

Creative Writing for Beginners: Unlocking Your Storytelling Potential

Course code: CWS-002



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

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.

Why Attend

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

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Who Should Attend

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.

Students interested in writing fiction, poetry, or

— Learning 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.

— 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.
- 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.

— Upcoming Classroom Dates

DATE	LOCATION	FEE
12 - 16 October 2026	Amsterdam - Netherlands	€2,125
9 - 13 November 2026	Istanbul - Türkiye	€1,425
14 - 18 December 2026	Rome - Italy	€2,125
18 - 22 January 2027	Kuala Lumpur - Malaysia	€1,400
15 - 19 February 2027	Barcelona - Spain	€1,925
15 - 19 March 2027	London - United Kingdom	€2,100
19 - 23 April 2027	Geneva - Switzerland	€2,625
17 - 21 May 2027	Dubai - UAE	€1,400

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.