

"I highly recommend this course for anyone interested in communicating in a compelling and convincing way."
Paulette Jones, World Food Programme



Writing for change • A workshop in Bangkok by Andrew Johnston

I train people in international organizations to write more powerfully.

Let's be clear. It's not always easy to explain what we do. But if we mystify readers – especially powerful readers – we're much less likely to achieve the change we want.

Words can change the world. My writing workshops will help you to convince and motivate readers. You'll learn to:

- identify audiences, goals and contexts
- plan and structure documents logically
- highlight your key messages
- write paragraphs and sentences that are clear and concise
- choose the best words and identify words to leave out
- avoid, explain or replace jargon.

I tailor each course by polling participants beforehand. Workshops are limited to 15 people to give all participants a chance to share their needs and questions. We cover a wide range of writing situations, from reports to blogs.

9am–5pm

February 5, 2019

One-day workshop

Novotel Siam Square
392/44 Siam Square Soi 6

EUR 240/THB 9,500

To register, contact:
andrew@wordsforchange.com
or +336-6517-3966

"Out of all the courses I have done, Andrew's has had the highest impact on my career as a policy-oriented researcher."

– Alice Obrecht,
Overseas Development Institute

ANDREW JOHNSTON HAS TRAINED, EDITED AND CONSULTED FOR 150 AGENCIES IN 14 COUNTRIES. A FORMER JOURNALIST FOR THE INTERNATIONAL HERALD TRIBUNE, HE IS BASED IN PARIS.