



Sample In-House Agenda

Secrets of recruitment advertising

Half-day course: 9.30am–1pm/1pm-4.30pm

This is designed to be a packed half day that will provide tools, techniques and ideas to help you when you're writing recruitment advertising copy.

We'll look at:

- The 5 ps
- 3 key factors to consider
- Achieving the right tone of voice
- 10 top recruitment writing tips
- What about writing headlines?
- Writing for other recruitment tactics including radio, brochures, packs
(to suit your requirements)
- The checking process
- Proof-reading
- Overcoming writer's block

We'll also do writing exercises based on your in-house copywriting requirements.



Why choose the Copywriting Coach?

Imagine a practical half-day's copywriting training, conveniently delivered at your premises or off-site. This course gets to the heart of good copywriting practice for recruitment advertising and provides an opportunity to work on copywriting concerns you may have in-house.

Planning with your team in mind

Before the day, I'll liaise with you to find out what recruitment tactics you would like to discuss, to get a feel for what's being written in-house and plan practical writing exercises based on any relevant issues.

Who will benefit from this course?

This course is for delegates who write recruitment advertising copy as part of their role. It will suit both beginners, and experienced copywriters looking for a refresher on recruitment copy basics.

Fees

I base my prices on the number of delegates. This is designed to make it more cost effective for you. As well as delivery of the course, the cost also includes pre-planning and handouts for delegates up to 20*.

1 – 2 delegates	£349
3 - 7 delegates	£499
8 – 12 delegates	£599
13 and above	£699

I do also ask for expenses (charged at cost) when I have to stay overnight, use trains/taxis or drive more than 100 miles in one direction. *If you have more than 20 delegates, handouts will be charged additionally.

Please ask me for a quote if you'd like a course written for you.

Want to find out more?

My name is Gillian Heggs. My training has proved itself both on a 1:1 basis and for groups of up to 80. I can also provide courses for your own clients. As a copywriter with well over 20 years' experience, I've written for household names and on award-winning work. I've also written hundreds of recruitment ads.

Please contact me to discuss, without obligation, what you need from a copywriting seminar on recruitment advertising or to make a booking. Tel: 0116 286 9800/07961 823 674. Email: gillian@thecopywritingcoach.co.uk