

Setting the world  
to write

PROFESSIONAL WRITING ACADEMY

WORKING WITH US

CREATIVE SKILLS DEVELOPMENT FOR ALL



## WHAT IS PWA?

PWA is a premium online course development and delivery service with a unique platform used by companies and organisations including Faber Academy, John Yorke Story, Queen's University Belfast, Aardman and Debevoise & Plimpton.

Our platform has been developed specifically for the delivery of creative, communications and story-focused courses for professional and personal development and for recreational learning. While we started in writing education, our platform has expanded to encompass visual arts including film and video games.

We have taught thousands of students online, from university masters degrees to entry-level writing groups for complete beginners. This has helped us refine a learning model that is both effective and enjoyable. Around 84% of students who start our online courses complete them.

Our course development processes and delivery systems offer a repeatable, scalable model that enables us to deliver bespoke or turnkey ways of developing a portfolio of online courses and study or training opportunities.

If you are running on-site courses and would like to expand your customer reach, increase accessibility and find a new revenue stream, we can help.

## WHAT WE OFFER

---

An accessible place online where people can come to learn regardless of their background and ability, level of experience and location – at a time of the day or night to suit them, wherever they are in the world.

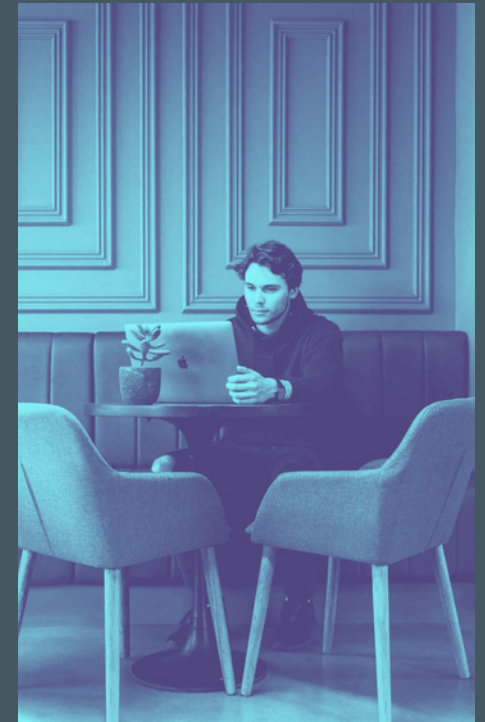


### For Organisations

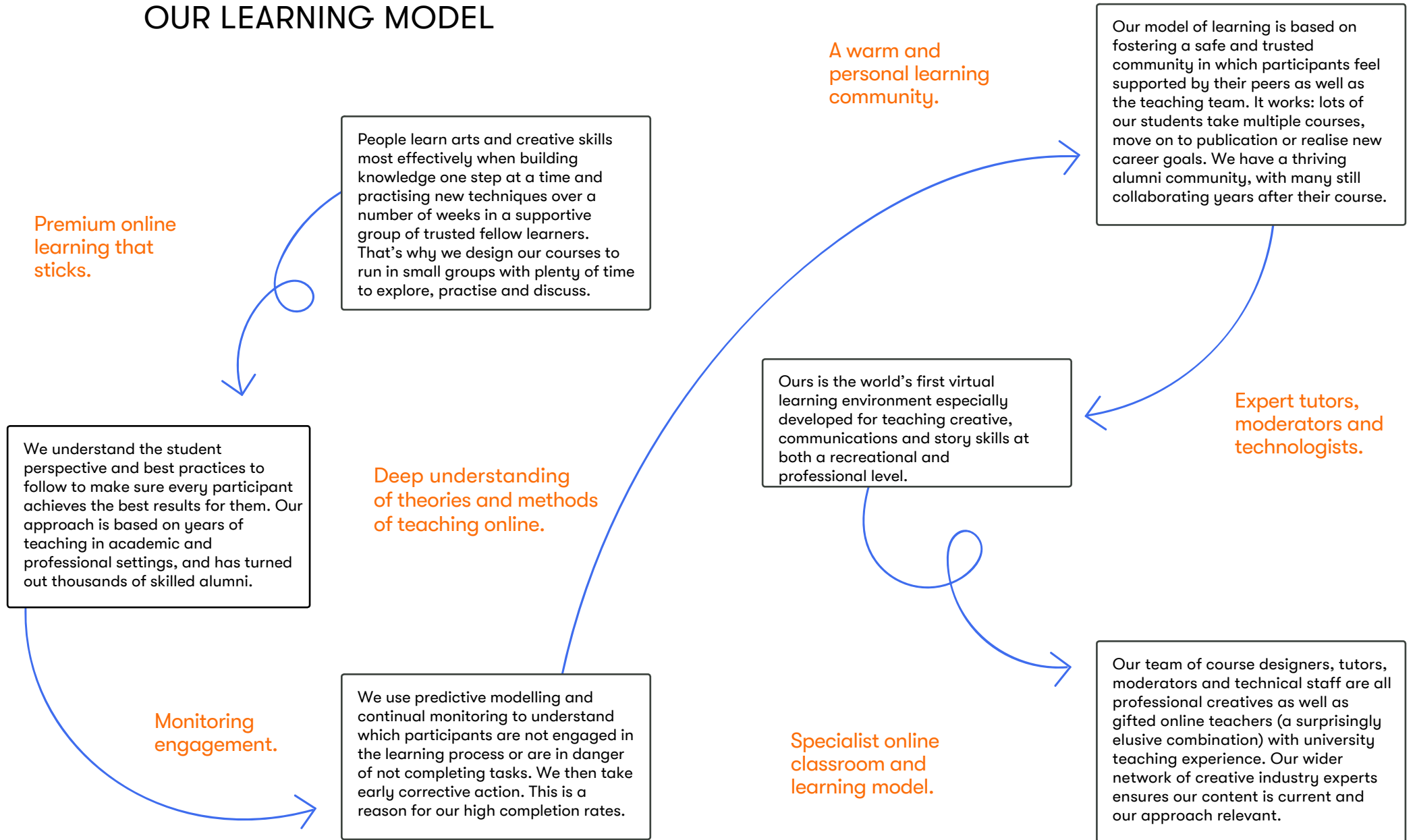
For organisations, we help expand your educational product range to extend your reach, increase revenue streams and engage new audiences. We also offer in-house training to keep teams working to shared objectives across geographically disparate workforces.

