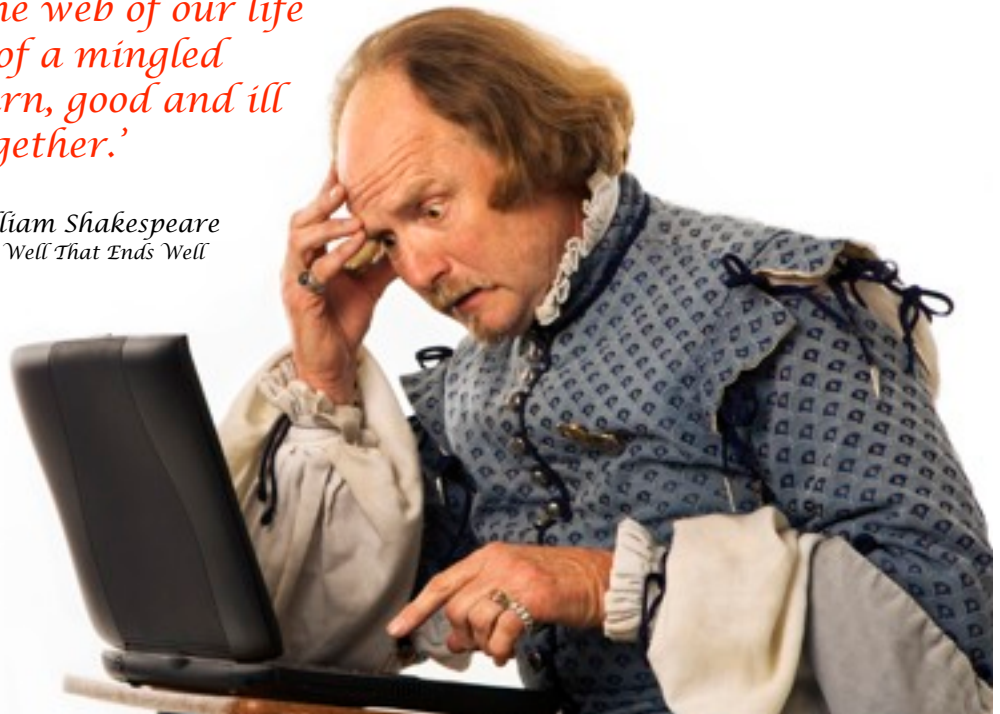


# WEB CONTENT COURSE

Thursday 7 October

*'The web of our life  
is of a mingled  
yarn, good and ill  
together.'*

*William Shakespeare  
All's Well That Ends Well*



## Web writing, editing and usability workshop in London

This is a rare opportunity for you and your colleagues to attend this popular workshop that normally is only run inhouse.

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 top financial institutions in the UK, FTSE 100 companies and many 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.

Learn how to engage with your audiences so that your communications 'end well'.

### What will be discussed?

- How to produce text that makes an impact and achieves your web communication objectives

- The latest ideas and well-proven approaches for improving onscreen readability
- How to ensure that your site's content is not let down by poor design and usability
- Practical guidelines that can be easily adopted throughout your organisation

**more course content overleaf ...**

*A few places left!*

**How to book** Places are £450 plus VAT (£528.75) for the one day course. Second or more places are £405 plus VAT (£475.88). The course is very close to Southwark Underground Station (Jubilee line).

Booking form at: [www.writingfortheweb.co.uk/london.html](http://www.writingfortheweb.co.uk/london.html)

Or phone **01444 254780**.

Email: [info@writingfortheweb.co.uk](mailto:info@writingfortheweb.co.uk)



The Globe Theatre is a short walk from the training centre where we are holding the workshop

Thursday 7 October

Course information:  
[www.writingfortheweb.co.uk/london.html](http://www.writingfortheweb.co.uk/london.html)

# 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. You can even start today!