

## ***Writing for the web***

### **Course programme**

- 09.30 Welcome and introductions  
What's different about writing for the web?  
What do readers expect and want?  
Planning your part of the website, and your pages
- 10.45 Break
- 11.00 Plain English techniques (1)  
Using everyday words  
Keeping sentences short  
Making your writing personal
- 12.30 Lunch
- 13.30 Plain English techniques (2)  
Writing 'actively'  
Using 'bullet lists'
- 15.00 Break
- 15.15 Editing workshop (reviewing pages from your website)
- 16.30 Review and close

Timings are approximate