

Applications open for Copy School 2020: Melbourne and Sydney

Applications have opened for the 2020 Copy Schools in both Melbourne and Sydney, supported by NewsMediaWorks, with another world-class line-up of guest creative tutors.

Copy School is designed to encourage the best quality copywriting across all channels and engages some of Australia's leading creative directors and copywriters, as well as news media executives, to pass on their knowledge and experience.

Copy School will be held in Melbourne on 23rd to 27th March and in Sydney from 4th to 8th May, and each school is seeking 20 young copywriters, or any aspiring copywriters, to attend the workshop series. The courses run from 9.00 am to 12 noon each day for a week.

The Copy Schools in Melbourne and Sydney will provide participants with a real world brief that will be presented and critiqued on the final morning of the course.

NewsMediaWorks CEO, Peter Miller, said: "Copy School has become synonymous with unearthing some seriously good new talent for the creative industry. The core focus of Copy School is on how to create great, effective advertising for brands from some of the best in the business, and attracts a range of students from junior writers at agencies to marketers themselves. Anyone who graduates from Copy School is privileged to have harvested gold dust from Australia's best writers who give their time and knowledge freely. I'd like to sincerely thank our guest tutors for their generous commitment to Copy School."

Chris Taylor is returning as convenor for Melbourne this year. He will host some of the industry's best senior creative talent and a senior newspaper editor (to be confirmed), who will donate their time to be guest tutors, including:

- Sarah McGregor, Creative Director, Cummins and Partners
- Jess Wheeler, Associate Creative Director, Fenton Stephens

- Yianni Agisilaou – Stand Up Comedian
- Hilary Badger – Writer & Author, Clemenger – BBDO Melbourne
- Annie Price, Creative Director, Wunderman Thompson
- Daniel Pollock, Creative Director, Jane the Agency
- Katie Britton, Senior Copywriter
- Ted Horton, Chief Creative Officer, Big Red, Melbourne.

In Sydney, this year's convenor is former advertising great John Bevins, who is taking over from Ray Black, the Founder of Copy School, and he will host the guest tutors including:

- Dennis Koutoulogenis (DK), Senior Writer, The Monkeys
- Sue Carey, Copywriter
- Ted Horton, Chief Creative Officer, Big Red, Melbourne.
- Jo Sellars, Creative Lead, DDB Sydney
- Ralph Van Dijk, Founder and Executive Creative Director, Eardrum
- Jonathan Kneebone, Co-founder, Writer/Director , The Glue Society
- Andy Flemming, Group Creative Director, M&C Saatchi.

The workshop fee is just \$275 per student. Copy School will donate the fully tax deductible fee to The Salvation Army in Sydney and Front Yard Youth Service in Melbourne.

Venue details are:

Melbourne:

Media House

Level 7, 655 Collins Street Melbourne

Sydney:

News Corp Australia

2 Holt Street Surry Hills Sydney

To apply for Copy School please contact Kylie Hannah on 0404 000 664 or email kyliehannah@newsmediaworks.com.au.