

“The men who are going to be in business tomorrow are the men who understand that the future, as always, belongs to the brave.”



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

Andy's Creative Masterclass - Other Event Organiser Comments

“ *If you need someone to learn how to write copy, send them to learn from the best. Andy combines humour and profound insight to teach the craft of copywriting, perhaps the most difficult craft in DM - residing as it does at the interface of creative and production. Like all crafts, it must be practiced, and you don't come out of a session with Andy an expert, but if you listen, you'll come out with a set of tools that when assiduously used, will enable you to become an expert.*

Charles Prescott, Vice President, International Business Development & Government Affairs, The Direct Marketing Association Inc, New York

"Thank you Andy for giving so generously of your time on Monday, especially as you were off so early the next day. I have been involved in organising events for our members in NorWest Midlands for 26 years and in that time we have had many speakers - but few have been as well received as you were on Monday.

On behalf of the committee, many thanks again for coming and for giving our members and their guests such a memorable evening. We fully understand why you are so sought-after to speak to Direct Marketers and others around the world.

We wish you continued success in all that you do."

Derek S C Milward, Chairman, Chartered Institute of Marketing NorWest Midlands Branch

"Many thanks for speaking at today's event - it was a real pleasure to meet you and your expertise and time were much appreciated. I'd heard you were an impressive presenter and I certainly wasn't disappointed. The delegates weren't either - their feedback was excellent and your presentation was certainly a highlight of the seminar! Thanks again for supporting DMA West and for finding time for us in your hectic diary. I would be grateful for your permission to put your presentation onto the DMA website for the attendees to download. I look forward to hearing from you and to seeing you at future direct marketing industry events."

Andrew Buffery, Regional Manager - DMA West

"The real secret of marketing is not the sophisticated strategy, the constant testing and measuring, or the striking image on the page which reaches out and grabs the consumers' interest. All these (and many more) play their vital role in successful marketing, but at the end of the day if the copy message stinks, the whole lot goes for nothing. Copy that communicates - that's the key issue and there are very few copywriters who bring the subject alive so clearly, and in such an entertaining and colourful way as Andy Owen.

His presentations are given with passion: here is a man devoted to his craft, and willing to dig deeply into his wealth of experience to produce fascinating examples to lead the audiences through the essentials of copywriting. Andy is the copywriter's copywriter, but he offers to share his profession with us."

Alastair Tempest, Director General, Federation Of European Direct & Interactive Marketing, Brussels, Belgium

"Nothing is worth more than a positive, knowledge-rich and powerful presentation like Andy's view on direct marketing. "Andy delivered an enthusiastic, inspiring, informative and entertaining presentation. The multi cultural audience at direct marketing 2006 were captivated and enthralled by his immense direct marketing knowledge. His presentation had been eagerly anticipated prior to the event and he did not disappoint. I am looking forward to working with Andy again very soon."

Jennie Bishop, Conference Manager, IIR Holdings Ltd, UAE

"On behalf of Best Marketing Croatia, the leading conference organizer for the marketing community in Croatia and region, I am happy to have had the pleasure of meeting and working with Andy! Andy held a workshop with the topic "Direct Marketing" in Zagreb for 60 people, mostly ad agency professionals. His contagious energy, vast experience and above all competence resulted in a special relationship with the audience who enjoyed the entire day of his program. His material is full of examples, those direct marketing campaigns that worked and those that failed miserably and people loved them as they could learn from both. Besides being highly competent on the subject, Andy is simply a nice and entertaining guy to listen to and be around! Thnx Andy and hope to work with you again!"

Tamara Tomic, Country Manager, Best Marketing Croatia

"It was our great pleasure to have you in the Forum as a much-appreciated speaker and a world-class expert in DM to share with the Saudi audience your valuable knowledge and experience in this specific market.

The event was real success not only in terms of organization and communication but also the quality of speakers and the topics they presented.

The media coverage is very high - the news from the Forum is in nearly all important on ' and off-line media.

Thank you once more on behalf of DMS team for your excellent contribution to the Forum. We look forward to working with you again."

Nevin Ceylan Aydar, Marketing Manager, DMS, Kingdom Of Saudi Arabia

"Andy is real eye-opener for today's self-satisfied marketing society. He has the magnificent talent of inspiring and convincing any audience.

At his events, you will learn tons of practical ideas that you can steal and instantly apply to your marketing programmes.

His recommendations are absolute gold dust for those wanting to improve their direct marketing".

Miks Sturitis, Marketing Director, Latvian Post



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