

# Workshops

Neil Rathbone offers several 'masterclass' workshops on specific topics in which he has expertise and experience. Workshops can be tailored to the audience and varied in depth/length. The normal starting point is a one-day event. Suggestions for new workshops are always welcome.

## ***Writing in a journalistic style***

Writing comes in many forms yet the educational system teaches us to write only letters and essays. This is a practical workshop designed to develop the specific skill of writing in a journalistic style. It is designed for those with subject knowledge but little or no experience of communicating in the journalistic environment of newsletters, press releases etc. This workshop contains practical sessions with individual exercises tailored to the delegates subject area, in order to build their confidence as practitioners. It is best as a two-day workshop.

## ***Legal and ethical issues for web site managers***

This course runs through the main legislation that now applies to company and organisational web sites, including electronic communication and data protection. It is designed to give non-legal staff a practical understanding of what to do, what to avoid, and how to go about finding out more if needed. It also covers 'netiquette' and ways to avoid annoying users. The course is easily completed in a day.

## ***Building an online community***

Organisations are increasingly using Web 2.0 multi-functional site on which to build a community of users. This workshop will help those planning such electronically facilitated groups and networks by taking them through the technologies, the planning and structuring processes, and the human elements of building online communities. It is best if this course is integrated into your web planning process.

## ***Online conferencing, webinars and webcasts***

Online conferencing and teleconferencing has been around for some time but has not yet taken off due to a failure to recognise and adapt to a new medium. Voice over Internet Protocol (VoIP) now provides low-cost easy access from the desktop or laptop, or even mobile phone, and comes at a time when the cost, uncertainty, and environmental impact of travel is causing a re-evaluation of face-to-face meetings. This workshop introduces delegates to the concepts and technology of online conferencing as well as the practicalities of using the systems and supporting groups of users. It can be supplemented by an actual web conference to give practical experience.

### ***Troubleshooting projects***

Projects do go wrong, and confident decisive action is often needed to rescue them. The idea of this workshop is both to learn some general principles, but also to apply those principles to a current problem project. Thus this workshop will not only be a vehicle for learning, but also a practical joint exercise to troubleshoot an actual problem.

### ***Understanding and supporting innovative high-growth SMEs***

This workshop is aimed at advisors and NEDs who have day-to-day contact with high-growth SMEs. It is based on practical experience that is not available in management books and covers the special problems that high-growth companies encounter. Aimed at already practicing advisors, it will help delegates to recognise and anticipate problems, and to have some potential solutions to offer.