

## Language and Communication Seminar Series English for Copywriting in the Digital Era

Target : Top-up Degree, 3-Year Degree, and Advanced Diploma students



### Course Abstract

The digital world nowadays is flooded with hundreds and thousands of messages every day. This seminar is going to equip you with the skills for making your messages stand out from the crowd on social media. You will learn the different approaches to copywriting, the magic words to use, and the key to capturing the audience's minds through different authentic examples from the industry.

### Speaker: Ms. Heidi LAM



Heidi has been a branding, advertising, and marketing specialist in the industry over the last decade. She has been heavily involved in the work of creative advertising campaigns, event production, photography, videography, and design through her engagements in Vogue Hong Kong, Harper's Bazaar, Cosmopolitan, and CosmoGIRL.

Heidi is a City University alumna who graduated with First Class Honours (Integrated Strategic Communications) before she obtained her MSc in International Management and Marketing with a Merit Award from Queen Mary, University of London.

### Event Detail

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

#### Session 1

Date : 13 May 2023 (Saturday)  
Time : 2:00 pm – 3:30 pm  
Venue : Room 2409, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong  
Language : English and Cantonese  
Fee : Free of charge  
Quota : 30 (on a first come, first served basis)  
Registration : [apps.scope.edu/seminar/223-CE-23](https://apps.scope.edu/seminar/223-CE-23)

**Registration Deadline: 6 May 2023 (Saturday)**



#### Session 2

Date : 17 May 2023 (Wednesday)  
Time : 7:30 pm – 9:00 pm  
Venue : Room 2407, Li Dak Sum Yip Yio Chin Academic Building (LI), City University of Hong Kong  
Language : English and Cantonese  
Fee : Free of charge  
Quota : 30 (on a first come, first served basis)  
Registration : [apps.scope.edu/seminar/223-CE-24](https://apps.scope.edu/seminar/223-CE-24)

**Registration Deadline: 10 May 2023 (Wednesday)**

