

Writing for Technical Experts

One Day Workshop

If you need to communicate complex material to non-technical audiences, Writing for Technical Experts is the workshop for you.

OBJECTIVES

Writing for Technical Experts is a one-day workshop that provides a sound basis for improving the special skills needed when communicating technical material to non-technical audiences. This workshop is particularly valuable for researchers, scientists, engineers, statisticians and environmentalists who need to publicise technical developments, prepare technical reports for public consumption or simplify technical concepts for policy makers. The workshop provides the perfect structure for participants to learn, practice and develop the techniques needed to communicate technical content through effective writing.

OVERVIEW

Participants will learn:

- The importance of knowing your audience
- How to pick a suitable content depth
- Best communication approaches for technical content
- How to maintain reader interest
- Six key steps in communicating technical content

WORKSHOP TIMETABLE

The workshop is run over one full day. In the first session we examine the characteristics of the audience for which you are writing. In the second session you learn how to pick the right depth of information - neither making it too complex nor overly 'dumbing it down'. In the last session before lunch we look at the content strategies you need to decide upon before starting writing. After lunch we explore writing techniques that will aid in improving reader understanding and maintaining reader interest. Workshop participants then explore techniques that are applicable to their field of technical information, before we conclude with six key steps in communicating technical content.

At the time of registration for the workshop, please email us two examples of the type of technical content that you are working with.

*Acorn Training and Consulting
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Schedule

9:00am	Welcome
9.05am	Knowing Your Audience <ul style="list-style-type: none"> - Why define audiences? - Building a picture of your audience - Understanding different audiences - Developing content through the eyes of the audience - Quickly giving people what they require
9.45am	Picking the Depth <ul style="list-style-type: none"> - Models of reality - Simplifying without 'dumbing-down' - Layering of information - Using key conceptual overviews - Preventing readers from out-of-context cherry-picking - Footnotes, references, hyperlinks
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Communicating Technical Content <ul style="list-style-type: none"> - Content organisation - Communicating concepts through processes - Using analogies, making links with readers - Diagrams, graphs and photos
12.40am	<i>Lunch (45 minutes)</i>
1.50pm	Writing Technical Content <ul style="list-style-type: none"> - Style, warmth, formality - Avoiding jumps in context and concepts, structure - Terminology, abbreviations, Plain English - Page visuals, layout, design, visual emotion - Breakout boxes and other layout techniques
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Developing a Specific Strategy <ul style="list-style-type: none"> - Developing a strategy to improve technical communication in the sphere in which you work.

4.15pm	Summary - Six Key Steps in Technical Communication
4.30pm	<i>Finish</i>

LOGISTICS

Please arrive 15 minutes before the commencement of the workshop to allow for registration. Lunch and morning/afternoon tea are provided free of charge. If you have any special dietary requirements please let us know when you book your place.

TRAINER

Julian Edgar has over 25 years of experience in writing technical content for non-technical audiences. He is a technical book author and has produced the text and photos for hundreds of technical articles published around the world. He has also worked as a magazine and Web editor in both commercial and Public Service roles.

Enrolment Form – Writing for Technical Experts

ABN 34073999185

Send this form to Acorn: Fax (02) 6217 7001 or e-mail to courses@acorntraining.com.au

Venue: Acorn Training Centre: 74 Townshend St Phillip

Course date:

Time: 9.00 a.m. to 4.45 p.m.

Attendee	Email Address	Date of Workshop
1.		
2.		
3.		
4.		
5.		
6.		
Organisation		
Branch/Division		
Address		
Phone #		
Fax #		

Payment Details

Total price \$595 x _____ attendees = \$_____ \$545 early bird price (early bird applies up to three weeks before the date of the workshop).

1. Credit Card (Amex, Diners, Visa, MasterCard)

Name _____ Card No _____

Expiry date _____

2. Invoice

Signed off by _____ Name _____

Email invoice to:

Terms: Payment is due on or before the day of the course. Cancellation is accepted more than seven days prior to the course date otherwise another person may be substituted. You have purchased a place on the date shown above; changing your booking to a later day incurs an administrative fee. We suggest you send a substitute if you can't come at the last minute.