

THE UNIVERSITY OF HONG KONG

To: Academic and Research Staff

Writing Workshop for Academic and Research Staff: From Academic Researcher to Writer for the General Reader

Half-day workshop

Date: Wednesday, October 20, 2010

Time: 9:00 am – 1:00 pm

Venue: Room 617, 6/F, Meng Wah Complex

Facilitator: Simon Clews, Director of Writing Centre for Scholars and Researchers, The University of Melbourne

This half-day workshop is designed for academic and research staff members who are interested in adapting their research for publication for a broader audience. It takes a very general approach and is relevant to both the sciences and the humanities. Simon will share advice during the interactive workshop which will focus on adapting your scholarly writing for a general reader. Topics will include:

- Writing versus being published – crossing the line in the sand. Art versus craft - the commercial realities.
- Why do it? Why write for a non-academic audience? Straddling both camps – writing for two audiences and maintaining a parallel career path
- Stepping back from your research. Becoming a 'different' expert.
- Becoming 'the talent' – what you must do before you write the bestseller.
- The tried and tested route to commercial success
- What makes good writing?
- The importance of editing
- Pitching to publishers

Participants are required to bring a laptop or writing materials to the workshop.

About the Facilitator

Simon Clews is the Director of the Writing Centre for Scholars and Researchers at the University of Melbourne, Australia (<http://www.msgr.unimelb.edu.au/writingcentre/>), as well as the Creative Program Director for Melbourne's *Writers at the Convent*. He is a regular book reviewer and writer of newspaper articles.

Registration

Seats are limited to 25 participants, on a first come, first served basis. For registration, please email the following information to the Knowledge Exchange Office (keoffice@hku.hk) by **September 30, 2010**:

Name:

(Professor/Dr/Mr/Ms/Miss – please delete where inappropriate)

Post:

Department:

Research Area:

Contact Tel:

E-mail:

The Writing Workshop is jointly organized by the Knowledge Exchange Office and Research Services of the Registry.

For enquiries, please contact KEO at 2299 0180.