

# COPYWRITING ACADEMY

## Academy Overview:

Words have the power to evoke emotions, drive actions, and create meaningful connections. Develop your writing prowess and hear from experts who will share their expertise in the art of writing persuasive and compelling content for a variety of mediums. The academy will explore persuasive writing techniques, creating emotional connections and leveraging social proof to influence decisions.

## Who is it for?

- We encourage professionals from agencies or brands, as well as freelancers to participate. Fields include all creative fields including, but not limited to, Advertising, Marketing, Branding, Design, Entertainment, Media, Events, Publishing, Creative Technology, Retail and E-commerce, to participate
- Ideal for roles such as Copywriter, Content Writer, Marketing Copywriter, Digital Copywriter, SEO Copywriter, Social Media Copywriter, Technical Copywriter, UX (User Experience) Copywriter, E-commerce Copywriter, Product Description Writer, Scriptwriter (for video or audio content), Freelance Copywriter

## Learning Outcomes:

- Enhance your skills in the psychology of persuasion, crafting attention-grabbing headlines and developing strong call-to-actions
- Learn skills to better understand your target audience and market
- Explore persuasive writing techniques to create an emotional connection with your audience
- Develop your copywriting skills to tackle a real-time brief and hone your presentation skills to a jury of top creatives