

Webinar on

Web Writing for Technical Writers

Learning Objectives

- What is Web-Writing?*
- Rules for Web-Writing: Know your Audience, Simple sentences, No Jargon*
- Use of Colors*
- Alignment Issues*
- Font Size and Style*
- Importance of the First Line and Paragraph*
- Use of Common Language*



Areas Covered

- Human Error as the Root Cause, Trending and tracking*
- What is Human Error*
- How is Human Error controlled?*
- 6 step method for error prevention*
- Human error rates and measurement*
- Root Cause Determination*
- Prediction, CAPA effectiveness*





The webinar focuses on how Technical Writers create content for websites.

PRESENTED BY:

After obtaining a B.S. and an M.S. in Chemistry from Tuskegee University, Robert Peoples joined the pharmaceutical industry as a Research Chemist with a concentration in analytical chemistry at Wyeth/Lederle. While at Wyeth/Lederle Robert was primarily responsible for the analysis of the Active Pharmaceutical Ingredient (API) in various drug delivery formulations, e.g. aerosols, capsules, creams, ointments, and tablets. He joined Organon/Merck as a Research Chemist responsible for the development of stability-indicating methods of analysis using HPLC.

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

Webinar Description

The webinar focuses on how Technical Writers create content for websites. On the surface, this seems simple, almost self-explanatory. The subject can be quite complex. Technical writers must research the subject matter, organize the information collected, and present it to the Target Audience. The Target Audience can be quite diverse and not easily characterized. The Target Audience for a newsletter is nothing like the Target Audience for a product description or a manifesto. The Target Audience for an e-book is quite dissimilar from the Target Audience for a report.

Technical Writers must be aware of the implied forms and rules associated with individual websites. For example, jargon associated with a particular industry may be an essential part of a technical report. The same jargon may confuse the Target Audience associated with blog posts. Join the webinar to gain valuable insights into writing content for websites.



Technical Writers create content for websites of which this presentation is an example. The content of the websites may exist as product descriptions, user manuals, blog posts, newsletters, alumni posts, sales copies, reports, or anything that you see on websites online.



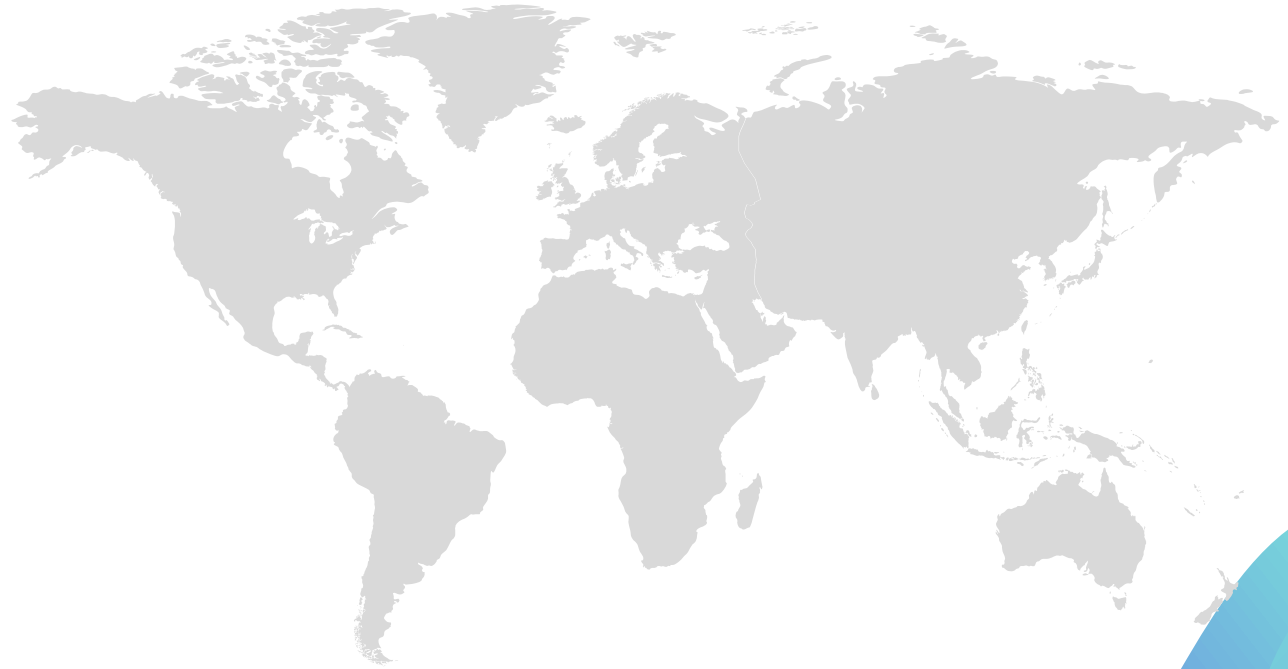
Who Should Attend ?

Technical Writers
Scientists, Engineers
Builders of Websites



Why Should You Attend ?

Attendees gain knowledge on how to write content for websites that appeals to Target Audiences and employs the use of catchwords for electronic searches. Attendees also learn how to identify the Target Audience as well as how to plan, organize, and research the subject matter in question that interests that Audience. The Target Audience accesses websites with particular content in mind so the webinar addresses how to satisfy that desire for information. In addition, attendees will learn how to appeal to audiences using the principles of marketing and technical writing.



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