



Catalogue of Workshops, Courses and Professional Development



Writescape

We focus on your needs and deliver
inspiration, expertise and support



Workshops, Courses and Professional Development

Writescape delivers. From keynote addresses to hands-on workshops and courses. Breakout sessions. Half-day. Full-day. Extended days. Semester-long. Choose from the current programs on offer or browse our catalogue for dozens of workshops and topics.

Why Choose Writescape?

Gwynn Scheltema and **Ruth E. Walker** design and deliver workshops that exceed expectations. They keep a supportive focus on writers' individual needs: practical, hands-on and inspiring.

For corporate clients, Gwynn and Ruth combine their creative and facilitation skills with business expertise developed through decades of work in government, health, education and private sectors.

"...one of the greatest investments I could have made in my writing."

Skilled facilitators, Gwynn and Ruth are also award-winning writers, with fiction, non-fiction and poetry published in Canada and internationally.

Author **Heather M. O'Connor** is Writescape's Marketing Coordinator, and she brings her expertise to program offerings. As well, Gwynn and Ruth occasionally partner with other like-minded writing professionals to deliver an even wider range of dynamic workshops and programs.

"...a safe place to be vulnerable with my writing and to risk trying something new."

Custom or on-demand programming

We're flexible. Gather your group. Pick your topic and your date. And we'll bring Writescape to you. We'll also customize sessions to suit your programming themes or audience needs.

Writescape Catalogue of Workshops

- **The Craft of Writing** Fiction and non-fiction at all levels. From ideas to polished manuscript. All types of writing and genres.
- **The Business of Writing** Fiction and non-fiction. Getting published, earning money, marketing and promotion.
- **The Editing Process** Fiction and non-fiction. Self-editing, dealing with editors and getting work publishing-ready.
- **The Corporate Writer** Creativity, writing skills, plain language and marketing through story. Keynotes, conferences, professional development and custom seminars.

The Craft of Writing

Craft: an art, trade, or occupation requiring special skill

Character: Flesh on the Bones Discover what makes compelling characters and how to enrich the characters you already have. Ruth E. Walker

Character: More than Flesh & Bones (Master Class) Drill down into character in this one-day workshop on deepening the personalities that live in your readers' imaginations. Ruth E. Walker

Character Motivation: Reason to Care Learn how to make readers care what happens to your characters. Uncover why characters do what they do. Gwynn Scheltema

Does Size Matter? The World of Short Fiction Examine what is expected in different short fiction forms, from micro, postcard and flash to novellas. Gwynn Scheltema

Here Be Dragons: Exploring Fantasy Choose your own adventure—and who to take along for the ride—in this workshop on plot and character. Heather M. O'Connor and Anne MacLachlan

How Many Characters Does it Take to Change a Light Bulb? Study the electrifying world of multiple POVs: why, when, and how. Learn from authors who've done it. Gwynn Scheltema

Intro to the Artist's Way Take the ultimate journey to your creative core through the best-selling book by Julia Cameron. Find out what makes and keeps you creative. Gwynn Scheltema

Literary Landscapes: The Power of Place Create believable and workable settings. Learn when, what and how much to describe without slowing the story. Gwynn Scheltema

Many Worlds Unearth and try on the techniques of world-building in fantasy and other genres of fiction in this hands-on workshop. Heather M. O'Connor and Anne MacLachlan

Memo to Readers: Power of Personal Papers Discover the depth the epistolary form brings to all types of writing. Learn why every writer should explore this technique. Ruth E. Walker

"I came away with an understanding that will stick with me ... great handouts and examples"

NaNoWriMo: Getting Ready Writescape's customized workshop series for NaNoWriMo participants - prompts, guided freefall, and other inspirations. Writescape facilitators

On the Couch: Character Personality Assessment Enrich and define your characters. Learn how personality assessment tools can help you create, understand and make important decisions about character. Gwynn Scheltema

Pump Up Your Pen Raise the energy level of your writing. Overhaul boring description, dreary dialogue and saggy middles. Gwynn Scheltema and Ruth E. Walker

Seven Amazing Things I Learned from Tabloids! Sensational! Tabloids rake in millions in money and circulations. Discover what tabloids can teach the average writer. Gwynn Scheltema

Tasting the Page Harness the senses and make them work for you. A creative exploration of metaphor and imagery and the power of using sensuous detail in fiction. Gwynn Scheltema

Villains, Vendettas and Vagabonds Put some *bad* into your stories. Full-day workshop on the schemers, desperados and cheaters that readers love to hate. Ruth E. Walker

Woods, Water and Words Writing activities, group feedback and time to create and reflect at Glentula on Lake Seymour. Gwynn Scheltema

Write On! A series of six-week sessions that progress writers from novice to experienced status. Gwynn Scheltema and Ruth Walker

1. **Write On! Introduction to Creative Writing** (Beginners) Learn where to begin, how to keep getting better, and how to find markets for finished pieces.
2. **Write On! Explorations in Creative Writing** (Intermediate) Take your writing further with a progressive nuts and bolts approach to fine-tuning your writing skills.
3. **Write On! Intensive** (Advanced) Challenge yourself. Dive deep into your creative writing, take risks and hone your narrative voice with innovative in-class exercises and assignments.

