTERCLASS FOR WRITERS

W O R K S H O P

With Professor Harmandar Singh aka Ham



28th May 2025
8.15am - 6.00pm
Eastin Hotel



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001335252

ABOUT THE

TRAINER



PROF. HARMANDAR SINGH
Founder + CEO
MARKETING Magazine

Harmandar Singh, or better known as Ham, has been in marketing and brand communications for more 30 years. He has created almost 400 commercials and won over 50 local and international creative awards.

- Worked in ad agencies in KL, Singapore, Tokyo, Manila New York and London.
- For 11 years, he was a weekly columnist with The Star and New Sunday Times writing about advertising and marketing-related issues.
- Ham is a pioneering publisher of advertising trade magazines and titles in the region for over 25 years in Malaysia, Singapore and Jakarta.
- He founded/ran ad industry events like the MC2 Awards, Malaysian Media Conference, Malaysian CMO Conference & Awards, The APPIES Malaysia, Adrenaline Student Awards.
- Winner of the 4As inaugural Chairman's Award for his contributions to advertising industry (2005).
- Official Malaysia Country representative of the Cannes International Advertising Festival and Spikes Asia.
- Ham was inducted into International Advertising Association Malaysia Hall of Fame in 2018.
- Honorary Advisor of the Malaysian Digital Association (MDA) and two-term Past President of IAA Malaysia.
- Ham was a previous Exco member of MERCY Malaysia (2014-2020) and served on media missions overseas.
- Served as External Advisor on Branding & Communications to YB Gobind Singh Deo, Minister of Communications & Multimedia, Malaysia (April 2019 to March 2020).
- In 2021, he was appointed as a Central Team member of Malaysia's anti-corruption cause Rasuah Busters.
- In his capacity as Adjunct Professor, he collaborated on the Bachelor's Degree programme in Social Communications for Universiti Pendidikan Sultan Idris (UPSI). He also served as Adjunct Professor at Taylor's University.
- Wrote about his experiences in advertising and working with brands, titled *Rainmaker* (publishes 2021).



This course provides participants with opportunities to improve their creative thinking and copywriting skills to meet the demanding expectations of a highly competitive and evolving industry.

A full-day workshop for advertising, media and marketing professionals by Prof Harmandar Singh – author, award-winning copywriter, columnist, publisher, Award Shows and Conference organiser, humanitarian worker, anti-corruption activist...

INTRODUCTION:

Creativity can make or break a brand. This course provides participants with opportunities to improve their creative thinking and copywriting skills to meet the demanding expectations of a highly competitive industry.

METHODOLOGY:

Lectures, sharing, group work, evaluation.

WHO SHOULD ATTEND:

Middle to senior writers in advertising, media and marketing industry professionals.

KEY TAKEAWAYS:

- Learn about the power of copywriting from a seasoned writer.
- Discover the success and challenges copywriters face.
- Become a better writer and thinker for advertising campaigns.
- Participants can take away a better understanding of how to create a unique tone of voice for brands. They will also get a better appreciation of the fundamentals of good writing.
- The Copywriting Workshop is a hands-on, experiential workshop that traverses multiple media and explores the writing skills needed for cogent communication across multiple platforms.

COURSE PROGRAMME

8.15AM

Registration and welcome coffee/tea

9.00AM – 9.15AM

What to expect for the day: Introduce the workshop and outline the agenda and objectives.

9.15AM – 9.45AM

Module 1 - Needs Analysis

- Submodule 1: What sort of writing do you do these days?
- Submodule 2: Do the guiding principles of copywriting still work?
- Submodule 3: The impact of AI?
- Submodule 4: Supervised learnings from the styles of the world's best copywriters, like Neil French, David Abbot, etc. Explore the use of fonts, humour, personalisation and “click bait” in copywriting

9.45AM – 10.45AM

Module 2 - The Power of the Headline

- Submodule 1: *Know Your Audience* - Tailor headlines to resonate with your target audience's needs and desires.
- Submodule 2: *Be Clear and Direct* - Use simple, direct language to convey your message quickly.
- Submodule 3: *Create Urgency* - Encourage immediate action with phrases that suggest scarcity or time limits.
- Submodule 4: *Use Powerful and Specific Words* - Strong, specific words and numbers to grab attention and promise clear benefits.
- Submodule 4: *Headline Writing exercise* - for email headers, posters, billboards and memes.

