

**“You’ve got to get steeped, saturated and get to the heart of your product. If you have not crystallised it into a single purpose, a single theme that you plan to tell the reader, you CANNOT be creative.”**



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

# Andy's Creative Masterclass in Moscow, Russia

## “ What the Organiser said...

*“I’ve been involved in DM for just over 15 years.*

*I have run many seminars and conferences in that time. But, this show with Andy Owen was the best by far. I have never seen anyone control an audience like Andy. They were riveted to his every word. And, you could actually see them listening to Andy and in their minds they were already taking the techniques and examples he was presenting and building them into their future campaigns.*

*I have read many books like Fegele, Bob Stone and others and they were very interesting. But, somehow, this was on a different level.*

*I heard many stories in the 2 months after Andy’s first Masterclass in Moscow last year, of how people increased their response levels as a direct result of incorporating his advice.*

*Now I know why.*

*I am so proud of putting on this show. It was the biggest marketing show ever in Moscow with 246 delegates. There were so many people trying to register on the day, we had to put the start of the show back..!*

*As a result of this very special event, the Russian DM market received help and advice from unquestionably the most passionate professional in DM - advice that will help and assist in the continued rapid development of direct marketing in this country.*

*Come back soon Andy, we would love to work with you again!”.*

**Mikhail Kapatsinsky Marketing Pro, Russia, Moscow**



## “ What the Delegates said...

*“Andy Owen is great professional, the preacher of business religion “Direct-marketing surviving” with powerful charisma : ))) The seminar was perfect and full of information and Mr. Owen’s experience. Andy’s humor was great!!! But the main thing is concrete practical advice, quite useful for Russian market”.*

**Alexander Antonov**

*“What a brilliant and an alive event this Master-class was! It’s always a great pleasure to meet personally, such a free and flamboyant person. The master-class was very informative, but it was even better as we had an opportunity not only to listen but also really to DO something right there along with Andy. To see him in action!*

*Thanks again for this great event”.*

**Elena Fedorovich**

*“I’m in ecstasy over Andy Owen’s master-class! It’s incredible that the lecture was not only alive but also was so professional. We found a lot of new information. And now we’re already using it in our company like material for the methodical-book for our filial network. Thank you very much!”*

**Ekaterina Kiselyova**



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