



## Writing for change • Workshops by Andrew Johnston

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

### My in-house writing and editing

**workshops** are aimed at everyone who writes for a wider public. They include hands-on writing and editing practice. I adapt each workshop to the needs of your organization and your staff.

**Core workshops** cover a wide range of writing situations, from reports and policy briefs to press releases and blogs. Participants learn to:

- identify audiences, goals and contexts
- structure texts logically and convincingly
- build clear, concise paragraphs and sentences
- select the best words; identify words to omit
- avoid, explain or replace jargon
- revise to improve structure and clarity.

**Advanced workshops** include longer practical exercises and focus on:

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

**I can tailor workshops** for teams: policy, research, communications, donor relations. I also offer workshops on:

- using data to tell a story
- writing opinion articles.

*“Andrew’s training course is unique. He tailors the material so that it’s directly relevant to people working in international organizations.”*

*– Susanna Pak, International Trade Centre*

### All workshops

use individual, paired and group activities and exercises, interspersed with mini-lectures, videos, and group analysis of sample texts.

**Each participant** receives a 40-page workbook. A Prezi presentation supports key points. We sketch key ideas and list group findings on a flip chart.

### One-day workshop fee: EUR 300

Discounts for larger groups, multiple bookings and in developing countries.

**ANDREW JOHNSTON HAS TRAINED, EDITED AND CONSULTED FOR 90 INTERNATIONAL AGENCIES IN 11 COUNTRIES. A FORMER JOURNALIST FOR THE INTERNATIONAL HERALD TRIBUNE, HE IS BASED IN PARIS.**

## Typical core workshop outline

9:00–9:15	Introductions, expectations and objectives.
9:15–10:00	Goals, audiences, contexts.
10:00–10:45	Planning and structuring. Making an outline. Key messages. Models that work. Introductions. Logical sequence. Paragraphs and transitions; sub-headings; lists; conclusions.
10:45–11:00	<i>Coffee break</i>
11:00–11:45	<b>Writing style</b> Strong sentences; writing with verbs; active vs. passive; positive vs. negative; avoiding alphabet soup.
11:45–12:30	<b>Using the best words</b> Using the simplest, most specific language; omitting unnecessary words; avoiding repetition. Activity: Editing for clarity.
12:30–13:30	<i>LUNCH</i>
13:30–15:00	<b>Writing for the world: I</b> Avoiding jargon and buzzwords. Metaphors and framing. The politics of clear language.
15:00–15:15	<i>Coffee break</i>
15:15–16:45	<b>Writing for the world: II</b> Press releases, news and opinion articles, blogs, web pages (depending on participants' needs). Revising and reworking.
16:45–17:00	Recap and evaluation.

## What participants say

**Helen Swain, World Trade Organization:** “I would whole-heartedly recommend that professionals whose work involves writing and/or editing for international organizations consider taking part in this workshop. The skills studied are extremely relevant.”

**Alexandre Munafò, Interpeace:** “Andrew’s workshop allowed me to change the way I write at work. Through concrete examples and with humour and tact, Andrew helped us get away from ‘traps’ in which we fall when we use jargon, buzzwords or unnecessary words. Thanks to the well-structured outline of the course and Andrew’s rich experience in working for international organizations, we have received practical tools to improve our writing and editing skills immediately.”

**Susanna Pak, International Trade Centre:** “Andrew’s course covers the essentials of journalism – such as writing in the active voice and reducing jargon – while keeping in mind the requirements of writing for an international audience. The most helpful part is that he not only shares tips and examples of clear and effective writing and editing, but you have the opportunity to practise what you learned on the spot.”

**Rachel Quick, UN Office for the Coordination of Humanitarian Affairs:** “Working in international organizations, we all fall into the (bad) habit of using technical jargon and clichés. In this workshop, Andrew gives you an opportunity to take a fresh look at your writing, encouraging you to break bad habits and convey messages simply and concisely.”

**Paulette Jones, World Food Programme:** “Andrew Johnston’s writing and editing workshop demystifies the art of writing. Andrew takes you carefully through the rubrics of good writing, providing plenty of practical exercises along the way. His course helps you identify your writing style and explains how to refine it in simple, yet effective language. For anyone interested in the crafting narratives and communicating in a compelling and convincing way, I highly recommend this course.”