4. **Write On! Together** Take what you've learned and keep the momentum going. Alumni from Write On! courses give and receive feedback on works in progress in a facilitated environment.

Write to Win Learn from award-winning facilitators who share strategies, tips and resources to get you past first readers and into the final judges' hands. Dorothea Helms and Ruth E. Walker

Writing for Children (Introductory) Learn what publishers look for, and what makes writing for young readers different from writing for adults. Gwynn Scheltema and Erin Thomas

Your Character's Voice: Dialogue Put the right words in your characters' mouths. Explore monologue, internal, and multi-person dialogue situations that will keep your readers reading. Ruth E. Walker

The Business of Writing

There's no one true path. There's a lot of business decisions to be made, and the details can be overwhelming. —Mike Briggs

Bios, Brands and Profiles Position yourself as a professional and sharpen your competitive edge. Learn how to write targeted, professional and effective writers' bios and profiles. Gwynn Scheltema

From Query to Byline: Get Published and Paid (Introductory) Learn how to freelance for magazines, the web, corporate clients and other media. Heather M. O'Connor and Gwynn Scheltema

Get That Grant: Write Winning Applications Grant your writing wish. Learn how to harness support for your writing with grant winners Heather M. O'Connor and Gwynn Scheltema

Get the Word Out: Social Media for Writers What platform is "write" for you? From Facebook, to Twitter and back to blogging, explore how social you need to be. Heather M. O'Connor and Anne MacLachlan

You Earned It: Now Keep It Taxation explained for Writers and Artists. Benefit from knowing unique tax breaks for writers and artists – even if you're not making money. Gwynn Scheltema

PR Launchpad: Develop and execute a marketing plan that will get you readers and book sales Heather M. O'Connor and Ruth E. Walker

The Editing Writer

There are two typos of people in this world: those who can edit, and those who can't. —Jarod Kintz

17 Ways to Edit for Energy A simple but dynamic self-editing process lets you take control of your prose and polish your manuscript. Gwynn Scheltema

"I loved the interactive hands-on exercises...a huge array of valuable techniques in a practical format."

Art of Pacing: Explore the basics of plotting and scenes, back story and arc. Learn how to keep the story moving. Gwynn Scheltema

Blue Pencil Bootcamp Three-day intensive structural editing retreat at Glentula on Lake Seymour with Gwynn Scheltema.

Secrets of the Masthead Decode the pages of print and online magazines to create effective pitches and sell more articles. Gwynn Scheltema

Pump Up Your Pen Raise the energy of your writing. Overhaul boring description, dreary dialogue and saggy middles. Gwynn Scheltema and Ruth E. Walker

Scrivener is a word-processing program and outliner designed for writers in all genres. This exciting tool has endless possibilities to organize and inspire your works in progress.

Heather M. O'Connor tests the boundaries of what this power program can do for writers and shares her discoveries. She even makes house calls which is why we call her **Dr. Scrivener**:

1. **Scrivener: Hands-on** Get a taste of the ultimate writer's toolkit in a two-hour introduction with Heather M. O'Connor
2. **Scrivener: Get Up and Running** (New Users) Learn it and use it in this three-week hands-on workshop with Heather M. O'Connor
3. **Scrivener: Compile and eBook Module** (Intermediate) This specialized two-evening module walks you through Scrivener's compile function. Heather M. O'Connor
4. **Scrivener: Power Tools** (Intermediate) Familiar with the basics? Learn how to use powerful features like metadata and collections in this two-evening workshop with Heather M. O'Connor

"...valuable advice, tips & techniques. Easy to apply to my own work."

The Corporate Writer

The art of communication is the language of leadership. —James Humes

Creative Communicators Business writers learn how to harness and employ the power of fiction techniques with award-winning corporate communicators and creative writers. Gwynn Scheltema and Ruth Walker

“Today you reminded me why I chose a career in writing. I’m going back to my desk energized and eager to use what I’ve learned.”

Essential Writing Skills Communicate with clarity and confidence when you enhance your writing skills. From punctuation tips to exploring the importance of style, learn how to energize and clearly convey your message. Gwynn Scheltema and Ruth E. Walker

Find the Connection This innovative workshop uses storytelling themes to support team building and creative thinking. An initial focus on making connections lays a foundation for experimentation and creative play. Ideal for retreat or team-building programs. Gwynn Scheltema and Ruth E. Walker

“Great to be challenged & encouraged & get easy ideas that can be implemented”

How Do You Do? Clients want to know, like and trust you before they do business with you. Do your team’s bios and social media personas support your company image? Sharpen your competitive edge. Learn how to write targeted, professional and effective bios and profiles. Gwynn Scheltema and Ruth E. Walker

Say What You Mean This introductory workshop covers the foundation of direct and clearly written communications. Learn how to apply plain language principles to tighten your material and connect with your audience. Gwynn Scheltema and Ruth Walker

“Info was very real-world useful. Handouts not only supported the discussions, but will be easily referenced and used in the future”

Sell with Story. Make people listen. Make your message clear. Let award-winning corporate communicators and creative writers show you how to effectively market and promote through storytelling. Gwynn Scheltema and Ruth E. Walker

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