



## Writing Effective Advertisements

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

**Who should attend:** Those involved in writing adverts for employee attraction.

**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

**How to contact us:**

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