

Writing for the Web

If you need to develop written Web content that will attract the attention of readers and keep them returning to your site, Writing for the Web is the workshop for you.

“Wonderful flow of information, easy to understand, useful ideas throughout”

Writing for the Web is a one-day workshop that provides a sound basis for developing written Web content. This workshop is particularly valuable for those people who developed writing skills in a paper era and need guidance in the approaches that are most effective on the Web. The workshop provides the perfect structure for participants to learn, practice and develop the techniques needed to communicate effectively through website writing.

Participants will learn:

- Typical characteristics of users of content-based websites
- How to define the audiences of different websites
- Developing a suitable text narrative for the audience
- Presenting attention-grabbing Web pages that maintain reader interest
- Six key tips for developing effective Web writing

WORKSHOP TIMETABLE

The workshop is run over one full day. First we examine the characteristics of readers of content-based websites, and then look at how you can define your particular website's audience interests and behaviours. Now that you know more about the readers you're addressing, you can develop a narrative those readers will find interesting. Presenting information in a way that attracts attention and maintains it is followed by six simple steps that will improve the quality of your writing for the Web. During the day attendees explore techniques that are applicable to the websites on which they work and practice the methods described in the sessions.

At the time of registration for the workshop, please email us two pages of written content prepared for web publication, preferably on two different topics.

Schedule	
9:00am	Welcome
9.05am	Characteristics of Your Website's Readers <ul style="list-style-type: none"> - Visitor durations - Regular versus casual readers - Website entry points - Reader origins - Using collected data to define reader characteristics
9.45am	Defining Your Website's Audience <ul style="list-style-type: none"> - Why define audiences? - Developing content through the eyes of the audience - Layering of website information - Using dual navigation approaches
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	Developing a story <ul style="list-style-type: none"> - Why is the story worth telling? (Or: is the story worth telling?!) <ul style="list-style-type: none"> - How your audience defines the story - Deciding on the key concepts to communicate - Writing tools for concept communication - Making the story relevant to the reader - Achieving success in less than 10 seconds!
12.40pm	<i>Lunch (45 minutes)</i>
1.50pm	Getting people 'In' <ul style="list-style-type: none"> - Giving people what they want - Page visuals, layout, design, emotion - Writing that performs - Breakout boxes and other techniques - Navigation - Why content is vital
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	Writing Techniques <ul style="list-style-type: none"> - Before you begin writing

	<ul style="list-style-type: none"> - Pacing your writing - Avoiding jumps in context and concepts - Style, warmth, formality - Plain English, use of spoken English in Web writing
4.15pm	<ul style="list-style-type: none"> • Summary <p>Key attributes of written Web content that works</p>
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 a decade of experience as a Web Editor and has worked in both commercial and Public Service roles. He also edited a national Australian print magazine, has produced the text and photos for hundreds of Web and magazine articles sold around the world, and is a published technical book author.

Testimonials

“Wonderful flow of information - trainer spoke extremely well, very engaging with class” - Karen – Defence

“ Useful info and ideas throughout” – Kieran – Environment

“ Flow, structure – put writing for the web in context – how I need to ensure I know who is “The Audience” – Maureen – ONA

“Excellent knowledge of the content, delivered really well using a range of styles and activities – PowerPoint, flipcharts, real world examples – was a fantastic day – thoroughly enjoyed it – The content was relevant and applicable and the take away resource is great. I loved the style of delivery – lots of opportunity to consolidate the learning and think about applying it in the real world” – Kate – Finance

“Julian had an in depth knowledge of the topic. Looking at examples of websites which gave me new ideas” – Michael

“Excellent course. It really opened up ideas in looking at the website from outside the organisation. Really well presented. It was great not to be looking at a computer screen all day. It was delivered in Plain English and was easy to understand, not a lot of IT jargon” – Marcus – Defence

“This was a good course. Julian provided relevant and interesting content that was certainly tailored to the type of work I do. The course outline provided useful tips and interesting techniques for thinking about how to approach writing for the web” Ian – DVA

“Good course. Instructor knew content well. Learned what works and what doesn't when it comes to web sites.” Bob - Defence

Enrolment Form – Writing for the Web

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's name	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.

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