

Info Sheet:
IM Courses

Information Mapping®

Information Mapping® is a systematic approach to analysing, organising and presenting information based on audience needs and the purpose of the information. It is based on extensive research into how people process and use information. Information Mapping® enables organisations to create effective, usable and logical documentation, reference material, web content and business communications.

Information Mapping® Workshops	
Information Mapping® Foundation (1 day)	<p>Do you struggle to get your message across clearly and succinctly or do your readers often respond with the wrong information or actions? Information Mapping® workshops will equip you with the essential skills to write clear, concise content so that your readers can easily find the information they need and use it.</p> <p>Information Mapping® Foundation is the first workshop module and is the prerequisite for all other modules. It can not be purchased independently. It must be purchased with at least one other module. The first subsequent module must be undertaken within 3 weeks of the Foundation. After this, subsequent modules can be undertaken at any time.</p>
Policies, Procedures & Documentation (2 day)	<p>Policies, Procedures and Documentation will guide you through analysing, organising and presenting in-depth documentation or complex content that is user-focused, task oriented, accessible and easy to revise.</p> <p>This workshop is ideal for anyone writing policy and procedure manuals, training materials, systems documentation, technical documents or user guides.</p>
Developing Effective Business Documents (1 day)	<p>“Give me a report on that”, your colleague says, summing up a discussion. You now need to summarise what has been said, analyse the issue further and/or make a recommendation.</p> <p>Developing Effective Business Documents teaches you how to write reader-focused reports, emails, memos and job aids that people understand and respond to.</p>
Writing Web Content (1 day)	<p>Writing for the web is very different from writing for paper. Writing Web Content equips you with the skills to write scannable, reader-focused content for online to ensure your web users find the information they need and know how to use it.</p>

To find out more information on our Information Mapping® courses, or to find out dates, contact your Client Manager on 1300 658 388 or visit www.TP3.com.au.