

English Copywriting Crash Course (1-Day)
Trainer: Elizabeth Joss
Training Day 1: TBC

Programme:

10:00 – 10:15	Intro / Getting To Know Each Other / Topics To Be Covered Today
10:15 – 10:20	CEFR Levels / Official English Tests
10:20 – 10:30	Writing Theories
10:30 – 10:45	(1) Improving Sentence Construction
10:45 – 11:00	Exercise 1: Improving Sentence Construction
11:00 – 11:15	(2) Common Errors (Dutchisms, Idiomatic Language Etc.)
11:15 – 11:30	Exercise 2: Common Errors (Dutchisms, Idiomatic Language Etc.)
11:30 – 11:45	(3) Avoiding Clichés
11:45 – 12:00	Exercise 3: Avoiding Clichés
12:00 – 12:30	LUNCH BREAK
12:30 – 12:45	(4) Active vs. Passive Voice
12:45 – 13:00	Exercise 4: Active vs. Passive Voice
13:00 – 13:15	(5) Avoiding Tautology
13:15 – 13:30	Exercise 5: Avoiding Tautology
13:30 – 13:45	(6) Contractions

13:45 – 14:00	Exercise 6: Contractions
14:00 – 14:15	(7) Effective Copy Examples
14:15 – 14:30	Exercise 7: Effective Copy Examples
14:30 – 14:45	Final Exercise: Practice Writing Kickers
14:45 – 15:00	Summary of Today’s Content and Wrap Up