

## **WRITING PROMOTIONAL MATERIALS**

How do you ensure that promotional literature such as brochures, flyers, posters and sales letters appeal to your audience and bring about desired results? Attend this course to find out!

### **Our Objectives**

We aim to show you how to

- create and evaluate interesting texts for brochures, flyers and sales letters
- ensure that the style and tone in these texts are appropriate to the audience, purpose and medium
- ensure that your promotional texts conform to your corporate image
- write persuasively to influence your reader's response
- write concisely, clearly and positively.

### **Your Profile**

This course is suitable for marketing and corporate communications professionals who need to write promotional literature or work with external advertising agencies. Those who need to promote their organisation's products and services may also find this course useful.

### **Your Results**

At the end of this workshop, you should be able to

- critique samples of promotional literature
- adapt your style and tone to different types of promotional literature for different audiences, purposes and medium
- write creative, persuasive texts to influence your reader's response
- create impact with visuals and graphics that support your texts
- write sizzling headlines and subheads
- add zip to your writing
- communicate efficiently with your printers

### **Our Methods**

This highly interactive workshop will include

- Lots of hands-on practice exercises
- Discussion
- Individual and group work

### **Our Trainers**

Our trainers are all qualified and very experienced Singapore Polytechnic lecturers with specialised language training qualifications.

Please note that we only specialise in customising courses for organisations; public courses for individuals are not available.

**SINGAPORE POLYTECHNIC  
BUSINESS COMMUNICATION CENTRE**

**Course Enquiry**

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