

Communicate with impact

Business Communication Classes

Spring 2012

NEW!
**SOCIAL
MEDIA
MARKETING
CLASSES**



Continuing Studies
UNIVERSITY OF WISCONSIN-MADISON

Communicate with impact

Business Communication Skills

Whether a memo or a website, it won't matter what you say if your message isn't clear, consistent, and effective.

With UW-Madison Continuing Studies' classes in Business Communication and Publication and Web Design, you'll learn how to ensure that your message reaches—and is understood and appreciated by—your intended audience.

Business Communication

www.dcs.wisc.edu/pda/writing

These workshops take place at the Pyle Center, 702 Langdon St, on the UW-Madison campus. Check-in begins at 8:30 am. The workshops meet from 9 am to 4 pm, with a lunch break. Upon arriving at the Pyle Center, check the electronic bulletin board across from the reception desk for your room number.

Back to Basics: Grammar, Punctuation, and Writing Review

Good basic writing skills can help you be more successful in your job. This workshop is a refresher of standard English conventions that if used consistently are likely to produce clear communication.

Thursday, Feb 23, 0.6 CEU, \$150, #7047, Instructor: Sharon Van Sluijs

Workplace Writing

Improve your memos, manuals, and reports. We focus on ways to improve your writing, including a brief grammar review; and discuss how to create flow, avoid faulty arguments and bias, and win the reader's approval.

Thursday, March 29, 0.6 CEU, \$150, #7061, Instructor: Sharon Van Sluijs

Writing Good Sentences: Editing for Clarity and Conciseness

This one-day workshop shows you how to write clear, efficient sentences that have good movement and flow. Find out how to create variety in sentence structure and eliminate unneeded words. Topics include dangling and misplaced modifiers, active and passive voice, editing, and punctuation.

Thursday, March 8, 0.6 CEU, \$150, #7056, Instructor: Gerry Max

"Very animated and engaging."

—John Mickelson, Madison, Wis., about Gerry Max, instructor, Writing Good Sentences

"Comprehensive and contained info relative to my job. Excellent course!"

—Jean Anderson, Madison, Wis., about Sharon Van Sluijs, instructor
Back to Basics: Grammar, Punctuation, and Writing Review

NEW! Social Media Marketing

www.ContinuingStudies.wisc.edu/pda/marketing

These workshops are held at the Pyle Center, 702 Langdon St, on the UW-Madison campus. Upon arriving at the Pyle Center, check the electronic bulletin board across from the reception desk for your room number. Facilitator: Rick Brooks

Save \$40! Sign up for the entire series for \$360

Social Media Marketing 1. Seven Basic Steps

Many organizations—from nonprofit groups to small businesses—fail because they don't have an effective marketing system. Suited for the small business owner or nonprofit organization, this workshop teaches the Seven Basic Steps for building a cost-effective strategic marketing plan that you will be excited to go back to the office and implement.

Thursday, April 12, 8:30 am-noon, 0.3 CEU, \$99, #8314, Instructor: Adrienne Machina

Social Media Marketing 2. Practical Strategies That Work

Combined with other online, print, and traditional media, Facebook, LinkedIn, and Twitter can make or break your overall outreach efforts. Learn how to tie all your marketing efforts together to turbocharge your results. Note: This is not a hands-on workshop.

Thursday, April 12, 1-4:30 pm, 0.3 CEU, \$99, #8315, Instructor: Adrienne Machina

Social Media Marketing 3. Be a Video Marketing Superstar

Small businesses and nonprofits need to persuade and inspire people to work with them. Creative use of short videos can attract customers and donors. In this fun, hands-on workshop, you'll learn why video has become such an important tool in the marketing toolbox, when to break out the big bucks for a professional crew, and when a phone video will do. You'll learn 12 popular formats for effective videos, and best ways to create and distribute your video creations.

