

The logo for SA Writers Centre Inc, featuring the letters 'SA' in a large, white, serif font on a black rectangular background. To the right, the words 'Writers' and 'Centre Inc' are stacked vertically in a smaller, white, sans-serif font on a black rectangular background.

SA

Writers

Centre Inc

CORPORATE WRITING PROGRAM

The SA Writers Centre was the first of its kind in Australia, and for more than thirty years they have been integral to the creative lives of writers. Now with more than 1500 members, this not-for-profit organisation continues to act as a resource for writers of all styles and disciplines, supporting their careers and offering opportunities for growth and development.

High quality communication skills are increasingly sought after in the professional world, both for individuals and businesses, so the Centre is continuing to deliver a suite of corporate professional workshops targeted at key development areas, including:

Copywriting 101

Writing your Business Book

Grammar Essentials

Business Writing for Online

Storytelling for Business

And more...

Each workshop can be tailored to your organisation or institutions' needs and delivered onsite at your premises, or at the SA Writers Centre. If you would like to know more about these workshops or a bespoke package combining several areas of learning, please contact: admin@sawriters.org.au

Joining SA Writers Centre as a member is key for the growth and development of your organisation. We offer a variety of membership options, from individual to corporate level. Visit our website at www.sawriter.org.au to find out more.

Corporate Writing Workshops

Creativity, clarity and concision are the building blocks of effective communications for both individuals and businesses, and are the keys to corporate success. The SA Writers Centre's suite of professional workshops are delivered by established writers and facilitators, and designed to teach you the skills you'll need to find and tell your own compelling story.

Storytelling for Business

Tuesday 28 March, 10am-1pm

Storytelling is one of the most powerful business marketing tools in the world but also one of the least understood. In this technique-focused workshop, designed specifically for businesses, government organisations and not for profits that want to increase their brand awareness, you'll learn how to tell stories that inspire customers, drive engagement and deliver maximum impact.

Members \$150 Non-Members \$220

Copywriting 101

Tuesday 27 April, 10am-1pm

Learn the secrets of compelling copywriting, from a creative brief to an eye popping headline. In this intensive three-hour workshop, you'll dive straight into the fundamentals of writing effective copy, analysing structure, tone, language and the art of persuasion. You'll also learn how to make the most of research to craft direct response marketing content, such as ads, enews/EDMs, blog posts, media releases and more.

Members \$150 Non-Members \$220

Grammar Essentials

Tuesday 11 May, 10am-1pm

Faultless spelling, proper punctuation and impeccable grammar are the building blocks of exceptional communication skills. This detailed workshop focuses on the fundamentals of grammar, punctuation, proofreading and fact checking, ensuring your business communications always hit the right mark.

Members \$150 Non-Members \$220

How to write your Business Book

Tuesday 6 June, 10am-1pm

Whether you're an entrepreneur looking to market a unique product or a CEO hoping to inspire those following in your footsteps, a business book can be a potent tool to generate opportunities, open new doors and, most importantly, lead to increased sales. In this workshop, you'll learn clever and effective writing techniques, and come away with a blueprint for crafting your own successful business book.

Members \$150 Non-Members \$220

Business Writing for Online

TBA, 10am-1pm

Whether it's a website, a blog, or even a simple social media account, your business' online presence can be a compelling way to drive customer engagement. For your online offering to have greatest effect, you need engaging content. This course tackles everything from audience and readership to literary techniques, providing a solid foundation for planning and executing web-based writing that services your business.

Members \$150 Non-Members \$220

Corporate Membership

Become well-resourced, upskill your staff and reward their valuable contribution.

Corporate Membership includes:

Cost: \$550 p/a

- discounted rates to attend SA Writers Centre workshops for five nominated members of your staff
- free Members Meet Up events
- discounted advertising rates
- subscription to our fortnightly Enewsletter which features opportunities, competitions, events and program details
- invitations to our Annual General Meeting and the opportunity to get involved with the Centre's board
- access to our comprehensive library of South Australian fiction and non-fiction.

Coming in 2017:

- style guide for your organisation
- access to member-only resources online
- access to our referral system for copywriters/professional writers.

JOIN TODAY!

As well as unique networking and professional development opportunities, corporate membership provides ongoing benefits and advantages to your business and staff, plus it's a significant way to demonstrate your commitment to the arts and a local non-for-profit organisation.

Being the first of its kind in Australia, the SA Writers Centre celebrated their thirtieth anniversary during 2015, and now has more than 1200 members



facebook.com/sawriterscentre



twitter.com/sawriterscentre
#sawriters



instagram.com/sawriterscentre



sawriters.org.au



admin@sawriters.org.au



SA Writers Centre
Level 2, 187 Rundle Street
Adelaide SA 5000
PO Box 43
Rundle Mall
Phone (08) 8223 7662

Open Tuesday–Thursday
10am–5pm