10.45AM – 11AM

COFFEE/TEA BREAK

11.00AM – 11.30AM

Module 3 - Power Copywriting Tips

- Submodule 1: *The Start* - Make the most of your headline.
- Submodule 2: *The Journey* - Before writing, decide where it will end.
- Submodule 3: *The Flow* - Keep the reader rewarded.
- Submodule 4: *The Wrap* - CTA, visual appeal, font, balance.

11.30AM – 12.30PM

Module 4 - Campaign Study - Rasuah Busters

“Mak Kata Jangan”. Journey from ideation to execution of a real marketing campaign through the lens of a copywriter.

- Submodule 1: *Concept to Reality* - How to script a campaign from start to finish across multiple platforms.

- Submodule 2: *The Platforms* – Print, Poster, TV, Memes, Social.

12.30 – 1.30PM

LUNCH

2.00PM – 3.30PM

How ChatGPT is a Writer's co-pilot? Guest Speaker: Indhran Indhraseghar - Prompt Engineer, PromptBarn.com

- Recent findings from the University of Montana and partners indicate that artificial intelligence can rival the creative abilities of the top 1% of human participants based on a standard test for creativity. Led by Dr. Erik Guzik, an assistant clinical professor at UM's College of Business, the team employed the Torrance Tests of Creative Thinking (TTCT) – a well-known tool used for decades to assess human creativity.
- The researchers submitted eight responses generated by ChatGPT, the application powered by the GPT-4 artificial intelligence engine. They also submitted answers from a control group of 24 UM students taking Guzik's entrepreneurship and personal finance classes. These scores were compared with 2,700 college students nationally who took the TTCT in 2016. All submissions were scored by Scholastic Testing Service, which didn't know AI was involved.

3.00PM – 3.30PM

Module 6 - Live interaction of AI and writing in action

- Submodule 1: Prompt Engineering with Chat GPT: hands-on writing with pre-determined Briefs.
- Submodule 2: How to optimise using Chat GPT for copywriting: from editing, expanding, tonality, brainstorming and more.
- Submodule 3: How to optimise AI as your writing partner.

3.30PM – 3.45PM

COFFEE/TEA BREAK

3.45PM – 4.45PM

Module 7: Group Writing Assignment –

Classroom exercise writing headlines, copy to a selected brief

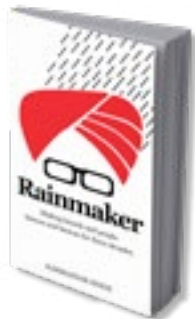
4.45PM – 5.45PM

Module 8: Group Presentations: Sharing, learning and review of different copywriting styles. Summary of Learnings, Q&A.

5.45PM - 6.00 PM

Recap learnings of the day and what's next for participants.

CLOSE & THANK YOU



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REGISTRATION FORM

APPROVED HRD CORP TRAINING PROGRAM NO10001335252

DATE

28th May, 2025

TIME

8.15AM - 6.00PM

VENUE

EASTIN HOTEL
Pusat Dagang, 13, Jalan 16/11,
Seksyen 16, 46350 Petaling
Jaya, Selangor Darul Ehsan

ADMISSION FEE

RM2,000.00 + 8% SST
per pax

CONTACT PERSON INFORMATION

FULL NAME : _____
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
CONTACT NUMBER: _____
EMAIL : _____
ADDRESS : _____



RM1,750 HRDF CLAIMABLE

CHEQUE MADE PAYABLE TO:

SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD
289967-W

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Taman Tun Dr. Ismail,
60000 Kuala Lumpur,
Malaysia

Bank Transfer to
RHB Bank Berhad

2-14389-000-10505

Swift Code: RHBBMYKL

FOR ENQUIRIES:

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PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
CONTACT NUMBER: _____
EMAIL : _____
ADDRESS : _____

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ADDRESS : _____

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Registration & Payment for Non HRD Corp Employer

- 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 conference commencement.

Registration & Payment for HRD Corp Employer

- HRD Corp Employer is to apply HRDC training grant through e-Tris portal under HRDC Claimable Courses (SBL Khas).
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent. Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.