

TRAINING COURSE OUTLINE – Local Enterprise Office Wicklow

Course Title:	Content Creation & Copywriting
Delivery Date:	Wednesday 3rd November 2021
Venue:	ONLINE via ZOOM
Duration & Time:	9.30 am to 12.30 pm
Cost:	€25
Trainer:	Createschool – Peter Baxter Peter is an experienced professional arts practitioner and educator specialising in creative digital multi-media and music.
Number of Participants:	20
Objective of the Course	Summary of Course Syllabus & Learning Objectives The workshop is designed to enable local micro businesses and SME's to create meaningful and engaging content that can be repurposed, adapted and shared across a variety of platforms and media. This will mean the maximum return on investment and best utilisation of time and resources for SME's and sole traders. The training is delivered with a strong focus on practical application, designed for small companies and sole traders that are trying to find a consistent tone and authentic voice to suit their brand and message. Participants will:- ✚ gain practical insights and tips on how to create and use effective written, video & audio content as part of their entrepreneurial skill set. ✚ use mobile technology and easy to access software & apps to create video & audio content to share on websites & social media ✚ communicate the story of their brand/business to new & existing customers by developing ideas and including storytelling in their created online content ✚ use these ideas to write engaging copy for marketing materials, website & social channels in order to access leads & increase sales ✚ use best practice for sharing content & boosting online presence.

Training Methodology	Utilising a blended learning approach with a combination of - In person training using tutorials & industry specific practical examples - Access to online resources & tutorial videos - Break-out sessions (enabling networking, peer to peer learning & collaboration opportunities). - Practical & hands-on activities and related tasks throughout the training to ensure meaningful engagement. We will break down the training step-by-step so participants have ample opportunity to apply the fundamentals of content during the workshop.
How to Book:	Book at: www.localenterprise.ie/wicklow