

# The Power of the Pen

## – a course for Tourism Operators



This half-day workshop explains how to write effective, persuasive copy for adverts, brochures, newsletters, web sites and the media.

### The course programme covers:

- The benefits of writing powerful copy
- Insider tips for getting started
- How to organise your thoughts
- Lots of simple copywriting techniques
- How to focus your writing on customer benefits
- The purpose of headlines, body copy and sign offs
- The importance of images

*This practical workshop will help you to persuade in print!*

### Course leader



This course is delivered by Ros Walker.

Ros runs Clout Marketing and Media, an independent consultancy providing marketing and public relations services for businesses in the tourism, leisure, retail and hospitality sectors.

Before setting up Clout, Ros wrote articles and guidebooks about places to visit in Yorkshire and the North East.

She now helps tourism businesses with their marketing and public relations.

Ros is a Chartered Marketer, a Member of the Chartered Institute of Marketing and an Associate Lecturer with Bradford University School of Management's SME Knowledge Network. She also presents workshops for various enterprise agencies.