

# DEVELOPING A CONTENT MANAGEMENT STRATEGY

presented by JoAnn Hackos 12-13 November 2001



## **Who should attend?**

- Technical communicators
- Documentation and training managers
- Information architects
- Business project managers
- Database and Web developers
- Instructional designers developing Web and multimedia training
- Others interested in streamlining the way they create and distribute information to employees, customers, and those with a need to know

## **You will learn to**

- Evaluate the benefits and challenges of content management
- Decide when content management strategies are appropriate
- Identify opportunities to target information to multiple audiences
- Develop an information blueprint by examining authoring and publishing requirements
- Consider the criteria for selecting the right tools
- Identify and solve organizational issues for content management
- Follow a method for constructing an information model
- Change the way you write, edit, and review documents for content management
- Identify the role of each member of your content management team
- Show that content management tools are a valuable investment

## **The Program**

### **A Roadmap to Content Management**

What opportunities exist to make content management a viable option for your organization? Examine the advantages and disadvantages of a content management approach.

### **Database Design**

What do we mean by database publishing? Consider database, component, and link management.

### **Phase 1: The Information Audit**

Learn how analyzing your audience, information, and processes aids you in planning a content management strategy. Consider the needs and requirements of your

audience. Examine your current information design. Determine what resources your organization needs.

### **Content Management Tools—Making Good Decisions**

Tools now exist that can make content management easier. Review the features of existing tools and consider your budget. Choose a tool that meets the needs of your organization.

### **Phase 2: The Customized Information Blueprint**

Create an information blueprint that is flexible and powerful. Specify the output required by your users and develop an authoring environment that supports the output. Define your information types and consider the dimensions of your information elements: medium, platform, user, product, and so on. Translate your information model into a metadata structure.

### **Phase 3: The Content Management Model**

Learn about developing a working model to test the effectiveness of your design. Turn your working model into a fully-defined prototype.

### **Phase 4: The Content Management Construction**

Select a content management pilot project that tests your model. Create a project team and learn about working in a new, collaborative environment.

### **Phase 5: The Content Management Guide**

Take into account the changes in the editing and review process for your content management project. Develop content management guidelines for your organization.

### **Staffing a Content Management Project**

Each member of your team has a role in the content management project.

Learn how a content management project should be managed so that it will succeed. Consider how to develop teamwork, to establish consistency, and to maintain creativity and personal motivation in a new working environment. Learn about establishing working relationships with other parts of the organization that need to take advantage of content management opportunities such as documentation, training, advertising, Web-development, systems development, and so on.

### **Calculating Return on Investment (ROI)**

Address the concerns of management that content management tools seem expensive. Make a business case. Learn how to calculate a return on your organizations business.

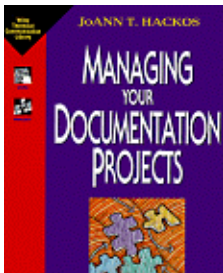
More information on the back of this sheet



## About JoAnn Hackos

Dr JoAnn Hackos is President of Comtech, a Denver based information design firm, which she founded in 1978; Director of the Center for Information-Development Management, a member sponsored organization for information development and training management issues; and co-founder and partner of the SingleSource Associates.

JoAnn is called upon by major corporations to consult on the design of their information packages, including interface design and online documentation, and the assessment of their customers' satisfaction with products, processes, information, and training. For more than 20 years, JoAnn has conducted seminars internationally on subjects ranging from project management, designing effective interfaces and information, minimal information products, usability testing, online documentation and computer-based training, to managing the information-design and development process.



JoAnn's book, *Managing Documentation Projects*, was published by John Wiley & Sons (1994). She co-authored *Standards for Online Communication* with Dawn Stevens (Wiley 1997). She is co-author of *User and Task Analysis for Interface Design* with Ginny Redish (Wiley 1998). JoAnn is a Fellow and Past President of the international Society for Technical Communication (STC).

### Registration Form

<b>Name</b>
<b>Address</b>
<b>Company</b>
<b>Position</b>
<b>Contact email</b>
<b>Telephone</b>

### Venue

**Sydney only**

**Mercure Hotel,**

**Pacific Highway, St Leonards**

Arrival tea and coffee from 8.30am.

Session times are 9.00 am to 5.00 pm.

There is free parking at the Mercure.

To book your accommodation at the Mercure, please call them direct on 02-94396000 (FAX 02-94396442) and state you are attending the "Developing A Content Management Strategy" course for discount rate.

### Please send a cheque or money order to:

N&H Communications  
2 Park Ave, Roseville,  
NSW 2069

registration fee: \$950 (GST not applicable)  
early-bird (paid by Oct 14) \$880 (GST not applicable)  
discount 5% STC ASTC members  
discount 10% for 3 or more attendees  
from one company

Amount paid (allow for discounts) \_\_\_\_\_

To claim the early-bird discount we must have the cheque or a Purchase Order by October 14.

To ensure a place you can email or fax this form as a booking.

**Contacts:** N&H Communications  
Computerwise Pty Ltd

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