PRECISION CONTENT.com
Make your information easier to use

STRUCTURED AUTHORING TRAINING

In an omnichannel world, people want information they can easily use. To do that, you need content that is designed and structured for user-intent and optimized for today's technologies. It needs to be microcontent.

The problem is, when it comes to creating content, most organizations are stuck with outdated processes and old-school tools. Your organization needs to have the right information flowing to the right people so your business can thrive. Structuring your content is a critical first step.

> "Very positive. Well-needed in our organization."
>
> *- Innovation Tech Lead, Global Financial Technology Company*

Precision Content® Structured Authoring Training is a standardised, methodological approach to content creation based on decades of research into how the human brain reads and understands information and modern content creation best-practices.

Visit **www.precisioncontent.com** and click, "**Book an appointment**".

With structured content your content is future-enabled.

Be ready. Be first. Be innovative.

Structured Content helps:

The Human Brain

- Find
- Understand
- Use
- Remember

Technology

- Connect
- Search
- Automate
- Reuse

Omni Delivery

- Infinitely Adaptable

Learning Objectives

You will learn and practice planning techniques, systems, and writing methods to write content that is human and machine-ready!

> "One of the most application-ready courses I've attended! Very relevant to our core business."
>
> *- Sr. Team Lead, Global Scientific Communications*

Who Should Attend?

- Content Strategists
- Technical Writers
- Information Architects
- Information Developers
- Training Developers and Managers
- Subject Matter Experts and Other Content Providers

Our training ranges from 3 to 5 days and always includes the following:

DAY 1

FUNDAMENTALS

- Introduction
- Language arts
- Organizing information
- Information types
- Working with blocks
- General writing rules
- Characters and punctuation
- Plain language

DAY 2

AUTHORING MODELS

Applying best practices for each information type. Authoring models for:

- Reference
- Concept
- Principle
- Process
- Task

DAY 3

REVIEW AND PRACTICE

- Working with authoring models
- Practices and discussion
- Structured authoring tools preview

The Plan

Three stages to training your people.

1 PRE-TRAINING

Customize your workshop to fit your company's needs

2 TRAINING

Facilitate your on-site, hands-on workshop

3 POST-TRAINING

Support your people to ensure the new skills stick.

Learning Method

The workshop is a mix of lecture, discussion, hands-on exercises, and a case study.

Bring the power of structured content into your organization

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About Us

Precision Content Authoring Solutions Inc. is a full service content management consultancy specializing in structured content. We help make information easier to read and understand using our writing methodology and tools. Founded in 2013, the company is based in Mississauga, Ontario, Canada.