

## Workshop on Advert Writing

A lot of people from different walks of life enjoy writing and are interested in crafting catchy slogans and advertising copy. This workshop on advertising will serve as an introduction to the field, the different opportunities, the job descriptions, and especially highlight copywriting.

How do you come up with memorable taglines, how do you write for different media – print, electronic, digital, what goes into creating relevant and catchy advertising campaigns and so on.

This workshop will begin with introductions. The author will introduce the participants to ‘mad ad world’ of Indian advertising. There will be a special focus on copywriting including making ads for newspapers, radio channels, TV, posters and other Point of Sale collaterals and digital media.

This is an interactive session where the participants can ask the author questions and will also be given creative writing exercises.

It will expose participants to advertising, help them consider a career in copywriting or client servicing and evaluate their creative skills.

## Facilitator

Vibha Batra is an author, advertising consultant, poet, lyricist, translator, travel writer, playwright, translator and columnist. Her (11) published books include: Euro Trip, Ludhiana to London, Glitter and Gloss, The Activist and The Capitalist, Sweet Sixteen (Yeah, Right!), Seventeen and Done (You Bet!), Eighteen and Wiser (Not Quite!.) Ishaavaasya Upanishad: Knowledge and Action, Tongue-in-cheek, A Twist of Lime and Family Crossword. She has contributed short stories and poems to various journals like Muse, Kalkion, Asia Writes, Asian Writer, Kalkion, Long Story Short, and Tumbhi.

Her stories have been featured in the following anthologies: Vanilla Desires, City of Gods, Ripples, Indian Voices, Railonama, Just Plain Bad Luck, Happy Birthday to Me, 9.69, Urban Shots – The Love Collection, New Asian Writing, and the Chicken Soup Series (Sister’s Soul, Couples’ Soul, Indian Soul at Work, Spiritual Soul)

Her poems have appeared in online journals like Kritiya, Muse, Clockwise Cat, and Kalkion. They have also been featured in the following anthologies: Happy Birthday to Me, 20-20 anthology, Swarnarekha, Dance of the Peacock