

Elements of Digital Style for Public Managers

Optimize your digital content to reach your full audience

When: October 20, 2021

Where: Virtual

Strunk & White's *The Elements of Style* gave generations of communicators trustworthy guidelines for writing and editing quality print publications. But times have changed since 1919, when Professor Strunk wrote "the little book" for his English classes. This update provides similarly practical guidelines for digital marketers, editors and designers. Learn styles for digital layout, content and text you can apply immediately with confidence. This class costs \$115.

By the end of this class, you should be able to:

1. Develop an effective, appropriate digital style sheet for your websites and email marketing
2. Make knowledgeable content strategy and style decisions in your websites and email marketing campaigns
3. Leverage your knowledge of marketing communications principles and practices in digital contexts
4. Lead your teams in creating content and designs appropriate for device-responsive website and email marketing campaigns
5. Speak with knowledge, confidence and authority during digital strategy and style planning sessions

Instructor: Kyle Henderson (MS, UW-Whitewater) leads information design and publishing at UW-Madison's DoIT Communications. He began his career as a copywriter and has more than 20 years' experience editing digital and print publications. He has a master's in communication and is an expert in writing for influence.

Testimonials:

"The content is very relevant and the instructor did a good job of keeping people engaged even though it was virtual!"

"Identified trends I have seen, but hadn't thought to be 'standard' or substantial enough yet to implement. And gave me better ways to describe the trends to communicate them to clients."

"Kyle's knowledge of history and current trends of digital style is extensive. Appreciate his ability to prove his point at sites and knowledge of wp and successful responsive design."

Register at: <https://localgovernment.extension.wisc.edu/cpm-public-courses>



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