### For Individuals

For individuals, we offer high calibre, practical, focused learning opportunities for personal or professional development, or just for fun. We offer the chance to learn without the time, financial or geographical commitments that other options – such as university courses – require, all within a supportive small group with expert guidance.



# OUR LEARNING MODEL



## HOW OUR LEARNING WORKS

We base our pedagogy on a social constructivist learning model that puts the student at the heart of the teaching experience.



Our online classroom looks and feels like a website. Once logged in, participants work through the learning materials (videos, podcasts, quizzes and practical assignments) in their own time, while interacting with the tutor, moderator and fellow students in forums and chatrooms. There's tech support as required.

We design our courses to offer a mix of theory, inspiration, practical tasks, discussion with other students in the group, peer feedback

and tutor guidance. We take a step-by-step approach that builds knowledge gradually and effectively – participants develop and practise new skills in weekly or fortnightly sessions (3–7 hours of study), each with discrete learning objectives.

We use a variety of course materials, exercises and workshop techniques to ensure the learning is not only practical, easy to follow and fun, but suits different learning styles and levels.

01  
—  
Learn

We give you the theory in videos, podcasts, images, written notes and reading/ viewing extracts.

02  
—  
Practise

You put it into practice by completing practical assignments.

03  
—  
Share

You share your work with the group.

04  
—  
Feedback

Your fellow learners look at your work and give guided feedback.

05  
—  
Discuss

You reflect on the exercises with the group and share what you've learned.

06  
—  
Review  
& Improve

You use what you learned from peer discussion and tutor feedback to revise and improve your work.

## HOW WE WORK WITH PARTNERS

---

There are five basic models, which can also be combined:

### 01—

---

#### **License branded online platform**

License our online classroom and learning format – with your branding – and populate it with your own content to manage and teach yourself.

### 02—

---

#### **License platform with PWA content**

We'll provide you with the platform, with courses pre-loaded and ready to teach by members of your team (we'll help train them to deliver online).

### 03—

---

#### **License platform, PWA content + teaching service**

License our online classroom and course content ready to be delivered under your brand. We'll manage student support and teach the courses for you.

### 04—

---

#### **Block bookings**

Sponsor or block-book places on existing courses, with discounts for volume enrolments.

### 05—

---

#### **Co-develop new courses**

Work with us to devise content that incorporates your materials into our learning format, delivered in a branded online classroom.

This can be fully online courses from a day to a year long, or blended learning such as online follow-ups to face-to-face sessions, one-off workshops or awaydays. We can tailor material for a recreational audience or to tie in with existing learning.

## FINANCIAL MODELS AND COSTS

---

### 01—

#### **Online branded classroom set-up**

Set-up of a dedicated, branded learning area (including branding, design, course-document production, terms and conditions, permissions) according to agreed specification.

### 03—

#### **Delivery to each group of (up to) 15 students**

Teaching, admin and delivery costs per student. Includes dates, course and group set-up; session opening, student tracking and calendar set-up; log-in set-up, delivery and follow-up/pastoral care; hosting, technical maintenance; moderator, admin, tutor and tech support.

### 02—

#### **New course creation or adaptation**

Includes project management; content audit; aims and outcomes; learning- journey design; content-production plan (audio, video, images, PDFs, links); media-production management; writing; copyright and IP; technical structuring; marketing.

### 04—

#### **Alumni area**

Continuing student access to an archive of learning materials and discussions, space for alumni groups to network and share work, plus area to host live chats, guest Q&As, promotions and events (online and off).



## BENEFITS OF TAKING YOUR LEARNING ONLINE

---

Whether you're offering online learning as a new commercial venture, as a way of training in-house teams or expanding your portfolio, the benefits of our model are clear.

