



Englisch für das Hochschulmarketing

20. – 21. November 2014

Tagungsort: Wissenschaftszentrum Bonn, Ahrstraße 45, 53175
Bonn

Programme

Thursday, 20th November 2014

- 10:00 a.m. **Welcome and Introduction**
Jana Dalinger, international DAAD-Academy
Lesley-Anne Weiling
- 10:30 a.m. **Tone of Voice**
Who are you talking to? What are their needs? In this section we explore tone of voice and how to apply it to your writing Exercise on Tone of Voice (Presentation and Exercise)
Lesley-Anne Weiling
- 11:30 a.m. **Coffee Break**
- 11:45 a.m. **Features and Benefits**
What are you selling? Features or Benefits? A quick, fun exercise to demonstrate this vital point in your writing.
- 12:15 p.m. **Structuring your Writing**
We show you a simple formula you can use every time to structure your writing (Presentation)
- 1:00 p.m. **Lunch Break**
- 2:00 p.m. **Headlines**
Arguably the single most important thing you will write. We look at different kinds of headlines, why they work and how you can use them. (Exercise and presentation)
- 2:45 p.m. **Coffee Break**

- 3:00 p.m. **Language and Style**
How can we make your writing more appealing to your target group? Here we look at tips and ideas on how to make your message more persuasive
- 16:00 p.m. **Focus on Printed Material**
Basic Design Principles to make your copy more readable (Discussion followed by presentation)
- 5:00 p.m. **End of Day 1**
- 6:00 p.m. **Informal get together**

Friday, 21st November 2014

- 9:00 a.m. **Writing for an International Audience**
How can we write to be more inclusive and more easily understood? Here we look at common misconceptions and how we can correct them.
- 10:30 a.m. **Coffee Break**
- 10:45 a.m. **Writing Text for the Web**
How do we create compelling web copy? This part of the workshop focuses on the differences between print and web and how we can write web copy that works (exercise, discussion and presentation)
- SEO and Social Media**
Without going into too much detail - technical or otherwise we touch on this essential part of your communication strategy.
- 1:00 a.m. **Lunch**
- 2:00 p.m. **Review of Participants' Web Sites**
- 3:30 p.m. **Feedback Round and Next Steps**
- 4:00 p.m. **End of the Seminar**

Leitung und Organisation:

Frau Dr. Gabriele Althoff

Leiterin Referat 214 - internationale DAAD-Akademie, DAAD
Kennedyallee 50, 53175 Bonn
☎ +49 228 882 -707, ✉ althoff@daad.de

Frau Dorothea Mahnke

Leiterin Referat 531 - Grundsatzangelegenheiten / Geschäftsstelle des
Hochschulkonsortiums GATE-Germany, DAAD
Kennedyallee 50, 53175 Bonn
☎ +49 228 882 -188, ✉ mahnke@daad.de

Frau Jana Dalinger

Referat 214 - internationale DAAD-Akademie, DAAD
Kennedyallee 50, 53175 Bonn
☎ +49 228 882 -2635, ✉ dalinger@daad.de

Referentin

Frau Lesley-Anne Weiling

la@write-english.de