

Society of Editors (NSW), Inc.
Professional Development Workshop

REPEATED BY POPULAR DEMAND

Writing and Editing for the Web

Presented by Simon Hillier

Thursday 11 February 2010, 9.30 am to 4.30 pm

Venue: City Tattersalls Club, 198 Pitt Street, Sydney
Cost: \$195 for Society members, \$290 for non-members
(includes lunch, and morning and afternoon teas)

This workshop is designed for people building a new website or improving current website copy, or for anyone writing and editing for the web who wants to understand its potential challenges and opportunities. You will receive up-to-date practical guidance, tips and language tools to enhance your Internet writing and editing skills. Group and individual exercises are included throughout the day. Topics include:

- **Internet writing: write and edit for the Internet. How people read online, and how to build a relationship with your web audience – or several different audiences. What makes a good or bad website? Planning for website writing.**
- **Layout and web writing techniques: laying out your page, images, fonts and copy. Effective web copy for readers and search engines (SEO) using keywords, titles, metatags, headlines, subheads, paragraphs, bullet points and hyperlinks. Calls to action. Tools for web writers and editors.**
- **Increasing visitors: creating effective email newsletters. Driving more traffic to your website for free. Develop article ideas, and consider the different types of articles, what to include, and where to publish them on the Internet.**
- **New opportunities: including blogging for business, RSS (Really Simple Syndication) and tagging, social media and video.**

I'd like to attend the **Writing and Editing for the Web** workshop 11 February 2010

Name: _____ Company: _____

(Please write your name clearly: it will be used on your course certificate)

Email address (for a reminder): _____

Mail address (for your receipt): _____

Phone: (W) _____ (H) _____

Use our direct deposit: Account name: Society of Editors (NSW). BSB: 062 172. Account no.: 00905083.

Then email <treasurer@editorsnsw.com> and <membership@editorsnsw.com> so we know what the deposit is for and can register you for the correct workshop (include special dietary needs and address for receipt).

Cheque/money order enclosed for \$ _____

Please charge \$ _____ to my credit card MasterCard Visa

Credit card number: _____ Expiry date: _____

Name on credit card: _____

Cardholder's signature: _____

Any special dietary requirements? _____

For credit card bookings, you may **phone** the Society's treasurer,
Hillary Goldsmith, on 02 9752 0753 (9 am – 4.30 pm) or 02 9388 8062 (7 pm – 9 pm).

You must pay for the workshop at registration; otherwise your registration will be waitlisted until payment is received. Workshops fill quickly, so you may miss out on a place if you have not paid.

Please return form and payment to Society of Editors (NSW), PO Box 254, Broadway NSW 2007,
by **Monday 1 February 2010**, when we have to confirm numbers with our venue.