Thursday, May 17, 8:30 am-noon, 0.3 CEU, \$99, #8316, Instructor: Adrienne Machina

Social Media Marketing 4. Facebook: Hands-On

If you use Facebook for friends and family, you can now harness its power to promote your business or nonprofit as well. In this hands-on (and fun!) half-day workshop your page will be up and running by the end of the day. Bring your laptop and Facebook login. Learn how to make your page sing, and what you must do (and not do) to attract fans.

Thursday, May 17, 1 pm-4:30 pm, 0.3 CEU, \$99, #8317, Instructor: Adrienne Machina

"It's great to see someone who has the track record and practical experience that Adrienne has in the marketplace. She covers a lot of ground in very understandable language, with real-life examples. Her focus is on what works, and making it easy for us to learn."

Publication and Web Design

www.dcs.wisc.edu/design

These one-day workshops take place at the Computer and Media Center classroom on the second floor of the H.C. White College Library, 600 N. Park St, on the UW-Madison campus. The classroom uses dual-boot (either Mac OS or Windows XP) Mac computers. No personal laptops allowed. The workshops are from 9 am to 4 pm, with a lunch break. Limited enrollment.

Adobe InDesign: Introduction

Adobe InDesign has rapidly gained acceptance as the industry standard in publication design. This course familiarizes you with basic InDesign techniques including how to construct a new document; work with text and pictures; use InDesign palettes; and work with objects, libraries, and layers.

Friday, March 16, 0.6 CEU, \$290, #6612, Instructor: Kenneth Miller

Adobe InDesign: Intermediate

In this class you learn how to set up and employ master sheets effectively, design with frames, and use InDesign's drawing tools. You also learn techniques for working with tables and multiple-page documents.

Friday, May 4, 0.6 CEU \$290, #6615, Instructor: Kenneth Miller

Adobe Photoshop: Introduction

This hands-on workshop introduces the basic tools for preparing an image at the desired size and quality for print and the Web. Learn how to enhance and improve photos; determine correct resolution; remove scratches and dust; composite images; add type; clone portions of one image onto another; work with layers; and optimize images and graphics.

Friday, Feb 24, 0.6 CEU, \$290, #6610, Instructor: Michael Kienitz

Adobe Photoshop: Advanced

This hands-on workshop focuses on advanced aspects of tools, modes, image adjustments, layer masks, separations, calibration, and process and spot color, as well as achieving predictable reproduction in a desktop prepress environment. We also cover adjustment layers, actions, and the history palette. Bring projects for assistance.

Friday, March 2, 0.6 CEU, \$290, #6611, Instructor: Michael Kienitz

Dreamweaver: Introduction

Develop or improve your website with Dreamweaver, Adobe's premier web-design application. Topics include an overview of the Dreamweaver interface, insert bar, property inspector, and panels. Create pages with formatted text, images, and links. The class also covers site-management features such as library items and templates.

Friday, April 13, 0.6 CEU, \$290, #6613, Instructor: Celeste Anton

Dreamweaver: Intermediate

Continue your understanding of Dreamweaver. Topics include using templates and library items, building forms, and using Dreamweaver's Spry elements and behaviors for adding functionality. This class continues where Dreamweaver: Introduction leaves off, but that class is not a prerequisite.

Friday, April 27, 0.6 CEU, \$290, #6614, Instructor: Celeste Anton

Instructors



Celeste Anton designs websites and coordinates Internet marketing efforts for UW-Madison Continuing Studies, small businesses, and nonprofit organizations.



Rick Brooks is an outreach program manager in UW-Madison Continuing Studies who specializes in social marketing and entrepreneurship, community service, health promotion, and youth development. He is cofounder of Dane Buy Local, Little Free Library, the Community Food and Garden Network, and Youth Communication.



Michael Kienitz is an internationally known freelance photographer and digital-imaging trainer and consultant, who works with publications around the country. His photographs have appeared in *Time*, *Newsweek*, the *New York Times*, and *U.S. News and World Report*.



