

# Writing Workshops

## **Open Workshop** (max 8/10 people)

This one day course will cover general writing improvements from basics, like email correspondence, to more complex documents like reporting and analysis. The bulk of the course involves learning through group exercises with a final writing task to address individual needs.

Objectives:

- Build writing confidence
- Develop participants' ability to write concise correspondence with clear and direct messages
- Enable participants to structure their writing
- Tackle Writer's Block

## **Basics and One on Ones** (max 4 people)

A one day workshop which devotes the morning to covering basic writing skills, from knowing your audience, to editing. The afternoon is divided into one hour individual sessions to work on a current writing task or problem area. Different to the group session, the one on one's allow participants dedicated time to work through either a multi-layered document, or particular concerns.

Objectives:

- Build writing confidence
- Develop participants' ability to write concise correspondence with clear and direct messages
- Enable participants to structure their writing
- Tackle Writer's Block

## **The Art of Storytelling** (max 6 people)

We'll begin the session in the food hall of Whole Foods where, after a short introduction, and a brief about the assignment, each writer will be given an angle to cover. We'll spend thirty minutes roaming the aisles and the food hall. Topics will include: best brands (brand identification/marketing), most intriguing/exotic products, customers, what works/what doesn't. Students can feel free to do as much original reporting as they're comfortable with, by talking to people in the store, both shoppers and staff, about products or other areas relevant to their assignment. Each assignment will cover reporting basics (who, what, why, where, when) which will be incorporated into each person's "story." The workshop will demonstrate how to bring an everyday, potentially mundane experience to life. We'll explore what and how key messages are being delivered. We'll return to the classroom to write and spend the afternoon reviewing and critiquing. Each participant will work on a document format to suit their professional needs.

This workshop would best suit someone who has already taken an open workshop and understands how to structure a document and self-edit.

Objectives:

- Build writing confidence
- Develop participants' ability to write engaging summaries, reports and analysis
- Enable participants to identify and incorporate interesting anecdotes and key messages in their writing

### **Writing Clinic** (6-7 people)

One hour individual sessions addressing a current task or problem to work on and improve. Writers are given one follow up email exchange.

Objectives:

- Develop participants confidence and work through writing challenges to enable more efficient and improved writing

### **High Concepts** (max 8/10 people)

This workshop will cover the art of boiling down multi-layered, complex subjects and concepts into snappy programme pitches, sharp project proposals, and easy to grasp business ideas.

This workshop is best suited to those who are fairly confident with their writing or have attended an open workshop.

Objectives:

- Develop participants' ability to identify and incorporate key messages, interesting facts and engaging anecdotes to deliver high concepts in a more meaningful, relatable way

### **Team work** (team of 6-8 people)

We'll focus on a group task such as a presentation or report, breaking down the elements to improve structure, flow, writing and editing skills. The team can do a dry-run of a presentation with immediate feedback. This workshop can also be adapted to focus on part of the day as a group, working on a team project, and the afternoon session with individuals or smaller team groups.

Objectives:

- Develop participants' skills in structuring presentations, reports or other complex, multi-layered documents.
- Enable team members to identify and incorporate key messages

- Build presentation skills and confidence individually, and as a team

### **Intensive Two Day** (max 8/10 people)

We'll spend the first day using exercises to work on basic writing skills, stumbling blocks, structure, editing and other skills. The second day will start with a recap, and then break into one on ones with students applying the lessons to their current task.

Objectives:

- Build writing confidence
- Develop participants' ability to write concise correspondence with clear and direct messages
- Enable participants to structure their writing and self-edit
- Tackle Writer's Block
- Cement learned skills through the second day of individual sessions

### **Mini-courses** (max 8/10 people)

The day will be broken up into three parts, with two-hour exercise-driven courses on either bespoke topics, or basics like correspondence, structuring and writing with impact.

Objectives:

- Allow an entire team to focus on specific writing obstacles unique to them