Web Content Managers' Playbook: Practical and Proven Strategies for Getting Readable Web Content

Date
Tuesday August 17, 2010

Time
9:00 a.m. - 4:30 p.m.

Place
The Library of Congress
Madison Building
Dining Room A, 6th Floor
101 Independence Ave, SE
Washington, DC

Metro and Directions
Capitol South (Orange/Blue Lines)

Sponsor
FLICC

Information
Call FLICC (202) 707-4813
TTY (202) 707-4995
Request ADA Accommodations five business days in advance at ADA@loc.gov.

Registration
$195 for FT accounts/$210 for non/FT)
http://www.loc.gov/flicc/feveform.html.

Cancellations
Please notify FLICC at (202) 707-4813 prior to the start of an educational program or the full fee will be charged.

Y our content management system is in place, managers are supportive and your Web team is set up and ready to work. Yet it is still a struggle to get worthwhile content from the subject matter experts in your agency who are supposed to supply it. They are not comfortable writing content and do not have time to update Web page content. You receive unreadable content from a variety of sources and are asked to "webify" it or just post a PDF. All of these challenges threaten the publishing model you have worked hard to establish.

In this hands-on workshop designed for Web managers, content mangers, writers and editors, you will learn how content managers in corporations, government and nonprofits have cultivated their subject matter experts' content writing skills. You will receive a Content Managers' Playbook with case studies and strategies for training and motivating content contributors, and helping them understand their role in the overall content publishing cycle.

What You Will Learn How to:
~ Diagnose content problems like lack of skill, motivation or time constraints
~ Encourage contributors to understand and care about users' content needs
~ Establish and enforce content quality guidelines
~ Use content case studies to provide models of excellence
~ Help contributors see the business value in writing quality content
~ Identify what types of ongoing training content contributors need

Leslie O'Flahavan is a co-founder and partner of E-WRITE which has helped thousands of people learn to write well for online readers. She has developed and delivered customized writing courses for customer service agents, help desk staff, web content contributors, marketers, executives, demographers, county government employees, activists, federal employees, and teachers. She is the co-author of *Clear, Correct, Concise E-Mail: A Writing Workbook for Customer Service Agents*.

Before founding E-WRITE, Leslie was a writing instructor and author of educational materials for the Smithsonian Institution, National Geographic, and Cable in the Classroom. She's written articles, curricula, brochures, and teaching posters on topics ranging from helicopters to Hamlet, and from dinosaurs to women artists.

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