

## WHAT YOU WILL LEARN

In this workshop you will learn what it takes to really communicate with words on paper. Since writing is the route to a scientific career and to spreading your ideas, it is a skill you need to develop as soon as possible.

To enable you to write publications that communicate your ideas and findings with greater clarity, we will take a look in the toolbox of prose writers and discover the qualities of great written communication. We will investigate to what extent those qualities already occur in your own writing. Using these insights you can take a first step to becoming a better writer. The next step is learning how to organise your writing so you do not make a mess of the writing process. These insights will help you to increase the impact of your writing and get it done in less time. All in all you will learn that:

1. effective written communication has all the qualities of normal conversation
2. every writer, including yourself, starts to deviate from these qualities when writing
3. you can get into a writing flow whenever you choose
4. you can organise your writing far more effectively than you are currently doing

## A FRIENDLY WARNING

This workshop is definitely an inspiring way to get acquainted with a creative approach to writing. If you want to really learn how to use these skills in your scientific writing, we recommend the *Creative Tools for Scientific Writers* or the *Art of Scientific Writing* courses. If inspiration is enough, this workshop is just what you need.

## PRACTICALITIES

The *Creative Writing Tools Workshop* ranges in length from 90 minutes to half a day. You will be provided with a booklet detailing the workshop content. The maximum number of participants per trainer is 60. However, if personal feedback is required, the workshop will need to be organised with only 8 participants per trainer.

As set-up we would need a large enough room with chairs and tables that can be arranged in different ways. To support the workshop visually we would need a flipchart.

## WHO FOR?

The *Creative Writing Tools Workshop* is designed for anyone who is curious to see what you can borrow from prose writers to get your professional writing done with greater ease, pleasure and effect. The workshop is often taught in the context of a PhD day, but it can also be used to add an extra touch to conferences. The course is open to both experienced and inexperienced scientific writers as the skills we teach are, in most cases, new to everybody.

## ABOUT ARTESC

Artesc builds a bridge between the performing arts and communication in science, teaching, business and law. At present, our theatre and prose skills courses are used to improve professional communication in seven countries.

We are proud to have helped thousands of scientists, teachers, business and law professionals to reach a substantially higher level of presenting, teaching and writing.

[www.artesc.org](http://www.artesc.org) \* [office@artesc.org](mailto:office@artesc.org) \* 0031 – 411 - 632158

## CREATIVE WRITING TOOLS WORKSHOP

Write & Reach

We all know that science doesn't exist without writing. So you need to get your ideas on paper. And like a prose writer you want to be published. But prose writers face an extra challenge. They need to reach the mind of their readers in such a way that they want to keep on reading. And they can't afford to wait for inspiration. Just like you. What are their secrets? And can you use them in your writing?

In this two-hour workshop you will get to know the basic ideas that make a text communicate. Discover how to apply the secrets of prose writing to your scientific writing and learn to get into the flow at 9.05 am.

A great way to find out how prose writing can help you to write better.

YOU SOLVE TOMORROW'S PROBLEMS  
SO WE NEED YOUR MESSAGE TODAY