



AUSTRALIAN PUBLISHERS ASSOCIATION

professional development

Writing for the Internet: Building Layers and Links

Tuesday 26 February 2008 from 1.30 p.m. to 4.30 p.m.

National Library of Australia, Canberra

Organisations are becoming increasingly dependent on the internet to get their message across. Yet few staff members have had specific training in writing for this specialised medium. If you would like to learn how to write more effectively for the web, this workshop is a must. Not only will effective web writing raise the profile of your organisation, it will save time and money as well.

This workshop will help you develop specific skills in writing for the electronic media by capitalising on its strengths and working within its limitations.

Note: this workshop does *not* cover graphic design or technical issues.

Special offer:

Individual mentoring is available if you also do the Essential Writing Skills: Creating Solid Foundations workshop held in the morning of the same day.

As a participant, you will be offered a 15 minute email consultation with Patricia to discuss any questions or issues you come across back in your workplace during the fortnight following the workshop.

Presenter

Patricia Hoyle, freelance editor and training consultant

Based in Sydney, Patricia is a freelance writer and editor with 14 years' experience writing and editing for the government and private sectors. She has a Bachelor of Arts (Professional Writing) from the University of Canberra where she majored in journalism, creative writing and photography.

Who should attend

Anyone who writes text for the electronic media. This is relevant for any role in any organisation.

By the end of the workshop participants will be able to

- Identify the key differences between writing for the electronic and print media
- Identify the challenges and benefits of providing written material via the internet
- Analyse a live website to identify effective and ineffective elements
- Structure text for a website using appropriate linking and layering techniques
- Identify the elements of appropriate web style, including the importance of Plain English, in writing for the web
- Analyse the audience and identify their particular needs
- Focus a website on the needs of the audience
- Write a short piece for a website about an aspect of their work, using appropriate web style.

Participants' feedback from workshops held in 2007 at the National Library of Australia

“Patricia is an excellent and knowledgeable presenter – well organised, professional, helpful and clear.”

“There was a variety of activities and great use of group work. I never felt tired, overloaded or lost in the subject matter.”

Catering:

Afternoon refreshments will be provided.

Cost (GST inclusive):

\$180 APA members; and members of Society of Editors; Society of Authors; Galley Club

\$220 Non-members

Further information:

If you have any questions about the workshop please contact Dee Read, Industry Professional Development Manager, at the Australian Publishers Association Tel: 02 9281 9788

To Register:

Fill in the registration form at <http://www.publishers.asn.au/training.cfm>

and fax FAO Dee Read to 02 9281 1073

or email to dee.read@publishers.asn.au