



What? The challenge of persuading and influencing others is central to any professional working in Marketing, Public Relations, Copy Writing and Communications.

Over ½ to 1 day our Marketing Magic workshop will use the Principles of Persuasion™ as signposts to help you create and innovate. The session is guaranteed to generate new ideas, campaigns and strategies. We'll work with you in advance to customise the right programme for you.

Style? Delivered in an interactive workshop style this programme is ideal for seasoned marketers and brand managers as well as those new to the role.

Who? Yes! author Steve Martin would lead this session (subject to availability)

Info? Call Sarah Tobitt on 0870 787 4747

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