

# Workshop to hone your copywriting skills

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BANDAR SERI BEGAWAN

HONE your ability to influence with words at a copywriting workshop organised by training service provider CONFEX on July 28 and 29.

The two-day workshop – which will be held at first floor, CONFEX Lounge, RMS Portview Seafood Restaurant in Jalan Sultan – will be facilitated by Arjun Khara, who holds a degree as a communications specialist as well as another degree in computing and information systems.

Among the aims of the workshop is to develop and execute an effective Public Relations (PR) strategy that will help PRs and their organisations to connect with their customers. Through this workshop, participants will understand and use copywriting on a professional level and learn from real-life case studies and create purpose-driven documents that can influence and sell.

“It’s amazing even for me to watch and influence; how the languages of people interact, integrate and interchange with the languages of programming and media. I’m using my growing skills and experiences to imagine and create content that thrives in analog and digital spaces,” said Arjun in a statement.

The workshop will be beneficial to social media marketing professionals, journalists, advertising professionals, media relations professionals, marketing teams, manufacturing and retail teams, public relations professionals, copywriters, designers and tourism professionals.

To register for this workshop or to enquire on more details such as fees, please call CONFEX at 265 1155, visit [www.confex-mice.com](http://www.confex-mice.com) (<http://web.archive.org/web/20160927005613/http://www.confex-mice.com/>) or Whatsapp 828 2217. – Azli Azney

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