



ClearBoxCONSULTING

INTRANETS | COLLABORATION | SHAREPOINT



Intranet Content Workshop

Great intranets rely on great content. This one-day course will show anyone who has an intranet content role how to make their sections easy to find and rewarding to use.

Why have this workshop?

Modern intranets aren't just created by a central Communications team. They rely on contributions from all parts of the business, often by people who have had no formal training. This one-day workshop will show how to write clear, simple and engaging content that grabs the attention of your organisation and helps employees take action.

This jargon-free, technology-neutral workshop will give you the confidence to make your content more relevant and findable. By the end of the day you will:

- discover how people read online and what drives them to take action
- understand which communication tools on your intranet are right for your audience
- gain clarity and understanding of the best web writing practices to give you the confidence to create great content for your intranet
- learn simple tips and tricks to make your content easy to find.

What we cover

We use a mix of interactive exercises, good practice examples from real-world intranets and unique reference material based on sound psychological principles that you'll be able to take back to your office and immediately put into action. The day's agenda covers:

- A short introduction to the psychology of how we read online
- Understand your audience using the concept of personas
- Essential intranet writing practices, tips and tricks
 - Writing effective headlines and summaries
 - Adapting your content for scan-reading
 - Article structure
 - Hyperlinks, bullets, number and lists
 - Imagery and videos
- How to make your content findable through search, keywords, format and channels
- Using your social tools to start conversations with your co-workers – from asking questions, commenting on news items or starting forum topics.

What you get

The workshop preparation includes a one-hour consultation to understand your specific requirements for the day, the profiles of the participants and the current level of knowledge in the group. We then tailor the agenda from a range of training modules that we have prepared.

Materials are provided electronically for participant use, and we'll bring copies of worksheets for each delegate.

Who should attend

This workshop is for those who aren't necessarily professional communicators, but publish, contribute or edit content on their intranet regularly – whether it's a news piece, information page or uploading a policy.

If you're an intranet manager, we encourage you to invite your content editors/contributors to help build an understanding of how to create great content for your intranet.

Pricing

£1750 (excluding VAT and expenses) for a one-day workshop, including preparation and all materials for up to 10 participants. Up to 5 more people can participate for £200 each. Please contact us for full T&Cs.

What participants say about ClearBox Workshops

"The workshop was extremely helpful and informative. The feedback from the group has been very positive." – Simeon Lewis, Head of IT, WSPA International

"Really informative and relevant" – Francesca Quinn, Marketing Assistant

"Really useful" – Assistant Communications & PR Manager

"Best one day workshop I have ever been on!" - Director of Change

"Very well done and enjoyable"

-Tom Colley - HSBC Internal Communications Exec

"Very inspiring"

-Rebecca Foxall, Bird & Bird

"Combined a good sense of humour, experience and stories. Thoroughly enjoyed it – thanks for a great day"

–PA to Chief Exec

How to book

We run this course in-house to suit your needs. Please contact Sam Marshall on 01244 458746 or sam@clearbox.co.uk to discuss your requirements and potential dates.

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