

Companies need to develop communication strategies



Arjun Khara, creative director at Quantico Singapore, training participants on how to improve their copywriting skills. BT/Zafirah Zaili

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PROFESSIONALS from the government and private sectors honed their copywriting skills in a two-day workshop organised by local training agency CONFEX.

CONFEX invited Arjun Khara, creative director of copywriting agency Quantico Singapore, to conduct the workshop. The workshop, which ended yesterday, aimed to help the participants develop and execute effective public relations strategies that will strengthen the organisations' communication with customers.

Khara said it's important for the marketing department of any agency to design a communication strategy that will attract customers.

"The aim of any sales copy is to sell not only a company's product but also the company itself. This is why people need to know how to create an advertisement, be it on digital or printed media, that will be able to sell the products as well as strengthen the company's name," he said.

His objective throughout the workshop is to get participants create purpose-driven documents that can influence and sell. This was done by presenting real-life case studies of how large companies have succeeded in making it big by having an effective sales copy.

"A lot of the multi-billion dollar companies we have today have made it big due to the way they sell themselves," he said.

Khara merges content and the technologies that are communicating its meaning to the world. "I apply myself to workshops that teach through human experiences and cultural motivations that humanise communication between my learners and their world," he said.

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