



regional workshop

Content Strategy and Website Accessibility Training

July 24, 2018

County of Santa Clara
Charcot Training Facility, Room 1
2310 North First Street
San Jose, CA 95131

9:00 a.m. – 3:30 p.m.
Check-in begins at 8:30 a.m.
Lunch will be provided

Presenter



Martin Lind
*VP, Services and Business
Development*
Vision Internet

Workshop Sponsors:



While most CAPIO members are expert communicators, very few of us were trained in website content strategy and even fewer of us fully understand the latest rules and best practices on web accessibility. CAPIO has partnered with Vision to provide members with a free, day-long training on content strategy best practices and web accessibility compliance. These classes have been taught to over 1,000 website content editors at scores of local government agencies, so rest assured that it will be a good use of your time.

The morning will focus on content strategy, including exercises for:

- Website persona development
- Communicating with your audience
- Task process evaluation

After lunch, we'll focus on web accessibility, including:

- Why being accessible benefits everyone, including your agency
- Laws, standards and enforcement you need to know
- How to make your content accessible

The workshop is limited to 30 attendees, so only two people may attend per agency to allow a broader set of agencies to join in. Thank you to the County of Santa Clara for hosting this training at their Charcot Training Facility.

About the Presenter

Martin Lind oversees the development and execution of services and partnerships at Vision, with the goal of expanding the ecosystem of offerings that Vision provides to our clients. Prior to joining Vision, Lind ran the business development, product marketing and thought leadership for Velocity's higher education business unit where he was frequently published in trade journals and spoke at over a dozen conferences. He also served as director of product management at Blackboard Connect and held manager-level positions at 20th Century Fox and eToys.com. Mr. Lind holds a Master of Public Administration from USC and a BA in political science from the University of Pennsylvania.

FREE for CAPIO Members

\$30 for Non-Members (Registration open for non-members after June 15)

Space is limited to 30 participants



www.capio.org

For registration questions email events@capio.org or call 1 (844) CAPIO55

This workshop qualifies for the J. Lindsey Wolf PIO Institute Credit: Electronic Media