

# WRITE TO WIN: MASTERING COPY AND CONTENTS

23 - 24 SEPTEMBER 2024

A yellow circular icon with a black exclamation mark inside, indicating a warning or important notice.

**DEADLINE TO REGISTER**  
25 August 2024

# OVERVIEW

Mastering copy and contents, is a comprehensive programme designed to equip participants with the essential skills needed to excel in the dynamic world of digital marketing. This programme focuses on the two (2) critical writing styles required for digital marketing success: inbound and outbound marketing. Whether you aim to create engaging blog posts, persuasive advertisements, captivating social media content, or impactful website copy, this programme provides the knowledge and practical experience to master them all.

# OBJECTIVES

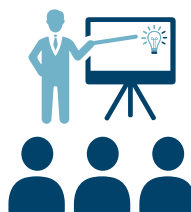
- Learning persuasive copywriting techniques to create compelling outbound marketing content.
- Developing skills to produce engaging and informative inbound content that positions your brand as an industry leader.
- Gaining proficiency in designing visually appealing and impactful advertisements and social media posts.
- Understanding the nuances of writing for various digital platforms to ensure content is optimised for maximum impact and reach.

# WHO IS THIS PROGRAMME FOR?

This programme is perfect for aspiring copywriters, content writers, content creators, marketers, business owners, startups and anyone looking to enhance their writing skills in the context of digital marketing.

# METHODOLOGY

- Face-to-face
- Interactive workshops
- Lecture, practical assignments, and etc



# PROGRAMME DETAILS

DATE	TIME
23 - 24 September 2024	8:30 am - 12:00 pm 1:30 pm - 5:00 pm

\*\*\*Subject to change

Please refer to [www.bilif.com.bn](http://www.bilif.com.bn) for the latest updates\*\*\*



# PROGRAMME OUTLINE

MODULES	DETAILS
<b>Introduction to Digital Marketing Writing</b>	Get acquainted with the fundamentals of digital marketing, the differences between inbound and outbound marketing, and the importance of each writing style in a comprehensive marketing strategy.
<b>Outbound Marketing and Copywriting</b>	Get into the heart of copywriting by learning how to create persuasive and impactful content that drives action, including crafting compelling headlines, body copy, and call-to-action statements.
<b>Inbound Marketing and Content Writing</b>	Explore the world of content writing by developing the ability to create valuable, informative, and engaging content for blogs, articles, and websites, focusing on storytelling, audience engagement, and SEO optimisation.
<b>Digital Advertisement and Social Media Post Design</b>	Learn the fundamentals of designing effective digital advertisements and social media posts. Understand the principles of visual communication, colour psychology, and layout composition to enhance your writing with strong visual elements.
<b>Practical Assignments</b>	Benefit from detailed assessments of your assignments. Receive actionable feedback on your creative execution, messaging, and overall effectiveness to further hone your writing abilities.
<b>Continuous Learning and Worksheets</b>	Reinforce your learning with comprehensive worksheets and continuous practice exercises, ensuring you can apply the concepts and techniques effectively in your digital marketing career.

# PROGRAMME LEADER

## JOY NANDY

Joy Nandy is the Master Trainer of several writing and advertising courses at The School Of Digital Advertising. He is also its founder and course developer.

With over 25 years of experience in Traditional and Digital Advertising & Marketing, Joy believes that every effort to market or advertise online shall end with the ability to “write”. It is with this belief that the school and its courses were created, because “Words Sell” and the internet survives on Words.

Joy Nandy started his career in advertising as a young copywriter with several local and international advertising agencies in Malaysia, including, CD Advertising, Naga DDB, KHK DMB&B, and Bates Advertising. At the age of 27, he started his own advertising agency and grew it to a successful agency within a short time, having a string of international and prominent clients under its belt.

Joy was approached by the Publisher of FHM Magazine Malaysia to help launch the magazine in Malaysia for the first time as its Brand Manager. Joy managed to get publicity for the magazine on national TV, and also launched the magazine in a massive way which included ferrying several hundred people in eight chartered buses. The brand is now a successful product in the market.

Joy Nandy is well-qualified to understand what students need to learn in Marketing and Advertising. As such, he develops and teaches courses based on what is useful and relevant with the important skills of writing and effective communication in focus. Technology changes, but the skills to write and communicate, along with the foundation knowledge of Marketing and Advertising, shall always remain with a learner. This makes the courses developed and taught by Joy are unique, relevant, and will never be dated. He has been using and keeping himself updated with digital marketing technology and its evolution since its infancy, and is able to impart a wealth of knowledge to learners today.

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To apply for the programme, please email your completed form to askSEED@bilif.com.bn by 25 August 2024.

