

Englisch für das Hochschulmarketing - Internet

05. - 06. November 2015

Tagungsort: Hochschulrektorenkonferenz, Ahrstraße 39, 53175 Bonn

Vorläufiges Programm/Änderungen vorbehalten

Donnerstag, 05. November 2015

- 10.00 Uhr **Begrüßung und Einführung**
Vorstellung der Teilnehmer/innen
Jana Dalinger, internationale DAAD-Akademie
- 10.30 Uhr **Writing for your audience**
We analyse who you are writing for, their limitations as readers and how you can improve readability and comprehension. (Presentation and exercise)
- 11.30 Uhr **Kaffeepause**
- 11.45 Uhr **Voice and Tone**
How do you stand out from the crowd? In this section we explore how you can define your voice and tone and how you can create your own Tone of Voice Guide.– a key element to improving all writing in your organisation. (Presentation and exercise)
- 13.00 Uhr **Mittagspause**
- 14.00 Uhr **Benefit Statements**
How to create and write benefit driven text. (Presentation and Exercise)
- 17.00 Uhr **Review of Day 1 and questions**
- 19.00 Uhr **Ende des 1. Seminartages und Fakultatives get together**

Freitag, 06. November 2015

- 9.00 Uhr **Best practices for writing online content**
How to prioritise information online including SEO techniques, writing link text, headings, titles and tips to help with scanning.
- 11.00 Uhr **Kaffeepause**
- 11.15 Uhr **Resources**
A quick look at online and offline resources to support your writing. (Presentation and discussion)
- 11.45 Uhr **Evaluation of your website text and feedback**
Now it's time to put all the principles we learned into action. (Group work followed by open discussion)
- 12.30 Uhr **Feedback Round and Next Steps**
- 13.00 Uhr **Ende des Seminars**

Leitung und Organisation:

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