

# Corporate Creative Writing Classes



## THE PRODUCT

Employees will take part in a project aimed at skills development, helping them develop the art of creative writing. Working with the Lyric Theatre's award-winning literary department, these virtual classes aim to deliver Great Writing and Corporate Creativity, in the development of a monologue or short play.

The Corporate Creative Writing Classes can be delivered over 5-6 weeks, according to requirements.

It is a one-off project including:

- Podcast viewing (10-15 mins: a short introduction about the creative process, some insights and tips from masters in the industry and setting out the 'Creative Challenge')
- 4 x 50min weekly team Zoom sessions with the Lyric's Literary Manager and/or guest speakers/playwrights
- Recording of pieces by up to 3 professional actors, to be sent to the participating company
- This can then be aired on team Zoom as a way to celebrate the collective work

## HOW WILL IT HELP YOUR STAFF?

Team Working:

- Helps staff feel connected to their team and to a community of writers
- Allows staff to achieve something as an individual or collectively which is not related to targets or sales
- Lets staff (virtually) socialise together and have fun

Skills Development

- Improves writing skills
- Corporate Creativity: supports creative writing collectively and/or individually, allowing development of fresh techniques

## THE FINER DETAILS

Times: Anytime during the working day

Platform: Zoom

Devices: Any device with access to Zoom and capability to upload scripts

Format:

- Pre-recorded intro podcast 'The Creative Challenge'
- Mixture of live and pre-recorded meetings to work through challenge
- Recorded performances by professional actor/s

Participants: 1-8

Customisation: Podcast and session lengths can be altered to suit the company's needs.

**COST - £1050**

## BOOKING DETAILS

Contact Philip Crawford, Head of Creative Learning  
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