



Writing Effective Advertisements

An interactive 4 hour workshop is designed to deliver face to face in house.

Who should attend: This workshop is a response to the generalized, “Targetless” advertising evident throughout the Recruitment industry.

It is designed to train consultants of all levels the art of focused ad-writing, which ensures that an advert appeals to a particular target audience of the most suitable candidates.

Outcome expected: Participants will gain the skills and knowledge to write targeted and enticing advertisements for both print and internet use.

CONTENT

- ❑ The AIDA Approach, the key elements of a successful ad.
- ❑ Generational issues.
- ❑ Building a well-focused ad from a job brief.
- ❑ Appealing to different personality styles.
- ❑ Exercises in advert writing
- ❑ Evaluation of current adverts

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