Adrienne Machina has spent more than 15 years helping businesses attract leads and convert sales through effective marketing programs and persuasive messaging. An active member of Toastmasters International, she speaks nationally on social marketing media.



Gerry Max (PhD) has taught business communication at Concordia College and writing at Lakeland College. He writes on literature, history, and travel.



Ken Miller co-owns Miller Design and Consulting, specializing in publication design, onsite training, and video production services. He has also worked as an associate professor of graphic arts, and as a video editor for Capital Newspapers.



Sharon Van Sluijs has taught grammar, writing, and literature since 1990 and has worked at UW Press, UW-Madison, Washburn University (Kansas), and SUNY. She has written and edited for a wide range of clients through her manuscript consulting business, RX: Clarity, LLC.

General Information

Registration

Call 608-262-2451 (800-741-7416); or fax your registration to 608-265-3163 (include payment by credit card or purchase order).

Fee

The fee includes instruction, materials, and a nonrefundable administrative fee of \$20. Lunch is on your own. Limited enrollment; register early.

Cancellation policy

Program—In the event of bad weather or other emergencies, call 608-263-4432 to learn whether a Continuing Studies program or class has been cancelled. Cancellation information will also be posted at www.dcs.wisc.edu; notification for daytime programs will be available by 7 am; for programs occurring after 4 pm notification will be available by 2:30 pm. If a single program is cancelled, you will be notified by phone; please include phone numbers on your registration.

Participant—If you are unable to attend or arrange for a substitute, you may obtain a refund minus the \$20 administrative fee by contacting our registration department at least three business days before the program. If you cancel three business days or less before the program, or do not attend, you are responsible for the entire fee. To cancel or arrange for a substitute, please call 608-262-2451 or 800-725-9692.

Workshop locations

Refer to applicable workshop section for program locations.

Parking permits

We strongly recommend that you purchase a parking permit (\$13 per day) at least two weeks in advance from the Registration Office, 608-262-1122 or <http://conferencing.uwex.edu/parking.cfm>. Parking in downtown Madison can be difficult if you are not familiar with the city. Parking information will be sent with your registration confirmation or call them directly if you have parking questions. Permits are mailed to registrants.

Approved credits

You will receive 0.6 for completion of any of these one-day workshops.

Or contact

Business Communication: Laura Kahl, 608-262-3982 or lkahl@dcs.wisc.edu

Social Media Marketing and Publication and Web Design: Chris Dunleavy, 608-265-4267 or cdunleavy@dcs.wisc.edu

Registration Form—Spring 2012 Workshops

Please register me for

Business Communication

Back to Basics: Grammar, Punctuation, Writing
Thursday, February 23; \$150 #7047

Workplace Writing
Thursday, March 29; \$150 #7061

Writing Good Sentences: Editing for Clarity
Thursday, March 8; \$150 #7056

Social Media Marketing

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Social Media Marketing 2: Practical Strategies
Thursday, April 12; 1-4:30pm, \$99 #8315

Social Media Marketing 3: Video Marketing
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Social Media Marketing 4: Facebook: Hands-On
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Publication and Web Design

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Friday, April 27; \$290 #6614

ENTER 3-DIGIT CODE FROM MAIL PANEL: UW#

Contact information

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Payment method

Please bill my organization at the address above.

Enclosed is my check payable to UW-Madison.

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Mail to: UW-Madison Cont. Studies Registrations,
Pyle Center, 702 Langdon St, Madison, WI 53706-1487

Call: 608-262-2451 or 800-725-9692 (Wisconsin Relay 711)

Fax: 608-265-3163 or 800-741-7416

Online: www.dcs.wisc.edu/pda

Phone, fax or online registrations must include payments by credit card or purchase order.

If you have a disability and desire accommodations, please advise us when you register. Requests are confidential. Programs offered by UW-Madison in cooperation with UW-Extension. DCS-MAC-172-12/11



Continuing Studies

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