Writing well and communicating effectively are critical skills that are in demand, and are at the centre of your success in the workplace. Whether you are writing a business proposal, a report, fund-raising letter, ad copy, feature story or blog, strong, persuasive writing is necessary to your organization’s success.

This Specialized 3-day Professional Writing Retreat offers a comprehensive curriculum to provide you with the skills to write successfully and effectively at a professional level across industries, in both print and digital formats.

We have put together a bonus session on the day of arrival.

Learn how to craft well-written communications; describe ideas, products and services succinctly and compellingly; analyze and process large amounts of data into narrative form, and write for new and emerging forms of communication.

Students will learn to write with clarity, style and correctness, having practiced the tools of composing, revising and editing, sentence style, word choice, grammatical sentences, punctuation and mechanics, basic grammar, and researching. Core assignments will include business correspondence (emails, letters and memos), a major course project (for example, a promotional package, a proposal, a business plan, a publicity campaign), collaborative projects (for example, a research report, an evaluative report, or a policy analysis), and an oral presentation. Other assignments may include instructions, press releases, brochures, and speeches.

An Eco-green Farm House located at Kalanamu on the outskirts of Kampala, standing on 165 acres of grass and forest, will be your home for the retreat. The four bed-roomed white farmhouse boasts of a multi-colored flower and fruit garden lining the veranda like a halo. There is also a guest wing to the west of the farmhouse that provides space for more guests and a nicely done reading room.

The brown tiles on the veranda provide a break from the white on the walls, chairs and tables on the veranda. The various forms of flowers in flowerpots and in wooden stumps form part of the décor, just like the ultra modern washbowl perched on a huge stump of wood. The veranda has various seating corners, which will provide space for private assignments and reflection/meditation.

The compound around the house has well manicured passapalum grass. Various fruit trees – oranges, lemon, guavas and flowers – yellow hibiscus - dot the compound. The farm is also home to the crested crane - our national bird.

There is a well-maintained forest perfect for nature walks. The overgrown trees provide a reverent protective shade over the nature walkers. There are a number of streams that cut across the forest providing a refreshing backdrop to the nature walk. The fresh smell of the unadulterated air is therapeutic. Whiffs of different wild plants fill the air.

Isaac, the resident chef, will regale you each day with fresh farm cooked organic meals. Prepare to be surprised!

Your Investment:

| Retreat Participant | Fees: $600 |

We will depart Kampala on 28 Thursday January 2016 at 3:00pm. We will leave Kalanamu for Kampala on Sunday 31 January at 4:00pm.

Costs include accommodation, return transportation to and from Kalanamu Farm, three meals a day, tuition and mentoring, limited edition course workbook, and staff costs. Telephone costs excluded. You are, however, responsible for your own transport to the departure point Game Lugogo.

- Prices are subject to fluctuation if not paying in dollars.

For more information or to book your place, please contact us via email and phone.
Mail to: info@successspark.co  Call us: +256 (0) 712-941442 / +256 (0) 776-703445
www.successspark.co