

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



## Writing for change • Two workshops in Geneva by Andrew Johnston

*I train people in international organizations to write more powerfully.*

**My writing and editing workshops** are aimed at everyone who writes for a wider public. They include hands-on writing and editing practice.

Workshops are limited to 15 people to give all participants a chance to share their needs and questions. I tailor each workshop by analysing samples of participants' writing.

**Core workshops** cover a wide range of writing situations, from reports and policy briefs to press releases and blogs. They will help you to:

- identify audiences, goals and contexts
- plan and structure documents logically
- build clear, concise paragraphs and sentences
- choose the best words and identify words to omit
- avoid, explain or replace jargon.

**Advanced workshops** are limited to 6 people. They include longer practical exercises and focus on:

- designing documents for different readers
- finding angles and building narratives
- humanizing your language
- using critical thinking.

### Core workshop

February 28, 2019 • EUR 395

### Advanced workshop

March 1, 2019 • EUR 450

Spaces, Quai de l'Île 13, 1204 Geneva  
9:00–17:00

To register:

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 120 AGENCIES IN 14 COUNTRIES. A FORMER JOURNALIST FOR THE INTERNATIONAL HERALD TRIBUNE, HE IS BASED IN PARIS.**