

# **How to write successful technical and business proposals using Science-Fiction techniques**

Jean-Claude DUNYACH

Online presentation                      March 23<sup>rd</sup>, from 1:00 to 2:30 pm CET

Science-Fiction writing techniques can often be transposed or adapted to the writing of technical or business proposals. They are also handy for storytelling in an industrial context. This short presentation will present some of them that have been heavily road tested.

L'écriture de Science-Fiction utilise diverses techniques qui peuvent être transposées à l'écriture de propositions techniques ou technico-commerciales, ou dans un contexte industriel de « Storytelling ». Ce court atelier en présentera quelques-unes qui se sont révélées utiles dans de nombreuses circonstances ...

This workshop is part of the #OWEESF project in partnership with the CEREFIGE, management research lab of Université de Lorraine, and with Les Imaginales, a speculative fiction festival held yearly in Epinal.

About the author: Jean-Claude DUNYACH is a French science fiction writer and songwriter. He holds a Ph.D. in applied mathematics and supercomputing and has worked for Airbus until his retirement in 2020. He has published nine novels and ten collections of short stories, garnering the French Science-Fiction award in 1983, the Prix Rosny-Aîné Awards in 1992 and 1998, the Grand Prix de l'Imaginaire in 1997, the Prix Ozone in 1997 and in 2000, and the Prix Tour Eiffel award in 1999. His works have been translated into English, Bulgarian, Croatian, Danish, Hungarian, German, Italian, Russian and Spanish.