



# Compelling Copywriting for Print and Digital

Learn how to craft engaging copy across print and digital formats.

Copy is the backbone of your website, advertising, and communications, and a key component of user experience (UX).

Copywriting is a core skill of marketing and communications professionals and is constantly evolving to reflect the latest platforms and consumer trends.

This workshop will empower you to upgrade your copywriting knowledge to deliver enhanced print and digital outcomes, including video.

## Evolve with QUTeX

Good copywriting provides narrative structure and drives audience engagement and action. This course will develop your copywriting confidence across a range of print and digital formats. You'll better understand how audiences comprehend information, and how it can be better organised in print and online.

You'll learn copywriting tips and tricks for websites, e-newsletters and social media, and be introduced to scripting for video. Develop your real-world capabilities today to meet tomorrow's workplace challenges with QUTeX.

## Who should participate?

If you want to supercharge your copywriting skills, this workshop is for you. Designed for professionals from all sectors, this course requires no prior experience or training.

## Core concepts

This workshop will cover a range of topics, including:

- Copywriting with UX and readability in mind
- Creating compelling copy for e-newsletters and social media
- Print copywriting fundamentals; and
- Scripting for video.

## Your expert facilitator

### Cameron Pegg

Cameron is a leading content and communications consultant, based in Brisbane. Cameron is also a feature writer for The Australian, a regular guest on ABC Radio, and a founding editorial board member of the Journal of Educational Advancement and Marketing. He has been a finalist three times in the Queensland Clarion Awards for journalism, is an award-winning editor of corporate publications, and an accomplished speechwriter and ghost-writer.

Cameron regularly speaks at conferences and leads workshops and webinars on best practice storytelling. He has taught journalism and creative non-fiction at the University of Queensland, and delivered corporate communications training for the Queensland Writers Centre, and Writers Victoria.



Duration: 1 Day



Certificate of Completion



Cost: From \$790

## Apply Now

Web: [QUT.edu.au/QUTeX](http://QUT.edu.au/QUTeX)

Phone: 07 3138 7733

Email: [qutex@qut.edu.au](mailto:qutex@qut.edu.au)

Blog: [blogs.qut.edu.au/qutex](http://blogs.qut.edu.au/qutex)

## Cost

Early Bird registration (closes 4 weeks prior)	\$790 (GST exempt)
Standard Registration	\$880 (GST exempt)
QUT Alumni / Staff registration	\$660 (GST exempt)
Group registration (5+ from same organisation)	\$790 (GST exempt per person)

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