



regional workshop

Content Strategy and Website Accessibility Training

December 11, 2018

West Sacramento Community Center
River Room
1075 West Capitol Ave. West
Sacramento, 95691

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

Presenter



Martin Lind
Director of Business Development
Granicus

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 Granicus (fka 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 including regional CAPIO members in SoCal and the Bay Area and our host, West Sacramento, 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 City of West Sacramento for hosting this training at Community River Room.

About the Presenter

Martin Lind is Director of Business Development at Granicus, overseeing the development partnerships that expand the ecosystem of offerings Granicus provides. He is a thought leader on content strategy and web accessibility, frequently speaking at conferences on the subjects, and is a member of the Center for Plain Language and the International Association of Accessibility Professionals. Lind holds a Master of Public Administration from University of Southern California 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 December 1)

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