

## AFMA Technical Writing Skills Workshop

Wednesday, 12 June 2024  
Centurion Country Club

TIME	TOPIC / ACTIVITY	PRESENTER
<b>Session 1: 09:00 – 10:30</b>		
09:00	Welcome and introduction to technical writing	Pieter Henning (Freelance animal scientist)
09:10	How to write a technical article	Pieter Henning
10:10	Grammar, structure and style (Part 1)	Pieter Henning
10:30 – 11:00	<b>Tea break</b>	
<b>Session 2: 11:00 – 12:30</b>		
11:00	Grammar, structure and style (Part 2)	Pieter Henning
11:20	Visual impact – tables, figures, illustrations and photos	Pieter Henning
12:00	What editors want (and don't want)	Lynette Louw (Plaas Media)
12:30 – 13:30	<b>Lunch</b>	
<b>Session 3: 13:30 – 16:00</b>		
13:30	The rules for writing for online platforms	Renate Louw (Plaas Media)
14:00	Short exercise – writing for online	Participants
14:15	Do's and don'ts of social media – how to navigate this electronic maze	Phillip Crafford (Plaas Media)
14:30	Writing for social media – what you should know	Deidré Louw (Plaas Media)
14:45 – 15:00	<b>Comfort break</b>	
15:00	Short exercise – writing for social media	Participants
15:20	Completing the circle – from traditional writing, to online, to social media... and back again	Lynette Louw
15:30	Questions and discussion	
16:00	Closure	