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COMMUNICATION AND WRITING SKILLS | CWS-002

Creative Writing for Beginners: Unlocking Your Storytelling Potential

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Course content

Why Attend

Creative writing is a powerful way to express ideas, emotions, and imagination. Whether you're an aspiring novelist, poet, or simply someone who loves to write, this course will help you unlock your storytelling potential. Through guided exercises, feedback, and inspiration, you'll learn the fundamentals of creative writing and gain the confidence to bring your stories to life.

Course Methodology

This course is highly interactive and hands-on, featuring:

• Lectures : Expert-led sessions on creative writing techniques and principles.

• Writing Exercises : Guided prompts to spark creativity and practice new skills.

• Workshops : Sharing and discussing work in a supportive environment.

• Peer Feedback : Collaborative feedback sessions to refine writing.

• Inspiration and Resources : Access to writing prompts, tools, and reading materials.

Course Objectives

By the end of this course, participants will:

• Understand the basics of creative writing, including genres and styles.

• Develop techniques for generating ideas and overcoming writer's block.

• Learn to create compelling characters, settings, and plots.

• Master the art of descriptive writing and dialogue.

• Gain confidence in sharing and revising their work.

Target Audience

This course is ideal for:

• Aspiring writers who want to explore creative writing for the first time.

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Target Audience

• Hobbyists looking to improve their storytelling skills.

• Professionals seeking a creative outlet or new way to express ideas.

• Students interested in writing fiction, poetry, or creative non-fiction.

• Anyone who wants to unlock their creativity and tell better stories.

Target Competencies

Participants will develop the following competencies:

• Idea Generation : Brainstorming and developing creative concepts.

• Character Development : Creating relatable and memorable characters.

• World-Building : Crafting vivid and immersive settings.

• Plot Structure : Designing engaging and coherent storylines.

• Descriptive Writing : Using sensory details to bring stories to life.

• Dialogue Writing : Writing authentic and impactful conversations.

• Editing and Revising : Refining and polishing written work.

Course outline

Day 1: Introduction to Creative Writing

• What is creative writing? Exploring genres: Fiction, poetry, and creative non-fiction.

• The writing process: From idea to finished piece.

• Overcoming writer's block: Techniques to spark creativity.

• Activity: Free-writing exercise to unlock ideas.

Day 2: Building Blocks of a Story

• Creating compelling characters: Traits, motivations, and arcs.

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• Crafting vivid settings: Using sensory details to immerse readers.

• Activity: Writing a character sketch and a descriptive setting.

Day 3: Plot and Structure

• The elements of a plot: Exposition, conflict, climax, and resolution.

• Story structures: Linear, non-linear, and experimental formats.

• Activity: Outlining a short story or scene.

Day 4: The Art of Descriptive Writing and Dialogue

• Show, don't tell: Using sensory details to evoke emotions.

• Writing authentic dialogue: Voice, tone, and subtext.

• Activity: Writing a descriptive passage and a dialogue exchange.

Day 5: Sharing and Revising Your Work

• The importance of feedback: Giving and receiving constructive criticism.

• Editing and revising: Techniques for polishing your writing.

• Activity: Peer workshop to share and discuss written work.

• Course wrap-up: Next steps for continuing your creative writing journey.

Additional Notes :

• Each day includes breaks and time for Q&A.

• Participants will receive a workbook with writing prompts, templates, and resources.

• A certificate of completion will be awarded at the end of the course.

Seminar dates

Available seminar dates

Live dates and pricing for Creative Writing for Beginners: Unlocking Your Storytelling Potential generated from the course details page.

Date	Location	Format	Fee
3 - 7 August 2026	London - U.K	Classroom	**€4,200.-**
7 - 11 September 2026	Munich - Germany	Classroom	**€3,450.-**
12 - 16 October 2026	Amsterdam - Netherlands	Classroom	**€4,250.-**
9 - 13 November 2026	Istanbul - Turkey	Classroom	**€2,850.-**
14 - 18 December 2026	Rome - Italy	Classroom	**€4,250.-**

Live online option	Online delivery is available at €1,850.-.