

**Avid Learning presents an #AVIDWORKSHOP which will explore the various aspects of writing and publishing bestsellers with distinguished faculty that includes a representative from the Iowa Writer's Program**

**For Immediate Release**

Creative writing is an art – It is a form of writing that is not academic or technical, but stems more from the realm of originality and self-expression. It is typically identified by an emphasis on narrative craft, character development and the use of literary tropes. Many people want to write a book, but very few eventually end up doing so. And among those who do, they do not just want to write a book, they want to sell it too. However, very few of those who become authors go on to write bestsellers.

Can writing be taught or is it simply a case of natural talent that can be encouraged and developed? How can creative writers showcase a true representation of their voice through storytelling? Once a successful manuscript has been created, what are the next steps to ensure that it captures attention and garners readership? This unique creative writing workshop will provide rare insights into all aspects of crafting and publishing bestsellers.

**Avid Learning** presents **The Art and Craft of Writing Bestsellers**, a day-long creative writing workshop which will be co-conducted by *Summer Institute Coordinator at the International Writing Program at the University of Iowa*, **Dr. Peter Gerlach** and *Award-winning Author, Journalist and Speaker*, **Meghna Pant**. They will be joined by a special guest speaker, *Book Reviewer and Author*, **Vivek Tejuja**. This workshop is AVID's third collaboration with the **University of Iowa's International Writing Program (IWP)**, one of the most celebrated and prestigious creative writing programs in the world. The program was the first creative writing degree program in the United States and since its founding in 1936, has produced among its graduates notable award-winning writers.

Drawing from his work with the illustrious IWP, which has hosted over 1,500 emerging and established poets, novelists, dramatists, essayists, and journalists from more than 150 countries, Dr. Gerlach will share techniques of honing creative writing skills, refining characters and will help participants identify topics and genres of their interest. In the second part of the workshop, Meghna Pant will guide participants on the future of publishing and speak about the tools needed to advance writing careers, drawing inspiration and examples from her latest book, *How to get Published in India*, India's first-ever self-help book on publishing. In the final session our special guest speaker, Vivek Tejuja will focus on publishing outlets and opportunities and current conditions in the contemporary publishing industry.

**Workshop Highlights include:**

- Processes and Principles of writing an impactful narrative
- Understanding empathy and its value in writing
- Building plots and characters
- Ideation, Potential Readership, and Understanding the market
- Understanding the Target Audience
- Forms of Publishing Traditional v/s Self-publishing
- Fundamentals of book marketing

**Where:** Essar House - Podium, 11 KK Marg, Mahalaxmi, Mumbai 400034

**When:** Saturday, 2<sup>nd</sup> March, 2018; 10:00 AM – 4:00 PM

**Fee:** Rs. 2000/- (Including lunch + a copy of the book *How to get Published in India* by Meghna Pant)

**RSVP:** [www.avidlearning.in](http://www.avidlearning.in) (Prior registration required)

**Press Email/ Call:** Dhvani Vyas Rele on [dhvani.avid@gmail.com](mailto:dhvani.avid@gmail.com) / +91 9769877928



## Art and Craft of Writing

# BESTSELLERS

A power-packed workshop with 3 industry heavyweights



**Dr. Peter Gerlach**  
Rep, Iowa Writer's Program



**Meghna Pant**  
Bestselling Author



**Vivek Tejuja**  
Book Reviewer, Flipkart

Join **Avid Learning** to delve into the art and craft of writing bestsellers. This day-long creative writing workshop will guide participants on all aspects of writing and publishing their original work.

**Workshop Highlights include :**

- Processes & Principles of Writing an Impactful Narrative
- Understanding Empathy and its Value in Writing
- Building Plots and Characters
- Ideation, Potential Readership and Understanding the Market
- Understanding the Target Audience
- Forms of Publishing Traditional V/s Self-publishing
- Fundamentals of Book Marketing

**DATE:** Saturday, 2<sup>nd</sup> March 2019  
**TIME:** 9:30 AM - 10:00 AM - Registrations | 10:00 AM - 4:00 PM - Workshop  
**VENUE:** Essar House - Podium, 11 KK Marg, Mahalaxmi, Mumbai 400034  
**FEES:** Rs. 2000/- (including lunch + copy of the book *How to get Published in India*)  
**RSVP:** [www.avidlearning.in](http://www.avidlearning.in) (Prior registration required)

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### About the Instructors

**Peter Gerlach, PhD** is Summer Institute Coordinator at the International Writing Program at the University of Iowa. He received his BA and MA degrees in English from Ripon College and the University of Northern Colorado, respectively. After serving in the US Peace Corps in Mongolia, he earned a PhD in Cultural Foundations of Education from Syracuse University. Since 2004, he has taught a variety of university-level courses in both English and Education departments. Dr. Gerlach's dissertation, current teaching, and research interests focus on the internationalization of higher education, the lived experiences of university students in a globalized world, and the need for understanding and empathy across cultures.

**Meghna Pant** is a multiple award-winning author, journalist and speaker. She has been felicitated with various honours and shortlists for distinguished contribution to literature, gender issues and journalism, including the Laadli Media Award, Bharat Nirman Award, Muse India Young Writer

Award, FON South Asia Short Story Award, Amazon Breakthrough Novel Award, Frank O'Connor International Award and the Commonwealth Short Story Prize. Her books – FEMINIST RANI (Penguin Random House, 2018), THE TROUBLE WITH WOMEN (Juggernaut, 2016), HAPPY BIRTHDAY (Random House India, 2013) and ONE & A HALF WIFE (Westland, 2012) have been published to commercial and critical acclaim. Her latest book HOW TO GET PUBLISHED IN INDIA (Bloomsbury) is India's first-ever self-help book on publishing and it includes never-before collected essays from experts in their field, including Jeffrey Archer, Shobhaa De, Twinkle Khanna, Ashwin Sanghi, Meena Kandasamy, Durjoy Datta, Preeti Shenoy, Ravi Subramanian and many more. It was #1 on Amazon's Hot New Releases and #2 on Amazon's Bestseller List."

Besides being an avid bibliophile, **Vivek Tejuja** loves food and cats. An accidental writer, he indulges in solitude and wishes there was more time to write and read. A Mumbai boy through and through, the sea is one of his loves. Men are also a part of his existence on and off. Vivek believes in the complete providence of fate. His debut book, So Now You Know is out this September with Harper Collins.

### **About AVID**

**Avid Learning**, a public programming platform and cultural arm of the Essar Group, has conducted over 1000 programs and connected with more than 125,000 individuals since its inception in 2009. Driven by the belief that Learning Never Stops, AVID's multiple formats like Workshops, Panel Discussions, Gallery Walkthroughs, and Festival Platforms create a dynamic and interactive atmosphere that stimulates intellectual and creative growth across the fields of Culture & Heritage, Literature, Art and Innovation.

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