

***“You can say the right thing about a product and nobody will listen. You’ve got to say it in such a way that people will feel it in their gut. Because if they don’t feel it, nothing will happen.”***



Delivering outstanding copy and creative for direct marketing for over 30 years

## Andy's Creative Masterclass in Amman, Jordan

### “ What the Organiser said...

*“After speaking at the International Advertising Association – Jordan Chapter’s annual advertising and marketing communications conference, we received numerous requests from delegates to bring Andy Owen back to Jordan.*

*During his brief session at the conference, he had given a young DM industry a glimpse of the future and left them wanting to learn more.*

*When Andy returned to conduct his Masterclass, the auditorium was filled to capacity with marketing professionals eager to hear about his secrets to successful direct marketing.*

*Andy exceeded the audience’s expectations with his entertaining delivery style, straightforward talk and relevant examples of local and international campaigns.*

*The Masterclass has set a new frontier in our industry, inspiring the captivated audience to revolutionize their thinking and apply what they have learned to their work. Andy’s unique passion and vast expertise has affirmed his reputation as one of the world’s most respected direct marketers.*

*We already have been asked when Andy will be back again!”*

**Hania Juma, Executive Manager, (IAA) Jordan Chapter**



### “ What the Delegates said...

*“It was a pleasure for me to start my first lesson in direct marketing with an amazing teacher like you. Thank you so much. It was stunning”.*

**Hala Kassis**

*“I would like to thank you for a wonderful seminar. I was truly impressed with your work and extremely grateful for the insights you provided us all. I am looking forward to be able to implement what I have learned from your seminar into my work”.*

**Abdulrahman al-Beiruti**

*“Let me thank you a lot for your amazing professional DM workshop at Amman”.*

**Razan A. Lutfi**



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