

LANGUAGE AND COMMUNICATION SEMINAR SERIES

ENGLISH FOR COPYWRITING IN THE DIGITAL ERA

Target: 3-Year Degree, Top-up Degree, Advanced Diploma and Professional Diploma Students (Full-Time & Part-Time Programmes)

HIGHLIGHTS

- To equip you with the skills for making your messages stand out from the crowd on social media
- Learn different approaches to copywriting, the magic words to use
- Discover the key to capture the audience's minds through different real-life examples from the industry



SPEAKERS

Ms. Heidi LAM

- A specialist in branding, advertising, and marketing for Vogue Hong Kong, Harper's Bazaar, Cosmopolitan, and CosmoGirl over the last decade;
- Heavily involved in creative advertising campaigns, event production, photography, and design work;
- A CityU alumna (Integrated Strategic Communication with First Class Honours);
- An alumna of Queen Mary, University of London (MS in International Management and Marketing)



Event Detail

The contents of the two sessions are identical. Interested students may register for either ONE of the sessions.

Session 1



11 October 2023 (Wednesday)



7:30pm - 9:00pm



**LI-2108, 2/F, Li Dak Sum Yip Yio Chin Academic Building,
City University of Hong Kong**

Quota: 30 (on a first-come, first-served basis)

Online registration link: apps.scope.edu/seminar/233-CE-11



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Session 2



14 October 2023 (Saturday)



2:00pm - 3:30pm

**LI-2407, 2/F, Li Dak Sum Yip Yio Chin Academic Building,
City University of Hong Kong**

Quota: 30 (on a first-come, first-served basis)

Online registration link: apps.scope.edu/seminar/233-CE-12



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