

## WHAT YOU WILL LEARN

In this workshop you will learn what it takes to really communicate with words on paper and how professional writers go about in getting them on paper. To help you become able to write what you like to write in such a way that it communicates your ideas with great clarity we will look into the toolbox of prose writers. Here we will find qualities of great written communication and investigate to what extent you have the same qualities in your own writing.

With these insights you can make a first step to becoming a better writer. The next step addressed in this workshop is how to organise your writing to make sure you do not make a mess of the writing process. The result of using these insights is that even can 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. most writers lose these qualities while writing
3. you can get into the writing flow at 9.05
4. you can organise your writing more effectively

## A FRIENDLY WARNING

This workshop is definitely an inspiring acquaintance with a creative approach to writing. If you aim at really learning to use these skills to really support your writing as a scientist we recommend the longer courses we offer. If inspiration is enough, this workshop is just what you need.

## PRACTICALITIES

The *Creative Writing Tools Workshop* can range 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, which of course does not allow individual feedback to be given. If that is required the workshop has to be organised with 8 participants per trainer.

For up to every number of participants we would need a large enough room with chairs and tables that can be arranged in different set ups. To support the workshop visually we would need a flipchart.

## WHO FOR?

The *Creative Writing Tools Workshop* is designed for everyone who is curious to see what you can borrow from prose writers to get your professional writing done with more ease pleasure and effect. The course is open to both experienced and inexperienced 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.

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## CREATIVE WRITING TOOLS WORKSHOP

Isn't that an inspiring idea? Ideas from prose writers to develop your writing skills. In this workshop you will investigate what you need to write blogs, reports and papers with maximum impact on the reader in less time. In a half a days' workshop you will meet the skills prose writers developed to support their writing.

You will learn what it takes to write sentences that resonate with the mind of the reader and paragraphs that allow your reader to breathe. You will also investigate the impact of a line through a text that makes your reader want the next sentence.

Along with that you get ideas to speed up your writing process, and at the same time write with more pleasure and ease.

TO HELP YOU GIVE WINGS  
TO YOUR WRITING