

# Writing and editing for international organizations

An intensive one-day workshop led by Andrew Johnston

Geneva, July 1, 2015

This workshop helps you learn to craft lively narratives that engage, inform and convince the non-specialist reader. It is aimed at everyone in international organizations who writes for a wider public. Each workshop is tailored to participants' needs.

The workshop covers a wide range of writing situations, from reports and press releases to web pages and social media. It includes hands-on editing practice.

The group is limited to 12 people to give all participants a chance to share their needs, questions and experiences.

## TOPICS COVERED:

### Writing to communicate:

Audiences, goals, register, vocabulary

**Planning and drafting:** Identifying key messages, structuring a narrative

**Powerful writing:** Strong sentences, paragraphs and transitions

### Choosing the best words:

Why plain language is smarter

### Using the fewest words:

Writing concisely, eliminating repetition

*“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

*“I whole-heartedly recommend that professionals who write and/or edit for international organizations consider taking part in this workshop.”*  
– Helen Swain, WTO

**More than 290 people** have taken Andrew Johnston’s workshops, **from more than 50 UN agencies and NGOs**, including Africa Progress Panel, FAO, Gavi, The Global Fund, ILO, Kofi Annan Foundation, OCHA, ODI, OECD, Oxfam, UNDP, UNHCR, WFP, WHO, WIPO, World Bank, World Economic Forum.

**Andrew Johnston** edits, writes and consults for many international agencies, including the Africa Progress Panel, the OECD and UNESCO. He spent 25 years editing for newspapers, including 11 years at the *International Herald Tribune*. He is based in Paris.

## WHEN:

9:00–17:00, Wednesday July 1, 2015

**WHERE:** Hotel Mon-Repos,  
131 rue de Lausanne, 1202 Geneva

**COST:** EUR 420 (includes lunch)

## TO REGISTER:

Write to [andrew@wordsforchange.com](mailto:andrew@wordsforchange.com)  
or call +336-6517-3966