

Creative CopyWRITING



GENERAL INFORMATION

Trainer: Martin Jelinek

Number of participants: 5-25 people

Language: English



COURSE CONTENT

Description:

COMPEL, CONVINCING, CONVERT. The more of the mind we tickle, the more interaction, retention, and motivation we receive. Words travel worlds. Embrace the potential of words in storytelling, word design and inviting narrative by delivering inspiring content; fiction, non-fiction, short stories, as well as copy for Social Media, Content Marketing- tie it all together.

Aims and objectives:

Share your expertise and experience on and with others, things that matter. This workshop serves as a call to/for action regarding any issue that matters today or might have any impact on us, be beneficial for us.

Learning outcomes:

Stories that make an impact on our society. Along the possibility to influence others through words, you have the possibility to work up on your own work and "world skills", as presentation, rhetorics and visual narration. You will be able to use them in and outside of the working environment. Share, Educate, Entertain and Learn.

Target group:

All teachers / middle school to university level

Required language level of the participants: English, B2

Duration: 35 lessons, 7 days

Schedule*



SUNDAY	<ul style="list-style-type: none">• Get to know each other with trainers and the other participants and location of the course, warm up
MONDAY	<ul style="list-style-type: none">• Defining Acronyms
TUESDAY	<ul style="list-style-type: none">• Language of Today
WEDNESDAY	<ul style="list-style-type: none">• Basics of Marketing
THURSDAY	<ul style="list-style-type: none">• Writing Competition
FRIDAY	<ul style="list-style-type: none">• Author's Work / Intellectual Property• Wordganza / Storymaking
SATURDAY	<ul style="list-style-type: none">• Compulsory relationship building program, evaluation, handing over diplomas• Closing of the course

* Notes:

- the schedule describes likely activities but may be modified in accordance with the requests and needs of the participants;
- presentations of the participants' schools may be divided up and take place after the breaks on each day of the course.

ADDITIONAL INFORMATION

Certificates awarded:

Certificate of Attendance, Europass certificate and/or Learning agreement complement

Price: EUR including course, Erasmus+ documentation and a cultural activity

Location:

Date:



JUTAKI Kft. – Hungary Expert for Teachers and Students
Mail: H-2040-Budaörs, Kisfaludy u. 18.
Tel: +36 30 231 2705 • Skype ID: krisztina-jutaki
E-mail: students@hungary-expert.com
www.hungary-expert.com

VAT nr: HU32346497
Licence Nr: U-000611
FAR reg nr: B/2020/006603
OID nr: E10016801