



INFORMATION MAPPING

Developing Business & Technical Communications™

An Information Mapping® Instructor Led e-Learning Program

Developing Business and Technical Communications™ is a 8-week, instructor-led, e-Learning program designed to introduce participants to the principles and concepts of Information Mapping®.

By devoting 3-4 hours on coursework per week, in the course of eight weeks, participants will learn to develop effective business communications and technical documents through the expert guidance of a certified instructor in a virtual classroom.

Program Objectives

Participants in this program will learn to

- analyze information using six information types
- organize information into short, modular units
- apply guidelines for presenting information so it is easy to scan, read, and understand, and
- use a tool for formatting documents quickly.

Benefits

Developing Business and Technical Communications is presented in an interactive virtual classroom.

- access the site 24x7 from home or work
- receive individual attention and feedback from the instructor in live chats during virtual office hours
- communicate with fellow students through chat, discussion boards, and e-mail
- complete quizzes, assignments, and a project to assess progress and practice new skills.

Tools and Support

Helpful tools and support to use following the program include

- downloadable lesson summaries to print and keep for reference
- *Formatting Solutions Pro®* - a software tool to help users apply formats to their documents; Includes 23 business document templates
- 30-days of free *Ask-An-Instructor™* support, and 90-days of free *Formatting Solutions Pro®* technical support.

Who Should Attend

Developing Business and Technical Communications is designed for writers who want to improve the effectiveness of business and technical documents such as policies, procedures, technical communications, documentation, and training materials.

This e-Learning program will also serve the needs of organizations that want to

- introduce Information Mapping® to a dispersed audience who may have travel and scheduling constraints for multi-day live seminars, or
- offer a refresher course to Information Mapping® seminar graduates.

Technical Requirements

Developing Business and Technical Communications is hosted in a Web-based environment. Technical requirements for participants include

- Pentium Processor 133 MHz or higher
- 16-bit color video processor with 800x600 resolution
- at least 64 MB RAM
- Internet access, network connection, or phone connection with 56 MHz or faster modem
- Microsoft Word 97 or 2000
- Adobe Acrobat Reader 5.0 or higher (free download)
- Internet Explorer 4.0 or higher, or Netscape Navigator 4.0 or higher, and
- ability to send and receive emails with attachments.

Pricing

The price to register in a *Developing Business and Technical Communications* public program is \$995. Private program pricing is also available upon request.

Registration

To register or obtain more information, please contact Information Mapping's Client Services at 800-INFOMAP (463-6627) or send an e-mail to inquiry@infomap.com.