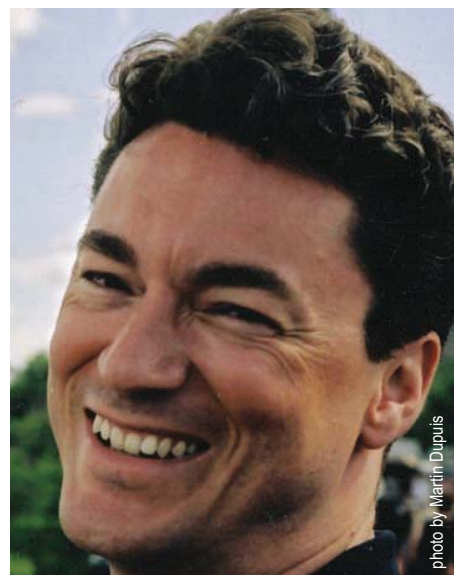


WRITING & EDITING MARKETING COPY

A workshop presented by the Saskatoon Branch of the Editors' Association of Canada

Wednesday, November 12, 2008, 9:00 am to 4:30 pm
Western Development Museum
Saskatoon, SK

Ever been asked to edit someone's ad copy? Ever wanted to write some of your own? Explore the unique world of marketing copy in this six-hour interactive workshop. You'll discover how to plan an effective marketing piece, make the right words reach the right people, and then fit those words into a three-dimensional space. You may never look at an advertisement the same way again.



THE PRESENTER

PETER ROCCIA teaches in Grant MacEwan College's Bachelor of Applied Communications in Professional Writing where he combines 15 years of freelance writing and editing with 12 years teaching grammar, rhetoric, business writing, and popular culture. He has edited everything from academic journals to romance novels, and written everything from newsletters to website copy. For the past three years, Peter has chaired the Prairie Provinces Branch of EAC; He is now past-chair.

SESSIONS

WHAT'S THE BIG IDEA?

Planning makes perfect. Learn to come up with the concepts you need to generate content. You'll look at the audiences, benefits, appeals, and actions in selected brochures—and then dream up some concepts of your own.

THE COPY KILLERS

Turn those loose, flabby sentences into copy that's tight on the tip of your tongue. Here, you'll learn to eliminate needless fillers, chop down your word count, and activate the power of your punctuation.

NOW THAT I HAVE YOUR ATTENTION

Attention grabbers are the hooks that tug at your ear—and your mind. Keep it fresh. Keep it simple. Once you've got it, these simple phrases can spin off into taglines, headers, jingles, and slogans. Just a few words can go a very long way.

PUTTING IT TOGETHER

You've got the pieces, now what do you do with it? In this final section, we'll take the concept, body copy, and attention grabbers and lay them into a letter-fold brochure template. We'll end with a discussion of how you can put it all together with a graphic designer to capture the eye as well as the mind.

COST

| | Before October 25 | After October 25 |
|-----------------|----------------------|---------------------|
| EAC members* | \$140 | \$160 |
| Non- members | \$190 | \$220 |

* You must be an EAC member at the time of registration.

Fees include lunch, refreshments, parking, and admission to the Western Development Museum on the day of the workshop.

Registration fee (less 20% for administration costs) will be refunded if written notice of cancellation is received by October 28, 2008.

ENROLMENT IS LIMITED.

ACT NOW TO ENSURE YOU DON'T MISS OUT!

REGISTRATION

Registration forms are available on the EAC website (www.editors.ca). To reserve your place, mail your completed registration form, along with a cheque payable to EAC Saskatoon, to the address provided on the form.

FOR MORE INFORMATION, VISIT US ONLINE AT WWW.EDITORS.CA/BRANCHES/SASKATOON, OR EMAIL SASKATOON@EDITORS.CA.

EDITORS'

ASSOCIATION OF CANADA
ASSOCIATION CANADIENNE DES

RÉVISEURS

Representing 1,800 members, the Editors' Association of Canada/Association canadienne des réviseurs sponsors professional development seminars, promotes and maintains high standards of editing and publishing in Canada, establishes guidelines to help editors secure fair pay and good working conditions, helps editors (both in-house and freelance) to network, and cooperates with other publishing associations in areas of common concern. For more information, visit our website at www.editors.ca.