

WEB CONTENT COURSE

Thursday 14 October 2010

Book now to avoid disappointment and to get a 10% discount!



Web writing, editing and usability workshop in Edinburgh

This one day workshop is a rare Scottish opportunity for you and your colleagues to attend this popular public workshop which is otherwise held in London.

Over ten years ago Malcolm Davison pioneered a system for improving text readability on screen. He is now the leading trainer in the UK on writing for the web.

Malcolm has worked for most of the financial institutions in Scotland and many Scottish Government

departments. Of 34 local authorities he has trained, 31 have gone on to earn a Plain English Crystal Mark from the Plain English Campaign.

What will be discussed?

- How to produce text that motivates readers and achieves your web communication objectives
- The latest ideas and well-proven approaches for improving onscreen readability

- An appreciation of how poor design and usability can let down your site's content
- Practical guidelines that can be adopted throughout your organisation

more overleaf ...



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

Details Places are £450 +VAT (£528.75) for the one day course. The second and further places are £405 +VAT (£475.88). Prices 10% less if you book by 9 September. We provide a computer but you can save £15 +VAT on the price if you bring your own. Course location near the Royal Mile and Waverley Station.

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

Or phone **01444 254780**.

Email: info@writingfortheweb.co.uk



More about the workshop

Writing

- Understand how the web differs from print - web may not be best
- Discuss examples of good and bad practice
- Analyse online writing for structure, style and effect
- How to get the message across - several different writing approaches
- Tailor information for specific target audiences
- Compose accurate but persuasive headings and summaries
- Writing concisely and precisely, putting every word to work
- Stimulate reader feedback and interaction

Usability

- Understand how to link material clearly through use of navigation
- How to guarantee that everyone will find material on your website
- Using layout and typography to improve reader engagement
- How to deal with lengthy content
- Using the latest eye-tracking research to prevent elements conflicting with other content

Setting control processes

- The criteria for best web practice
- A checklist of professional guidelines
- How a new approach to the web has revitalised some organisations
- Consider the defining of personas and developing a corporate verbal identity
- Fostering teamwork in your organisation

Who should attend

- People at all levels who prepare or edit copy for websites and intranets
- Communications, editorial, web designers and IT staff
- Project managers and directors

Topics such as SEO, email newsletters, international communications, social media and Media 2.0 may be added on request.

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 professional, I can't wait to go out and put some of the ideas into practice!"
- "The course was brilliant. Everybody appreciated it and found it very useful. And we've just won the Crystal Mark ... Now we're just getting everybody else on board to put good web writing into practice."

Liz Maule, Website Content Coordinator,
 Cherwell District Council

Malcolm Davison FIIC, MCIM, LBIPP is a communication consultant with over 30 years' blue-chip company and agency experience in PR, marketing and editorial.

Malcolm started his career as a Programmer at Barclays Bank and is the author of two books on business computing. He moved into marketing and PR and became Publications Editor for an international building materials group.

For over ten years he has advised major corporates in the UK and Europe on the structure and design of their intranets and websites.

Clients include the UN, the European Commission, Whitehall departments and Scottish and Welsh Governments.

We also run **tailored inhouse courses**.

Check out our **web writing elearning course** - from £100 a head.