

WEB CONTENT COURSE

Tuesday 16 February 2010

Sharper web writing skills can help you raise funds, engage supporters, clients and even new recruits

Book now to avoid disappointment!



Not-for-profit: Web writing, editing and usability workshop

For ten years we have pioneered and honed web writing techniques. We have worked extensively with charities and not-for-profit organisations.

This one day workshop is a rare opportunity for your colleagues to attend one of the popular public courses at half the normal price - as our contribution to the valuable work you do.

What will you learn?

- How to produce text that engages supporters, clients, funders and volunteers
- The latest ideas and well-proven approaches for improving onscreen readability
- How to make your website easier to use, without breaking the bank
- Practical guidelines that you can pass on to whoever writes your content – whether staff or volunteers.

more overleaf ...

Organisations that have attended our courses include:

Diabetes UK
Friends of the Earth
NCVO
RNIP
RNLI
SCVO
The Leprosy Mission
Mencap
Shelter
The Childrens Society
National Childrens' Homes

How to book Places are £250 plus VAT (£293.75) for the one day course.

Course location: 10 minutes walk from Hove Railway Station.

Booking form at: www.writingfortheweb.co.uk/charity.html

Or phone **01444 254780**.

Email: info@writingfortheweb.co.uk



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Course information:
www.writingfortheweb.co.uk

More about the workshop

Credible, persuasive writing

- Adapt your writing style to the web
- Discuss examples of good and bad practice
- Analyse online writing for structure, style and effect
- How to get the message across - some different writing approaches
- Tailor information for different target audiences
- Compile accurate but persuasive headings and summaries
- Write concisely and precisely, putting every word to work
- Stimulate reader feedback and interaction

Usability

- Understand how to link material clearly through navigation paths and use of hyperlinks
- How to guarantee that everyone will find material on your website
- Find out what works visually in layout and typography on screen
- Judge how much information to present or break down on a screen
- Recognise how to improve readability through design, layout and use of images

Setting control processes

- Identify the criteria necessary for best web communication practice
- Make your own checklist of professional guidelines
- Consider developing a corporate verbal identity
- Foster teamwork in your organisation

Tailored inhouse courses possible and a web writing elearning course is also available

Who should attend

- People at all levels involved in preparing or editing copy for websites and intranets
- Communications, editorial, web designers and IT staff
- Project managers and directors

Malcolm Davison FCB, MCIM, LBIPP has advised major corporates in the UK and Europe on the structure and design of their intranets and websites. Clients also include the UN, the European Commission, Whitehall departments

Kath Burke is a trained journalist and has worked as an online content consultant for nine years. She was web manager for Diabetes UK. And she has written web content for EDF Energy, Brighton University, Sports England and property group Colliers CRE.

What people say

"The course on web writing and editing exceeded my expectations. Hardly anything was not of direct relevance. It will give our whole team a great platform on which to build."

"The course was very professionally led. All the key web writing communication principles were covered, along with lots of worthwhile hints and tips."

"Very good and professional, I can't wait to go out and put some of the ideas into practice!"

"Very enjoyable, lots to take in. Wish it had been longer! Was recommended by a colleague - will be recommending it to others."