CATEGORIES	STAKEHOLDERS	NON-STAKEHOLDERS
FEE	<input type="checkbox"/> \$ 1,400.00	<input type="checkbox"/> \$ 1,500.00

By completing and signing this form, you hereby agree to the terms and conditions below:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

Full Name:  IC Number:   
Position:  Department:   
E-mail:  Phone:

#### APPROVING OFFICER

Name:  Email:   
Position:  Department:

Please email the invoice to:

\_\_\_\_\_  
Signature and Company's Stamp

#### Terms and conditions:

##### Cancellation Policy:

- All cancellation must be submitted to BILIF in writing either by letter or email.
- Any cancellation received 30 days or more prior to the training date will incur a cancellation fee of 10% of the programme fee.
- Cancellation received 8 - 14 days to the training date will incur a cancellation fee of 50% of the programme fee.
- Cancellation of registrations received 7 days or less from the date of training or if the delegate fails to attend the training, he/she will be considered as 'no show' and is subjected to 100% of the programme fee.
- BILIF welcomes and accepts replacement of participants up until a day before the training commences.

##### Other terms:

- Participants must complete all scheduled sessions and activities for them to receive the certificate of attendance/ completion.
- Payment must be made upon receipt of invoice issued by BILIF.
- BILIF reserves the right to amend, change or cancel the programme at any given time. We will immediately notify participants and organisations if any such changes are to be made.

# ABOUT BRUNEI INSTITUTE OF LEADERSHIP AND ISLAMIC FINANCE

Brunei Institute of Leadership & Islamic Finance (BILIF) was established in 2010 as the Centre of Excellence for the finance industry in Brunei Darussalam, providing high-quality learning solutions, including signature and collaborative events for human capacity development in the areas of Islamic finance and leadership.

Under the purview of Brunei Darussalam Central Bank (BDCB), BILIF plays a fundamental role in Pillar 5 of Brunei Darussalam Financial Sector Blueprint 2016-2025 in raising financial industry standards, especially in the areas of Islamic finance.

All of our programmes are accredited by Brunei Darussalam National Accreditation Council as Value Added Qualifications. Since its inception, BILIF has conducted 809 programmes and 83 events for more than 16,900 participants, including a suite of Virtual Instructor-Led Training (VILT) programmes and online events (as of December 2023).

BILIF has forged strategic partnerships with local and international organisations over the past 10 years which have allowed us to bring professional programmes, expertise and opportunities to shape future leaders, experts and innovators, particularly in the areas of Islamic finance and leadership. Amongst these strategic partners include The London Institute of Banking & Finance (LIBF), United Kingdom; the Accounting and Auditing organisation for Islamic Financial Institutions (AAOIFI) and Bahrain Institute of Banking and Finance (BIBF), Bahrain; Islamic Development Bank Institute (IsDBI), Kingdom of Saudi Arabia, Singapore

Management University (SMU), Singapore and INCEIF University, Malaysia. Locally, BILIF has also partnered with two of the top higher education institutions in Brunei Darussalam; Universiti Brunei Darussalam (UBD) and Universiti Sultan Sharif Ali (UNISSA) in our joint efforts to impart invaluable knowledge and skills for students and professionals in not only finance but also other private and government sectors.

Appointed by BDCB, BILIF is the official licensing examination centre for Financial Planning Practitioners' Programme (FPPP) and the Qualifying Examination for Insurance/Takaful Agents (QEFITA). BILIF is also the official examination centre for all examinations under Chartered Institute for Securities & Investment (CISI), UK; Chartered Bankers Institute (CBI), UK; International Compliance Association (ICA) and AAOIFI. BILIF has also recently been accepted as a Pearson Vue Authorised Test Centre which can house more than hundreds of examinations such as Certificate in Climate Risk, Certified Internal Auditor® (CIA®) and Certified Associate in Project Management (CAPM), amongst others.

BILIF has received multiple accolades including the "Best Emerging Islamic Finance Training Institution – Brunei 2021" from the International Finance Awards 2022; "Best Islamic Finance Education & Training Brunei 2021" from the Global Banking & Finance Awards® and "Global Good Governance (3G) Human Resource Development Award 2022" received at the 7th Annual 3G Awards Ceremony. BILIF was also awarded its third "GIFA Excellence Award (Islamic Finance Training & Education) 2022, which has been previously received in 2019 and 2021.

**83**

Events

**809**

Programmes  
and Examinations

**16,900+**

Participants



Discover our upcoming programmes and events

[bilif.com.bn](http://bilif.com.bn)

Contact our Sales and Marketing Department  
for any enquiries

[askSEED@bilif.com.bn](mailto:askSEED@bilif.com.bn)

*Alternatively, you can also WhatsApp us at  
+673 8271140 to learn more about our offerings*