

Developing Structured Information for Online & Paper



What will I learn?

This is a 3 day Information Mapping® workshop. You will learn how to design, develop and structure large amounts of information so that it is user focused, accessible and easy to update. The result is reduced reader frustration, questions to supervisors, errors and risk of non-compliance.

Who should attend?

This workshop is for you if you develop and maintain:

- user guides, operations and procedure manuals
- compliance and training documentation, and
- policy documents.

If you have already attended an Information Mapping® workshop, you can attend Days 2 and 3 only to add to your skills.

Benefits

Developing Structured Information for Online & Paper helps you:

- write more effective content in less time
- organise large amounts of content so users can find information quickly and easily, and
- create information that users will rely on.

What does it cover?

Topic	Description
Day One – Information Mapping® Foundation	
Introduction	<ul style="list-style-type: none"> • Writer and reader challenges. • The document development process.
Communication Principles	Design and development principles to enable fast and effective communication.
Units of Information	New “units of information” for easier writing, reading and understanding information.
Identifying Information Types	The six information types and how they are used.
Final Exercises	Practise applying your knowledge.
Day Two and Three – Developing Structured Information Module	
Analysis	Effective analysis of the project, purpose and audience and its impact on your content.
Organisation	<ul style="list-style-type: none"> • Building a document and identifying information units. • Identify effective structure and sequence.
Information Types	<ul style="list-style-type: none"> • Effective presentation of the information types.
Presentation	<ul style="list-style-type: none"> • Reduce first draft production time using “key blocks”. • Context-setting information to guide the reader. • The “three sweep” editing approach categories of content.
Common Mistakes	Common mistakes and how to avoid them.
Case Study	Apply your knowledge - a comprehensive case study exercise.

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What do I get?

The materials you take away are:

- **Information Mapping® Foundation** reference guide – details the theory and principles of Information Mapping® with examples and exercises.
- **Developing Structured Information for Online & Paper** reference guide – comprehensive details of how to use the Information Mapping® method to develop content, with examples and exercises.
- **Formatting Solutions Pro™ (FS Pro) 4.1 software** – a toolbar that integrates into Microsoft Word to allow quick and easy application of the Information Mapping® format to documents.
- **Quick Reference Cards**
- **Follow up-support** including a free review of a 5-7 page Information Mapped® document.

Who teaches it?

The workshop is led by a certified Information Mapping® instructor with a minimum of ten years' experience.

What does it cost?

Workshop costs and group discounts are set out in the following table. **Note:** If you have already attended an Information Mapping® workshop, the “Days 2 and 3 only” cost applies.

People	Cost per person (excl GST)	Days 2 and 3 Only* (excl GST)
1-2	\$2,190	\$1,390
3-5	\$2,115	\$1,340
6-9	\$2,040	\$1,290

*some workshop materials will not be included

Inhouse Workshops

Inhouse workshops can be arranged and customised to meet your business needs. Please contact us for details and costs.

Dates and Registration

To see the upcoming workshop dates and to register for this workshop:

- **visit:** www.tactics.co.nz
- **tel:** 0800 50 50 56
- **email:** tactics@tactics.co.nz

Terms and Conditions

- Group discounts apply when 3 or more people register from the same organisation, at the same time.
- Multiple registrations will be invoiced in advance and participants may attend any public workshop in Auckland or Wellington, within 12 months of purchase.
- Substitution of individual participants can be made at any time.
- Transfer and cancellation fees will be charged as follows:

From course start date	Transfer fee	Cancellation fee
More than 15 working days	Nil	\$50 booking fee
10-15 working days	Nil	25%
5-9 working days	25%	50%
Less than 5 working days	50%	75%