### **For learners**

---

Increases access for people who can't get to physical courses or who find face-to-face study difficult.



Consolidates and deepens face-to-face learning with high-calibre teaching and increased study hours and tutor engagement.



Builds confidence and an ongoing self-sustaining practice.

### **For your business**

---

Broadens the reach of your education brand and provides a new and profitable revenue stream without venue overheads.



Builds audience engagement and community even after courses have finished, with alumni activities and live online events.



Internationalises your learning offer – one-third of our students are outside the UK.

### **For in-house training**

---

Offers the most effective way of delivering online training, with peer-to-peer learning, small group dynamics and exemplary pastoral support.



Maximises impact – use our evaluation data to edit and adapt resources based on learner responses.



Makes training cost effective – develop the learning once and deliver many times.

# PUBLISHER LOOKING FOR ONLINE COURSES

## CASE STUDY

Our client is a respected publishing house offering in-house creative writing courses to develop new writing talent, provide new revenue streams and create opportunities for authors wanting to teach.

In-house courses were very successful, but numbers restricted due to limited space in the London HQ. The course cost was prohibitive for many potential participants, as was the location and time commitment.

The client recognised that the PWA online course creation and delivery service offered an opportunity to expand their customer base by increasing access to learning for aspiring authors – both in the UK and around the world – at a lower price point than the face-to-face course.

No-one in the organisation had experience of online learning or teaching, and they commissioned PWA to:

- Build a branded version of our learning platform to offer customers a seamless journey from their website into the virtual classroom.
- Develop course content and build a full online experience.
- Manage the student experience from course enrolment to alumni networking

- Appoint tutors and moderators, and host and run the course on behalf of the publisher.

Over the last few years, we have worked together to build a portfolio of long and short courses, delivering them to more than 2,000 learners around the world – from Dubai to Geneva, Adelaide to Toronto.

More than 80% of people who sign up for a course complete it and almost one third of those who take one online course go on to take another.

Graduates are nurtured in a dedicated alumni area where they continue to work on their writing, attend online events with guest speakers, and most importantly support each other in small groups of beta-readers.

Successful publications from authors such as Joanna Cannon (bestselling work of literary fiction, 2017), Louise Morrish (Daily Mail First Novel prizewinner) and Asia Mackay (runner-up, Richard & Judy’s Search For A Bestseller) have cemented the success of the online venture.



### Key Challenges

- Expanding course revenue without moving premises.
- Increasing access for wider demographic of writers.
- Offering more opportunities for author-teachers.

### Solution

Online courses delivered under client brand. Client markets courses, takes payment and passes learner details to PWA, who manage the student experience.

### Business Model

PWA charged a one-off set-up fee for designing and producing the client’s virtual classroom, adapting an existing teaching model and creating content. We then agreed a per-head fee or profit-share model.

## LITERARY CONSULTANCY MOVING INTO EDUCATION

## CASE STUDY

“We’ve always been a teaching-focused company when working with authors, and for years I’ve wanted to integrate a way to teach online. But I couldn’t see a way of doing the technical aspects and without it costing a fortune.

“I had a book, *On Editing*, which Hodder had just commissioned. So, to support the book, PWA and I devised a five-month course for authors based around perfecting the first draft of a novel and then professional submission to agents. We created all the learning materials afresh in-house: explanations for techniques, exercises, and supporting videos. PWA gave us a template and checked each session and tweaked as we submitted material.

“After a year of combined efforts our course, *How to Edit Your Novel the Professional Way*, was ready to meet the public, and we ran the first iteration in January 2018. The co-writer of the book, Kathryn Price, was the course tutor, alongside the lovely Fi from PWA as technical group co-ordinator.

“It’s been very smooth and supportive, with PWA always giving a hands-on response. Our students feel very well catered for. For instance, one author had particular needs and decided

that, while she wanted to be part of the group, she couldn’t offer peer feedback.

This was a situation that could have potentially been totally at odds with the USP of online peer group learning.

However, in PWA’s calm way, they immediately set up a private group just for her.

“Other student responses to our course since its inception have been overwhelmingly positive. And the beauty of this process is that once a course is up and running you can run as many concurrently as is required. Once all reasonable costs have been recouped, the rest is promotion, putting bums on seats, and profit. And then seeing students fly.

“I’m now a total convert to the powers of online teaching. It is, as PWA say, the most cost-effective, time-flexible way of becoming adept in a subject at MA level. It is the way of the future for learning. And I know I wouldn’t have wanted to do this with any other company. PWA proves to be consistently fantastic to work with.”

— Helen Corner-Bryant, Director,  
Cornerstones #1 transatlantic  
literary consultancy

---

“There are a good many reasons to love working with Christina and Susy and the PWA team – they’re prompt, technically great, efficient, ever so nice – but it’s the course creation/curation side of things that really puts them head and shoulders above. They have a perfect balance of experience and innovation mindset, with great dollops of empathy for students and passion for the subject at hand. They’ve listened to me and challenged me; together we’ve put together a superb suite of courses that hit my customer base dead on. I couldn’t recommend PWA more highly, simply put.”

---

—Client, 2018

