

“Andrew does an excellent job in tailoring his workshop to the needs and habits of those of us who write or edit for impact.”

– Katharina Nachbar,
Global Public Policy
Institute



Writing for change • A workshop in Bonn 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 our goals.

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 18, 2019

One-day workshop

The Dock

Florentiusgraben 17, 53111 Bonn

EUR 395

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.