

Minimalism

Creating information people really need



N&H Communications

MINIMALIST INFORMATION: IS THIS WORKSHOP FOR YOU?

- Is management asking you to reduce information development and translation costs?
- Do you create more information than customers need?
- Do you have fewer people to create and maintain the information you've created in the past?
- Are you considering content management and single sourcing?

If your answers are "yes," then this minimalism workshop meets your needs directly.

Minimal documents require sound design, but once you have them in place, the savings are clear. They also cost less to produce, are easier to maintain, and reduce requests for customer support.

YOU WILL LEARN HOW TO

- Determine when minimalist strategies should be used
- Apply the four basic principles of minimalism
- Eliminate unnecessary content from your documentation
- Prioritise the content included in your documentation
- Emphasise crucial information, such as tasks and troubleshooting
- Improve content accessibility and findability
- Write, edit, and review documents with a focus on minimalism
- Prepare your content for a move to a structured, topic-based environment
- Justify your content decisions

WHO SHOULD ATTEND

- Technical writers and communicators
- Subject matter experts and other content providers
- Single-sourcing planners and writers
- Information designers and architects
- Developmental and technical editors
- Publications department managers
- Project managers

90% of users who receive minimal manuals actually use them

Minimalism means focusing on getting users to the right content at the right time in the right place.

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

Dr JoAnn Hackos is:

- President of Comtech Services Inc
- Co-author of the new ISO standard for Content Management
- Co-Chair, DITA Technical Communication Subcommittee (for the last four years)
- Chair, OASIS DITA Adoption Technical Committee (for the last 11 years)
- Past President of the US Society for Technical Communication
- Executive Director, The Center for Information-Development Management (for the last 16 years)



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.

People attending this workshop report they've reduced their documentation by as much as 50 percent

DATES: FEBRUARY 29 AND MARCH 1, 2016

VENUE: SYDNEY

COST: (FOR THE 2 DAYS) \$1950

Early bird (book and pay before 15 January) \$1500

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

NOTE:

As this is a participative workshop, numbers are strictly limited to 20. Avoid disappointment, book now to reserve your place.