



Isle of Man

International Business School

Scoil Dellal Eddyrashoonagh Vannin

NEWS RELEASE – 13.09.06

CIM Accredited Copywriting Workshop at the Business School

The Chartered Institute of Marketing in the Isle of Man is pleased to inform that a CIM accredited 1 day workshop on copywriting will be delivered at the Isle of Man International Business School next month.

The workshop is titled “The Essentials of Creative Copywriting” and will be held on two dates: Monday 16th October and Tuesday 17th October. The workshop will aid delegates in writing persuasive and powerful copy for specific audiences, overcoming writer’s block, building relationships with readers and applying structured copywriting techniques.

It provides an excellent opportunity for local marketing professionals to gain CIM-accredited training locally without having to incur the costs of off-island travel and accommodation.

The workshop has been competitively priced and is planned to be the first of a series of locally delivered CIM training events at the Business School.

The Isle of Man Marketing Group represents the Chartered Institute of Marketing on the Island and is committed to helping increase marketing skills and knowledge for the benefit of the Island as a whole. These events will also complement the CIM Professional Diploma which has recently started at the International Business School, an accredited centre of learning for the Chartered Institute of Marketing.



Places on the Copywriting workshop are limited to 15 on each day so anybody interested should contact Lacey Cullen on 693709 or email enquiries@ibs.ac.im for further details.

For further information, please contact:

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