

Workshop

Writing for the internet and beyond: New approaches to producing concise and attractive texts

Maastricht, 11-12 January 2010

INTRODUCTION

Description

The internet has brought many changes in everyone's daily life, both at work and privately. It has also changed the way of written communication in Public Administration. Communication via the internet aims at reaching broader audiences and being easily accessible to both citizens and businesses. Consequently, writers of texts to be published on the internet need to keep their messages short and simple, and use language effectively.

The workshop introduces the participants to useful text formats for various communication platforms (e.g., intranet, internet). Participants get to know and try out creative strategies and techniques for all phases of the process of text writing and revising. The presented techniques can enable participants to produce more concise and reader-friendly texts in little time.

Participants have the opportunity to put new insights into practice right away. The practical workshop comprises group discussions as well as small group and individual exercises.

Target group

Young professionals who have to produce texts for the intranet and the internet.

Objectives

- To explore and discuss features of effective texts for the intranet and other digital communication platforms;
- To become aware of the use of appropriate language for different audiences;
- To get to know creative techniques for writing and revising texts under time pressure;
- To get to know strategies and techniques for cooperative and step-by-step writing.

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PROGRAMME

DAY 1 – 11 January 2010

- 10.00 Welcome and introduction to the workshop
Sylvia Archmann, Seconded National Expert, European Institute of Public Administration (NL)
Vera Zegers¹, Communication and Language Trainer, Maastricht (NL)
- Situation analysis: Writing at the workplace
Text formats for the intranet and the internet: A practical exercise
- 12.30 *Lunch at EIPA restaurant*
- 13.30 Writing reader-friendly texts for different audiences
Citizens oriented writing – What it means, what it implies
Productive text feedback and revision
- 15.00 *Coffee break*
- 15.30 Producing texts collaboratively: exploring strategies and procedures
- 17.00 End of day 1
- 19.00 Dinner in Maastricht

DAY 2 – 12 January 2010

- 09.30 Creative writing wake-up activity
- 09.40 Techniques for starting to write, structuring and revising texts
- 11.00 *Coffee break*
- 11.30 Round table: best practice in website content organisation and layout
- 12.30 Feedback and closing of the workshop
- 13.00 End of Day 2

¹ Vera Zegers, PhD, studied Linguistics, Theology and Intercultural Communication in Germany and Finland. Proficient in three languages, she has vast experience in both the theory and practice of spoken and written communication.

After having been the Head of the English Department at Maastricht University Language Centre for several years, she is now working as a freelance communication and language trainer.

GENERAL INFORMATION

Please note there are only a limited number of seats available (15)

Programme

The programme will commence on Monday 11 January at 10.00 hrs and finish on Tuesday 12 January at 13.00 hrs.

Seminar venue

The seminar will take place at the European Institute of Public Administration, O.L. Vrouweplein 22, NL-6211 HE Maastricht, tel.: +31.43.3296222, fax: +31.43.3296296.

Working language

The seminar will be conducted in English.

Fee

The participation fee is € 690 and includes documentation, 1 lunch, 1 dinner and refreshments. Accommodation and travel costs are at the expense of the participants or their administration.

Hotel reservations

The European Institute of Public Administration will be pleased to make reservations for you at a hotel in Maastricht. We have made a block booking at a hotel in Maastricht: Hotel Mabi**** (www.hotel-mabi.nl), at a rate of € 99 p.p.p.n. (incl. breakfast and tourist tax, exact rate for 2010 is not known yet). Should you wish to make use of this possibility, please indicate the name of the hotel and the dates of arrival and departure on the registration form. Payment is to be made directly and personally to the hotel on checking out. Please note that if you register after the closing date, hotel reservations cannot be guaranteed.

Meals

The lunch will be served at the Institute's restaurant. Should you require a special menu (e.g. vegetarian, diabetic), please inform the Programme Organiser so that this can be arranged.

Registration – Please note there is a limited number of participants

Kindly complete the registration form and return it **before 18 December 2009** to Ms Nancy Vermeulen, Programme Organiser, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht, tel.: +31.43.3296212, fax: +31.43.3296296, e-mail: n.vermeulen@eipa.eu. You can also submit the online registration form which can be found on EIPA's web site: www.eipa.eu (*training*).

Your name and address will be part of EIPA's database for our mailing purpose only. If you do not want to be included in our mailing database, please tick the box in the registration form.

Confirmation

Confirmation of registration will be forwarded to participants on receipt of the completed registration form.

Payment

Prior payment is a condition for participation. Please indicate the method of payment on the registration form. In any case, the participant or his/her administration will receive an invoice for the payment of the registration fee. For cancellations received after the date indicated on the registration form we will have to charge an administration fee of € 150 unless a replacement participant is found.

Cancellation policy

EIPA reserves the right to cancel the seminar up to 2 weeks before the starting date. EIPA accepts no responsibility for any costs incurred (travel, hotel, etc.). For EIPA's cancellation policy, please visit our website www.eipa.eu (*legal notice*).

REGISTRATION FORM

Workshop

Writing for the internet and beyond:

New approaches to producing concise and attractive texts

Maastricht, 11-12 January 2010

Surname: _____ Title: _____
First name: _____ M / F
Current position: _____
Organisation: _____
Department: _____
Work address: _____
Postal code & town: _____ Country: _____
Tel. no. (work): _____ Fax no.: _____
E-mail address: _____

PAYMENT - p:\1025401

The participation fee includes participation in the seminar,
documentation, 1 lunch, 1 dinner and beverages

€ 690

Method of payment

Bank transfer

The participants or their administration will receive an invoice for the payment of the registration fee.

Invoice address (if different from the abovementioned address):

.....
.....

E-mail:

Credit card

Visa Card

Eurocard/Mastercard

American Express Card

Card no.: Expiry date:/.....

Name Card holder: (in case this differs from above)

Address Card holder: (in case this differs from above)

Postal code: Country: (in case this differs from above)

Card Validation Code: (this refers to the last three digits of the number on the BACK of your card)

(Exempt from VAT by virtue of Article 11, para. 1 (o), subpara. 2 of the Dutch Law on VAT of 1968)

HOTEL RESERVATION

Please reserve hotel accommodation for me at hotel MABI

Date of arrival:

Date of departure:

No. of nights:

No hotel reservation required

MEALS

Lunch Day 1 will attend will not attend Vegetarian: yes

Dinner Day 1 will attend will not attend Vegetarian: yes

As the number of seats is limited, please return the completed registration form **before 18 December 2009** to:

**Ms Nancy Vermeulen, European Institute of Public Administration, P.O. Box 1229,
NL-6201 BE Maastricht, tel.: +31.43.3296 212, fax: +31.43.3296 296, e-mail: n.vermeulen@eipa.eu**

Your name and address will be part of EIPA's database for our mailing purpose only.

Please tick if you do not want to be included in our mailing database