Managing your content
A strategic approach

"Content can play a large role in informing consumers, creating brand advocates, attracting top talent, overcoming sales barriers, and establishing credibility for your brand." John Hall

CONTENT MANAGEMENT: IS THIS SEMINAR FOR YOU?

Does your organisation develop lots of information yet your customers and staff have difficulty finding what they need? Do you need a strategy for determining what information is really needed? Are you wondering how you can avoid duplication of effort that drains productivity?

Items covered in this one-day seminar include how to

- Recognise the importance of content in customer satisfaction

- Plan how to decrease development time for writers and slash translation costs

- Use standards to define the requirements of a content management system

- Know what content management means and how can it transform your organisation

- Get buy-in from management and colleagues for changes in process and practices

- Go beyond content development to content marketing and dynamic delivery of the right content to the right customers at the right time

YOU WILL LEARN HOW TO

- Use the information process maturity model to determine the readiness of your organisation for a move to content management
- Create a vision statement that makes your goals vivid and memorable
- Develop a business case for moving to content management in your organisation
- Define your requirements for the best technology to support your goals
- Understand the roadmap and timeline for a move to content management.

WHO SHOULD ATTEND

- Managers and anyone responsible for producing reports, instructions, web content, or training material
- Publications and training managers
- Content Management consultants
- IT personnel concerned about content management

To book or for more information email us at training@techwriter.com.au. See our website www.techwriter.com.au for details of all our courses and scheduled dates.

Presenter — JoAnn Hackos

For more than 30 years, Dr. Hackos has addressed audiences internationally on subjects ranging from content management, effective interfaces and information, minimal information products and online and Web-based information, to managing the information design and development process.

JoAnn is considered an expert in the fields of content management and information design, with some of her work in the fields being described as groundbreaking.

Dr JoAnn Hackos is:

- President of Comtech Services Inc
- Co-author of the new ISO standard for Content Management
- Past President of the US Society for Technical Communication
- Executive Director, The Center for Information-Development Management

and the author of numerous books on documentation and content management

JoAnn's workshops are dedicated to enhancing the practices and products that will best promote customer satisfaction.

Dates: Friday February 26, 2016

Venue: Sydney

Cost $1170

Early bird (book and pay before 15 Jan) $900

15% discount for 3 or more attendees in a single booking after 15 Jan

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