



**aractech**

Global Learning for Operational Leaders

COMMUNICATION AND WRITING SKILLS | CWS-002

# Creative Writing for Beginners: Unlocking Your Storytelling Potential

## Contact

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## Address

Waarderweg 50, 2031PB Haarlem - Netherlands.

# Course content

## Why Attend

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

- 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

- 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.
- Hobbyists looking to improve their storytelling skills.
- Professionals seeking a creative outlet or new way to express ideas.

# Course outline

## Detailed course outline

Day-by-day outline for Creative Writing for Beginners: Unlocking Your Storytelling Potential.

### 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.
- 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.

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### 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.

# 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
15 - 19 June 2026	Kuala Lumpur	Classroom	€1,575
20 - 24 July 2026	Barcelona	Classroom	€2,695
3 - 7 August 2026	London	Classroom	€2,940
7 - 11 September 2026	Munich	Classroom	€2,415
12 - 16 October 2026	Amsterdam	Classroom	€2,975
9 - 13 November 2026	Istanbul	Classroom	€1,995
14 - 18 December 2026	Rome	Classroom	€2,975

### Live online option

Online delivery is available at €1,250.