

*“The difference between the forgettable and the enduring is artistry.”*



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

## Andy's Creative Masterclass in Madrid, Spain

### “ What the Organiser said...

*“Andy Owen was this year’s featured speaker at our annual International Masterclass in Madrid.*

*He riveted our Spanish audience with a non-stop flood of ideas ready to be put into practice. At day’s end, the participants were unanimous in their assessment that it had been a most inspiring, productive, practical and wonderful day.*

*Thank you Andy, for sharing your unequalled expertise with us -and for making us laugh and cry while continually raising our sights.”*

**Joost van Nispen**  
Chairman & CEO  
ICEMD (The Institute of Direct & Interactive Marketing -Spain



### “ What the Delegates said...

*“Yesterday’s MASTER CLASS was amazing, interesting, exciting... You did a superb job...”*

*Thank you very much for your time and for showing us your ‘tips’ and ‘secrets’ to improve our job, our sales, our benefits, and be THE BEST in our market.*

*I love how enthusiastic you are about this world! Thank you for sharing it with us”.*

**Gema González**

*“Very convincing performance – or just another result of great marketing; let a potential client truly believe in your advantages.”*

**Pepe Luiz**

*“This seminar comes as a refreshment and it points out the true value of a direct marketing and many practical advice on creating a direct mail. Great analysis based on concrete examples!”*

**Maria Buena**



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