



Direct Marketing Copywriting

How to Create it, How to Judge it

Date: November 9, 2005

Time: 9:00 a.m. - 5:00 p.m.

Location: TBC

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The time-tested techniques of direct mail copywriting apply to every channel in the marketing communications mix. Today's marketers need to understand how to brief, evaluate and create effective copy from the perspective of integrated marketing communications and multi-channel messaging.

In this one-day interactive seminar, participants will be asked to examine the copy development process within their own organizations and re-evaluate the roles of team players in marketing, client services, production and creative.

As part of the creative development process, participants will learn about the principles of developing great copy, what works, what doesn't work, and how to effectively assess copy that will win in the marketplace.

This seminar will be a combination of instruction and workshops to help you quickly put this critical learning into practice.

Participants Will Learn

Participants will come away with skills that will help them play a more valuable role in the copy development process. They will also have an understanding of how to evaluate effective copy.

Who Should Attend:

Great Direct Marketing programs require teamwork. Anyone who participates in the process of creative development will benefit from learning how to add value in more effective, creative ways.

Participants who should attend include: ad agency account management, marketing managers, creative people who will be developing direct marketing campaigns, as well as anyone involved in either assigning direct marketing projects or evaluating and critiquing direct marketing creative.

Seminar Instructors

This fast-paced and entertaining seminar is delivered by Daniel G. Wiest & John Ellis; Canadian Marketing Association Awards Gold Creative Winners.

Their experience as a strategic planner / copywriter team provides the basis for this session. They are both advocates of collaboration and teamwork as the key to effective direct marketing copy.

Daniel G. Wiest, President, Wiest & Associates Inc. - [The Customer Acquisition and Retention Company™](#)

Dan has twenty-five years of U.S. and Canadian marketing experience. His expertise covers a wide variety of data-driven practices including lead generation, acquisition, loyalty, retention, and continuity marketing. Industry sector experience includes high tech, insurance, financial services, credit card marketing, publishing, travel, tourism, entertainment, and not-for-profit marketing. His current marketing communications practice specializes in direct marketing and online marketing initiatives.

Dan has been delivering the CMA's Direct Marketing Certification Course for the past four semesters. He has served as chairman for the Canadian Marketing Association's Digital Marketing Conference and is an Executive Committee Member of the CMA's e-Marketing Council. He served as Programming Chairman for the CMA's National Convention since 2001, and has returned again as overall Convention Chair for 2005.

John Ellis, Associate Creative Director, McDonnell Haynes Integrated Communications Partners

John is an CMA Award-winning writer working on some of the city's best known brands including TD Canada Trust, George Brown College and the TTC.

With over 15 years of experience, John has worked with some of Canada's leading marketers in client management, direct marketing and creative capacities. In addition to developing integrated campaign strategies and executing a variety of media campaigns, he is a frequent speaker for the Continuing Education Departments at Ryerson University and the University of Toronto.



