

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

Maastricht (NL), 4-5 October 2010



European Institute of Public Administration
Institut européen d'administration publique



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 and organising information in Public Administrations. 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. In addition the manner in which information is organised is pivotal for the way user's access and use online resources.

The seminar introduces the participants to how to organise such information online and useful text formats for various communication platforms (e.g., intranet, internet). Participants will have the chance to learn about creative strategies and techniques for all phases of the process of text writing and revising. In addition good practice examples of communication and websites will be highlighted. 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 seminar comprises group discussions as well as workshop exercises.

Target group

The seminar is intended for Professionals and public officials from all levels, who have an interest in online communication or produce texts for the intra/internet.

Objectives

- To explore and discuss features of effective texts for the intranet and other digital communication platforms;
- To explore and discuss features of organising online communication (e.g. intra/internet);
- To become aware of the use of addressing different target groups;
- To get to know creative techniques for writing and revising texts;
- To highlight good practice examples of targeted communication and websites.

Draft Programme

MONDAY 4 OCTOBER 2010

- 10.00 **Welcome and introduction to the workshop**
Ms Sylvia Archmann, Seconded National Expert, European Institute of Public Administration (NL)
- Mr Morten Meyerhoff Nielsen, Consultant/Policy Analyst, Danish Technological Institute (DK)*
- Ms Erin Lancione, Communication, marketing and web designer, Wellfire Interactive (BE/USA) (TBC)*
- Background: Inclusion, accessibility and standards
Situation analysis: Identifying target groups
Text formats for the intranet and the internet:
How to organise online communication
- 13.00 Lunch at EIPA restaurant
- 14.00 **Writing reader-friendly texts for different audiences**
Citizens oriented writing –
What it means, what it implies
- 15.00 Coffee / Tea break
- 15.30 **Producing texts collaboratively:
exploring strategies and procedures**
- 17.00 **End of day 1**
- 19.00 Dinner at a Restaurant in Maastricht

TUESDAY 5 OCTOBER 2010

- 09.00 **Techniques for starting to write, structuring
and revising texts**
- 10.30 Coffee / Tea break
- 11.00 **Round table: good practice in website content
organisation and layout**
- 13.30 **Feedback and closing of the workshop**
- 14.00 **End of Seminar**



General Information

Programme

The programme will commence on Monday 4 October at 10.00 hrs and finish on Tuesday 5 October at 14.00 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. EIPA offers its members a reduction of 10% of the registration fee. This reduction is available to all civil servants working for one of EIPA's member countries (i.e. AT, BE, BG, CY, CZ, DK, EE, FI, FR, DE, GR, HU, IE, IT, LT, LU, MT, NL, PL, PT, ES, SE, UK).

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 the MABI Hotel**** (www.hotel-mabi.nl), at a rate of € 98,35 p.p.n. (incl. breakfast and tourist tax). 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

Kindly complete the registration form and return it before 15 September 2010 to Ms Nicolette Brouwers, Programme Organiser, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht, tel.: +31.43.3296245, fax: +31.43.3296296, e-mail: n.brouwers@eipa.eu. You can also submit the online registration form which can be found on EIPA's website: www.eipa.eu.

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

Confirmation

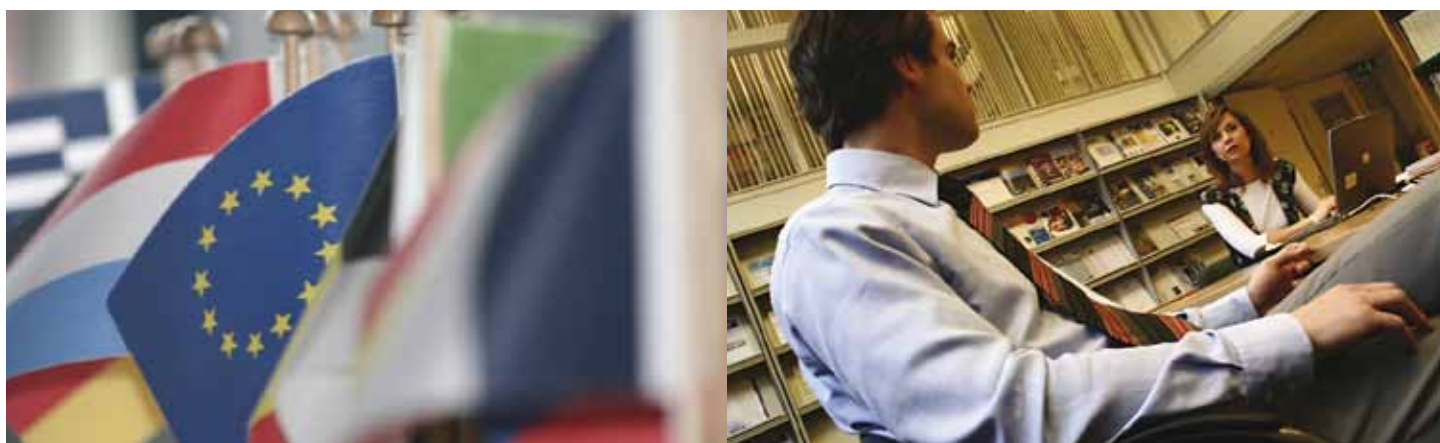
Confirmation of registration will be forwarded to participants on receipt of the completed registration form.

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

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

Payment / p:1025403

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

€ 690

Discount (Please check first the conditions at www.eipa.eu (FAQ – special discounts))

discount

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):

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E-mail:

Credit card

American Express Card Eurocard/Mastercard Visa 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: (the last three digits 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 MABI Hotel****

Date of arrival: Date of departure: No. of nights:

No hotel reservation required.

Meals

Lunch day 1: will attend will not attend Dinner day 1: will attend will not attend

Vegetarian: yes Fish allowed: yes no Other dietary requirements:

As the number of places is limited,

please return the completed registration form before before 15 September 2010 to:

Ms Nicolette Brouwers, European Institute of Public Administration, P.O. Box 1229, NL-6201 BE Maastricht,
tel.: +31.43.3296 245, fax: +31.43.3296 296, e-mail: n.brouwers@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.