



Write to Sell in Print or Digital Media

Wed 29 July (Melbourne) Tues 4 August (Sydney) 9.00 a.m. – 4.30 p.m.

Do you write for print or digital media?

Would you like to attract the attention of more than your fair share of the market?

Join us for an intense day with two of Australia's best direct marketing writers and teachers. Sharpen your skills in the two areas crucial to success in sales writing – whether you're writing for print or digital media:

- **Stories that Sell** – Malcolm Auld will analyse and explain the structure and content of print and online messages that compel the reader to *ACT*. You'll learn the fundamentals of what Malcolm calls "*salesmanship in text*".
- **Get to the Point** – This uniquely visual, interactive session will bring to life as never before, the editing and polishing of your online and print promotions. John Hancock will edit and re-write published samples from members' websites and current jobs submitted by attendees – and show you each step of the way.

You will leave with a great handbook and inspired to write well – in whatever form or medium you work in.

REGISTER NOW FOR EARLY BIRD OFFER:

The first 10 registrants will be invited to submit a thorny piece of copy, or tricky copy brief, for John's specialist analysis and attention.

Presenters

Malcolm Auld



Malcolm has run agencies for Ogilvy & Mather Direct, J. Walter Thompson and EuroRSCG Partnership and has owned Malcolm Auld Direct since 1991. He has educated marketing executives in 15 countries. His company BuzzMail, was Australia's first specialist e-mail marketing agency. His first book, *Direct Marketing Made Easy* is the largest selling marketing text in Australia. His followup, *E-mail Marketing Made Easy*, was the first non-American book on the subject.

John Hancock



John Hancock has 39½ years' experience in Australia, USA, UK and Europe. He has written successful campaigns in print, press, TV, radio, mail, telephone, email and online. As National Creative Director of Ogilvy & Mather Direct Australia and Merchandising Director of Cellarmaster Wines he mentored a generation of leading direct marketers, many of whom now head their own businesses. He is a winner of Gold Awards from both ADMA, for 3M, and the USDMA, for Shell.

Participants' feedback from workshops held in 2007

*'Far exceeded expectations'; 'Real life content ... much better than a traditional lecture';
'Lots of informative data and good ideas that I'll implement'; Clear, concise, engaging';
'Spot on, as advertised'; 'Malcolm is a great presenter'; 'Great, relevant information'.*

Seminar Fee:

\$430 (APA members); \$495 (Non-members)

Venues:

Melbourne: Wednesday 29 July 2009, 9.00am – 4.30 pm
Seasons Botanic Gardens, 348 St Kilda Road, Melbourne, VIC 3004. Tel: (03) 9685 3000

Sydney: Tuesday, 4 August 2009, 9.00am – 4.30 pm
Medina on Crown, 359 Crown Street, Surry Hills, NSW 2010 Tel: (02) 8302 1000

Further information:

If you have any questions about the workshop, please contact
Dee Read, Industry Professional Development Manager, at the Australian Publishers
Association Tel: 02 9281 9788

To Register:

Fill in the **TAX INVOICE/REGISTRATION FORM** at <http://www.publishers.asn.au/training.cfm>
(Please keep a copy for your accounts department as this form is your tax invoice when paying by
EFT or credit card.)

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au



Details are Subject to Change. Check for updates <http://www.publishers.asn.au/training.cfm>
Registrants receive a Confirmation Email prior to an event.