


AP ADVANCE MASTERCLASS



**Intensive one-day training for
communicators: Writing for Impact**
Tuesday, 11th March Singapore, 2025
Monday, 19th May Hong Kong, 2025

AP
ADVANCE



TRAINER, Neil Gough **Writing for Impact**

Neil is an accomplished communications specialist and trainer, with nearly 25 years of global experience in asset management and media across Asia.

Currently a Senior Professional Practitioner at the University of Hong Kong, Neil also trains for AP Advance, leveraging his expertise in multilingual corporate communications to shape how leaders engage effectively with their teams.

Throughout his career, Neil has worked with some of the world's most recognized brands, including Time Magazine, the South China Morning Post, The New York Times, and Fidelity International, before transitioning to his academic role. His deep experience spans diverse industries and markets across the APAC region, where he has built a reputation as a trusted authority on corporate communications strategy.

Neil's approach combines clarity and creativity to deliver impactful, high-quality messaging that educates and informs investors, clients, and stakeholders on the dynamic opportunities and challenges within APAC. His dedication to excellence is further evidenced by his certifications from the CFA Institute, including Climate Finance, ESG Investing, and Investment Foundations. Neil's commitment to his field and his passion for clear, insightful communication continue to influence industry standards and practices across multiple sectors.

ABOUT THE COURSE

Bad writing wrecks brands. Using words with clarity and intent has never mattered more than in today's attention economy. In an uncertain world, crafting purposeful communications that deliver results is a challenge—but it's also a teachable skill. This practical course will teach you the fundamentals of writing well for specific impact.

Participants will learn through hands-on exercises, energizing group discussions, and feedback from our internationally experienced business consultant and trainer. By the end of the course, you will have acquired a set of new tools and techniques for capturing attention, motivating action and managing risk with your words. Learn how to deliver more predictable and measurable results, in a productive yet imaginative way.

What you will learn

- Strategies to stay relevant and resonate—aligning topics and themes to your business objectives, brand, market shifts and macro trends.
- Ways to harness storytelling to be creative in a risk-averse world and make your message land.
- How to identify your point, get to it quickly and structure content for different channels and platforms.
- Simple techniques to adapt brand tone of voice and style so messages are consistent, crisp and compelling, no matter your goal, audience or medium of communication.
- New techniques for analysing how people think and act, and ways to apply behavioural science principles to personalize content, capture attention and motivate action.

How you will benefit

- Master how to adapt your writing to suit different scenarios, audiences, channels, platforms and goals.
- Learn practical techniques and frameworks you can apply immediately at work.
- Experiencing hands-on practice with expert guidance from a professional trainer.
- Progress a project on your to-do list using your new skills.

ENROLMENT FORM

Name: _____

Job Title: _____

Company: _____

Address: _____

Phone: _____

Email: _____

Date: 11th March 2025

Time: 9am-5pm

Location: Singapore

Date: 19th May 2025

Time: 9am-5pm

Location: Hong Kong

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|---|---|
| Fees | SGD 1,400 per participant HKD 8,000 per participant |
| Early bird rate | Book before 30th January to receive a 5% discount |
| Multiple bookings from same organisation | 5% discount |
| <p>*Only one discount applies via early bird or multiple bookings *Multiple bookings consistent of 3+ bookings</p> | |

I WOULD LIKE TO ATTEND:

Writing for Impact

11th March 2025, Singapore

19th May 2025, Hong Kong

Please send me an invoice

Signature: _____

CONTACT

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 www.andrews-partnership.com/apadvance

Substitutions/Cancellations:

You may substitute delegates at any time. For cancellations received in writing more than 15 working days prior to the event, delegates will receive a credit redeemable against a future AP Advance event. For cancellations received less than 15 days prior to the event, no credits will be issued.

Payment:

Please note all bookings must be paid for in full at least 10 working days before the date of the event. A confirmation email will be sent to you acknowledging your registration. Please contact us if you do not receive this within seven days of booking. This registration form constitutes a legally binding contract. It may be necessary for reasons beyond the control of AP Advance to change the content and timing of the program, the speakers, the date or the venue. In the unlikely event of the program being cancelled, AP Advance will automatically make a full refund but disclaim any further liability.

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