

“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 • An advocacy workshop in New York

*I train people in non-profits, think tanks and global agencies to write more powerfully.*

**My advocacy writing classes** are aimed at specialists who write for a wider public. They include hands-on writing and editing practice.

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

**My masterclasses** 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 and convincingly
- build clear, concise, reader-centred paragraphs and sentences
- choose the best words and identify words to omit
- avoid, explain or replace jargon.

9:00am–5:00pm

Monday April 23, 2018

### One-day workshop by Andrew Johnston

Amsterdam Room, Impact Hub,  
5th floor, 394 Broadway, SoHo, NY 10013

**\$395 per person**

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*“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

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