

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

 **19 February 2024 (Monday)**  **7:30pm - 9:00pm**

 **LI-2409, 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-31



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