



MARKETING  
INSTITUTE OF  
SINGAPORE

# COMMUNICATIONS

Date:  
**28–29 Mar 2012**

Course Fees:  
**S\$780.00**

MIS MEMBER:  
**20% OFF**

For Course Enquiries  
Web:  
[www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Email:  
[seminars@mis.org.sg](mailto:seminars@mis.org.sg)

Tel:  
6327 7586 / 583/ 582

Fax:  
6327 9741

51 Anson Road #03-53  
Anson Centre (S)079904

## Mastery in Web Writing

### Why You Should Attend This Course:

You've been put in charge of writing copy for your company's or department's website. You know there's a lot more to it than just downloading brochures and other printed material. But where do you start?

Writing is a challenge for most people – writing for an online readership is even more so. But if you can meet this challenge you'll earn respect and recognition. Creating the right written message for your audience in a way that best represents your organisation is the goal of this course.

### Learning Outcome:

- Develop ways to keep your visitors coming back to your site
- Gain control over the message you're sending out to your customers
- Maintain corporate brand and identity through online content
- Be able to differentiate between the characteristics of hard and soft copy

### Course Outline:

- Website audit – reviewing the content and usability of your website
- Website – best examples – evaluation exercise
- Web copy as a communication medium – tips and techniques
- Web writing priorities and web user behaviours
- Making reading easy – looking at micro and macro content
- Setting the right tone in web copy
- Editing your copy – developing the ability to write less and write simply
- Making web copy sing

### Who Can Benefit?

- Everyone responsible for maintaining the company website and writing web copy
- PR and marketing executives
- Graphic designers whose knowledge about web content will enhance their creativity
- Managers responsible for marketing their organisation online
- Copywriters and advertising executives producing copy for websites

### Trainer's Profile:

**Lotte Poole** has been a copywriter in many Asian locations and Australia. She worked for a large events management team in Sydney, writing online and brochure copy for some of Australia's iconic events. She has developed a broad range of websites such as for a marketing company, a motorcycle manufacturer, and an industry association. She has more than 10 years experience in training and facilitation in Singapore and the Far East and has also worked with multi-national organisations in Australia, the UK, and the US.

She is an accredited trainer and assessor (WDA Singapore), Master NLP Practitioner (ANLP), holds certification in Event Management (University of Technology, Sydney), is a toastmaster and a Coach-U coach. She has experience with profiling and personality assessment tools such as MBTI, TMS and FIRO B.

Lotte works with and facilitates teams and individuals to realise their personal and professional potential. During her career Lotte has worked across a variety of vertical sectors including financial services, hospitality, IT, insurance, publishing and PR and not-for profit organisations.

Her particular expertise includes business and communication strategies, transition and transformation, leadership skills, employee engagement and culture change.

# REGISTRATION FORM



## EXECUTIVE DEVELOPMENT PROGRAMMES

Register online at [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars) or fax form to 6327 9741

Register for 3 or more participants and enjoy 5% discount!

<b>Mastery in Web Writing</b> <input type="checkbox"/> 28–29 Mar 2012 (9.00am to 5.00pm) <b>S\$780 (subject to 7% GST)</b> Includes lunch & refreshments		<b>*Approved for SDF funding</b> Please indicate if you wish to apply <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>Participant(s) Name</b>	<b>Designation</b>	<b>E-mail</b>	<b>Contact No.</b>
1)			
2)			
3)			
Company:			
<input type="checkbox"/> Member (MIS Membership No):		<input type="checkbox"/> Non-Member	
Billing Address:			
Contact Person:		Designation:	
Tel:		E-mail:	
How did you know about this course? (You may tick more than one)		<input type="checkbox"/> e-Newsletter (pls specify sender): _____ <input type="checkbox"/> Print ad (pls specify publication): _____ <input type="checkbox"/> Received brochure through direct mail <input type="checkbox"/> Received brochure at event (pls specify): _____ <input type="checkbox"/> Search engines (pls specify): _____ <input type="checkbox"/> MIS website <input type="checkbox"/> i-Marketer portal <input type="checkbox"/> Word-of-Mouth/Recommendation (pls specify): _____ <input type="checkbox"/> Others (pls specify): _____	

### Administrative Details

#### Registration

##### Register Online @ [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

The fastest and most effective way to register for our courses is via our online registration form.

##### Register via Email or Fax

A place will be reserved for you upon receipt of your registration. Registrations should be sent at least two weeks before course commencement. A confirmation email will be sent to you two weeks before the course.

#### Payment

Payments are to be made in Singapore Dollars (SGD) and subjected to prevailing GST. Please make your payment either by cheque or GIRO upon receiving our invoice. All cheques should be crossed and made payable to "Marketing Institute of Singapore" with the invoice no. indicated on the back of the cheque. Any bank charges incurred as a result of bank/telegraphic transfers will have to be borne by the company. Fees are inclusive of course materials, certificate of participation, lunch & tea breaks.

#### MIS Member Discount

Corporate and Individual Members of MIS are entitled to **20%** discount on all Executive Development Programmes. For membership enquiries, email: [membership@mis.org.sg](mailto:membership@mis.org.sg).

#### Group Discount

Companies are entitled to **5%** discount for sending 3 or more participants to the same course on the same date.

#### Course Venue

All courses will be held at the Marketing Institute of Singapore, 51 Anson Road #03-53 Anson Centre Singapore 079904 unless otherwise stated.

#### SDF Training Grant (for SDF-Approved Courses)

- To apply for SDF funding, companies have to submit the training grant application for their employees on SkillsConnect within the stipulated timeline. SDF funding is subject to WDA's approval. For details, please visit [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg).
- In the event that the SDF funding is rejected, the company will be liable to pay MIS the balance amount.
- Participants who wish to apply for SDF are required to indicate this on the course registration form.

#### Withdrawals / No-Show

For any withdrawals or cancellation, participants will be subjected to the following charges:

Notice Period	Withdrawal / Cancellation Charge
More than 14 days	No charge
Less than 14 days	25% of course fee
Less than 3 working days or No-Show	100% of course fee

Replacements from the same company are allowed.

#### Cancellation

Marketing Institute of Singapore reserves the right to change or cancel the course due to unforeseen circumstances.

#### Customised In-House Training

Courses can be custom-designed to suit your department/organisation's unique training requirements. Please contact us for enquiries. Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg) or call 6327 7586 / 583 / 582.

**FOR COURSE ENQUIRIES**

Email: [seminars@mis.org.sg](mailto:seminars@mis.org.sg)  
 Website: [www.mis.org.sg/seminars](http://www.mis.org.sg/seminars)

Tel: 6327 7586 / 583 / 582  
 Fax: 6327 9741

Address: 51 Anson Road #03-53 Anson Centre  
 Singapore 079904