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| **Event Copy and Blurb Guidelines** |
| 1. Copy should be kept 30 words to 120 words. Less than 30 make the course look insubstantial and more than 120 words can be intimidating. People will rarely read the whole description if it is too long. This wastes space and may lose registrations too. 2. The description should be divided into two paragraphs if it is over 60 words. More than 60 words in one paragraph is too hard to read. 3. Do not use abbreviations. 4. In general, the first one or two sentences should be enticing or interesting. The following two to five sentences should be a summary of the scope and content of the course. 5. The first five words of the description will often determine if the reader will go on or pass to another course description. 6. POV: Audience = students. Write in first person (you). |
| **Structure** |
| 1. **Event Title**   simple or catchy. |
| 1. **Hook**   Here are six good opener techniques:   1. A definition 2. The end result 3. The outstanding or impressive fact 4. A question 5. The quotation |
| 1. **What will students gain from attending this activity? (Why)**   Logistics. It should be factually complete and accurate it should have solid content information. Your description should focus on **the content of the course or the learner**, not upon the course itself or you as the facilitator. The description should emphasise the benefits of coming from either the results of attending the course or from the value of the subject matter itself. |
| 1. **What activities will take place? (What)**   Course description.Talk about what will be covered in the course and other content matter. While you should avoid the following sentence first words in the first two sentences of the hook, they are appropriate for this section if they are not repeated anywhere else.   1. “We will . . .” 2. “Here’s your chance to . . .” 3. “Learn . . .” 4. “Included are . . .” 5. “This course . . .” 6. “These questions . . .” 7. “Participants will . . .” 8. “We will explore . . .” 9. “Find out about . . .” |
| **Closing: (optional)**  Further outcomes: credits, accreditations, eligibility to avail of closed programme or scheme.  Facilitator biography or qualifications should not be mixed in with the course description. This information can be brief, and should appear at the end of the course description.  The biography can be 15 to 50 words in a separate paragraph underneath the course description.  Your qualifications can be stated in terms of experience. Use credentials or degrees only as a last resort. By including your interest or motivation in teaching the course, the participants will also see you as likable/ approachable. |
| **What kind of activity is it?** |
| Workshop:  interaction, questions, activities, take away at least one tool/outcome/message that I can put into practice.  Programme: take away some sort of qualification.  Course:  interaction, questions, longer than a workshop (two days)  Seminar: sit & listen, discussion between panel members, real-life stories, some opportunity for questions, take away thought/summary/opposing views on a particular topic. One word: Thought-provoking  Event: networking, informal  Masterclass: Short, focused session on one particular problem or theme |