

***“It is one thing to have a selling proposition and quite another to sell it.”***



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

## Andy's Creative Masterclass in Cape Town, South Africa

### “ What the Organiser said...

*“You put together a full day’s workshop that not only was professionally and enthusiastically presented, but it kept the audience captivated at all times. Your passion for the direct marketing industry is admirable, and anybody being serious about their continued existence in this business would have been inspired by the passion and knowledge that you shared with the audience.*

*Your most pertinent comment, ‘times change, people don’t’, really hit home and the content of your workshop did a wonderful job in reminding us of this.*

*The references to the great direct marketing campaigns of the grand masters, helped to hit home the point that it is the respect of the fundamentals of great copy that are the cornerstone to successful direct marketing campaigns.*

*You certainly motivated us to discover or “re-discover” the secrets of successful direct marketing, even to the extent that we now have an enthusiastic “reading community” in our marketing department, enthusiastically reading books of the grand masters you shared with us.*

*Andy, thank you for sharing your knowledge and passion with us and for inspiring us to see our business as a never-ending, but exciting and rewarding process of learning and perfecting the skills of direct communication. We feel great to be in this industry and I am confident that many of the participants of the Cape Town event left feeling very much the same way.”*

**Eckhard Marshing - CEO, Arcadia, Cape Town South Africa**



### “ What the Delegates said...

*“Andy stormed into Cape Town – straight into a vacuum created by the demise of the DMA and their annual conference. Gloves at the ready, and in the tradition of the travelling DM guru, he launched his volleys against wasteful direct marketing and the consequent compromise of clients’ budgets, enchanting the audience with his witty demolition of the inept.*

*As a former salesman, Andy earned his colours amid the blood and gore of the battlefield, not in virtual reality, and this added lustre and credibility to his performance. Not surprisingly, he stressed the need for basic training – research, reading the works of the masters - something that the older school of copywriters took for granted and a necessary apprenticeship that today’s copywriters disdain.*

*Good direct marketing is timeless. He didn’t miss a trick.”*

**Philip Bateman**

*“I’ve worked as an ad copywriter and creative director since 1985. I recently had the pleasure of attending your Masterclass in Jo’burg, and found it to be an inspirational event. Afterwards I felt refreshed and enthused – as did the rest of our agency contingent and our biggest client who also attended. Well done and thank you!”*

**Gordon Stuart**

*“Hi Andy. Thanks so much for your seminar in Cape Town. It was great to listen to you and be reminded about all the basics, the disciplines and the testing that are essential to have a real chance of success in direct response.*

*I also felt a shiver of pleasure at the memory of being in Switzerland listening to Siegfried Vogele all those years ago. Yes, I was also there and learnt so much that I have applied over the years. We will be communicating to our past customers much more, as a result of your suggestions, so it looks like I will be doing a lot more mailings again!*

*Once again, thank you! ”*

**Neville**



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