

## Publishing Web Content

### One Day Workshop

*If you publish web content that needs to attract the attention of readers and effectively communicate with them, this is the workshop for you.*

#### **OBJECTIVES**

Publishing Web Content is a non-technical one-day workshop that provides participants with a diverse range of techniques for effectively presenting material on web pages. This workshop is particularly valuable for those people who need to publish reports, policies and procedures on either intranets or external websites.

#### **OVERVIEW**

##### **Participants will learn how to:**

- Define your website's audience
- Assess the effectiveness of current website content
- Present attention-grabbing Web pages that maintain reader interest
- Develop six key tips for effective Web pages

#### **WORKSHOP TIMETABLE**

The workshop is run over one full day. First we examine the characteristics of web users, and then look at how you can define your particular website's audience interests and behaviours. We then look at how visuals can be used to improve acceptance and communication of your web pages, before examining in detail the characteristics of effective websites. Developing a practical strategy for the website on which you work is followed by six simple steps that will improve your web pages.

**At the time of registration for the workshop, please email us at least two sample screen grabs of the website on which you work.**

Schedule	
9:00am	Welcome
9.05am	<b>Session 1 - Characteristics of Your Website's Readers</b> <ul style="list-style-type: none"> <li>- Page durations</li> <li>- New versus long-term readers</li> <li>- Website entry points</li> <li>- Using collected data to define reader characteristics</li> </ul>
9.45am	<b>Session 2 - Defining Your Website's Audience</b> <ul style="list-style-type: none"> <li>- Why define audiences?</li> <li>- Developing content through the eyes of the audience</li> <li>- Layering of website information</li> <li>- Using dual navigation approaches</li> </ul>
10:30am	<i>Morning Tea (20 Minutes)</i>
10.50am	<b>Session 3 – Using Visuals</b> <ul style="list-style-type: none"> <li>- Types of visuals</li> <li>- Uses for individual visuals</li> <li>- Using multiple visuals</li> <li>- Integrating text and visuals</li> </ul>
12.30am	<i>Lunch (45 minutes)</i>
1.30pm	<b>Session 4 – Key aspects of Effective Websites</b> <ul style="list-style-type: none"> <li>- Giving people what they want</li> <li>- Page visuals, layout, design, emotion</li> <li>- Writing that performs</li> <li>- Breakout boxes and other techniques</li> <li>- Navigation</li> <li>- Why content is vital</li> </ul>
3.00pm	<i>Afternoon Tea (15 minutes)</i>
3.15pm	<b>Session 5 – Developing specific strategies for your website</b>
4.15pm	<b>Session 6 - Summary</b>  Key attributes of written Web content that works
4.30pm	<i>Finish</i>

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- Giving people what they want
- Page visuals, layout, design, emotion
- Writing that performs
- Breakout boxes and other techniques
- Navigation
- Why content is vital

## **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 – Publishing for the Web

ABN 34073999185

Send this form to Acorn: Fax (02) 6217 7001 or e-mail to [courses@acorntraining.com.au](mailto: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.		
<b>Organisation</b>		
<b>Branch/Division</b>		
<b>Address</b>		
<b>Phone #</b>		
<b>Fax #</b>		

### 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.