

## CREATIVE WRITING PRESENTATIONS FOR TEACHERS AND/OR STUDENTS:

Exciting writing is accessible to most students! It is a teachable and learnable process based on proven principles. Your students can too if they separate the creative process from the mechanics. Sadly, most of us are not taught to write this way. The keys to overcoming this challenge in the classroom are skills that, once learned, bring writing enjoyment and confidence to both teachers and students.

### WRITING WITH POWER!!

Learn how to:

- manage gender differences related to writing
- banish boring beginnings
- capture your students' interest
- involve their hearts and minds
- crack open their creative channels
- ramp-up their use of "exciting" words
- develop paragraphs that jump off the page

### WRITING FOR SUCCESS: ESSAY PLANNING AND EDITING

Learn how to:

- motivate individual brainstorming
- facilitate identification of a theme
- simplify choosing and organizing items for essays
- speed-write each paragraph using power words
- manage the allotted time for tests and exams
- coach self-editing

Using a brain-based approach, a lively PowerPoint presentation, interactive techniques, and fun exercises, these sessions provide teachers and students with professional writing tools that are immediately applicable in the classroom and can improve students' written performance by as much as 25%.

*"I found the techniques probably the most useful I've seen!"*

Okanagan-Skaha Teachers' conference, Aug 07

*"Eye-opening workshops based on teachable strategies and brain-based research."*

*"An excellent presenter with a good mix of hard facts, useful classroom strategies, and personal anecdotes."*

Gde 5-12 teachers, Catholic Independent Schools, Vancouver, Oct 06

*"...showed me how to create intriguing sentences and how to really get going when I write."*

*"I learned how to grab the reader..."*

*"I liked the fast pace and intensity."* SD 43 (Coquitlam) students, 2001-06

*"Thanks for trusting our professionalism and giving us the ideas, yet saying, 'Now you know how to apply it in the classroom.'"*

Central Okanagan Teachers' Association conference, Aug 06

*"I'm deeply encouraged – I feel more equipped."*

*"I have never attended a workshop that was so well worth the money"*

Coquitlam Teachers' Association conferences, 2005/06



So far, **Julie H. Ferguson** has changed the way over 3,800 teachers approach creative writing and the way hundreds of students actually write. Her mission: to improve the literacy statistics in Canada, one kid at a time.

A working writer for 37 years, Julie is the author of *Writing with Power: Proven Tools and Tips for Your Classroom* and seven other non-fiction books; her latest is *Sing a New Song* (Dundurn 2006). Her many articles have appeared in international, national, and regional publications, as well as on the Web.

Not only is Julie a successful author, she is also an accomplished speaker and trainer who earned her professional speaking designation in 2000. During the last ten years, many of western Canada's school districts have invited Julie back time and again to present at their professional development events and to lead lively, fun workshops for their gifted, regular, and special needs students. She also delights in inspiring Aboriginal students and boys-only English classes to improve their writing.

Julie presents at international writers' conferences, and teaches for the Creative Writing program at Vancouver Community College. Julie has also appeared on local and national radio. She was one of Vicki Gabereau's Five Guests of the Year.

Julie is a proud member of the Plain Language Association International, the Federation of BC Writers, and formerly of the Canadian Association of Professional Speakers.



To book Julie for your students or your next Pro-D event, please call

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## PRESENTATIONS FOR TEACHERS AND/OR PARENTS

Every teacher knows students who are bright, perhaps gifted, and verbally articulate but cannot string more than a couple of sentences together. Many are boys.

Others can't seem to coordinate all the skills needed to write at all. Why do they struggle? How can you improve their written work against the performance standards? What can parents do to help? Here are two workshops that can assist with the challenges....



### **BRIGHT...BUT CAN'T WRITE!**

Learn:

- The visual-spatial profile of bright learners
- The implications of the latest brain research
- Gender differences related to writing
- Evidence-based tools to overcome the obstacles
- New assessment approaches to written work
- Powerful insights and practical strategies that are immediately applicable in the classroom and at home

Presented jointly with **Murray Peters**  
(SD 43's Gifted Education Resource).

**Murray Peters**, now VP of a middle school in Coquitlam, has served K-12 gifted students, their teachers, and their parents for over five years. Intensely interested in enabling this group to succeed since 1991, he made gifted education the focus of his master's degree in 1998. Murray's mission is to equip teachers of all grades to challenge and engage all their gifted students. His extensive experience in this field and in delivering presentations ensures teachers receive current knowledge and practical information in every session. Murray is a member of the Lower Mainland Gifted Contacts and the Association of Educators of Gifted, Talented, and Creative Children in BC.



### **REACHING RELUCTANT WRITERS**

(also in a primary version, called *The Write Beginnings*)

Learn:

- How to unravel the 8 sub-skills of writing
- How to test for each sub-skill and diagnose the deficit(s)
- About recent findings in brain research related to writing
- A tool-kit of strategies to teach writing to ASLs, VSLs, ESLs, boys and girls, and LD students, all at the same time
- How to demystify the challenges for students and their parents

**Both sessions not only provide the facts, but also model the tools. Using animated PowerPoint and writing examples, the presentations have teachers and parents participating in experiential exercises that shed light on the complexity of writing and demonstrate how to tap students' latent creativity.**

*"The information about the increase in visual learners was important as it does need addressing [in the classroom]."*  
*"Very sincere - she cares about kids and writing."* North Vancouver Teachers' conference, Feb 2007

*"...great insights about using power words and differences in learning between boys and girls."*

*"Loved the guided visualization activity and the info on how male brains work."*

*"Good practical ideas to approach complex theoretical ideas."* The Literacy Continuum conferences, Aug 2006/05

*"Enlightening and energizing!"*

*"...helped me identify my visual learners and gave me tools..."*

*"Breaks the conventional myths about intelligence and writing. Great ideas to engage children in their writing."*

Teachers of SD 35, 42, 43, and 38, 2006/05

*"Unbelievable!! I can apply this immediately."*

*"Loved the 'power words' and the relationship of VSL/ASL to brain-based research."* CTA Pro-d Conference, Feb 06