

## Writing For The Web and Mobile with Ann Wylie

Dec. 11-12, 2017 | Miami

**Timing:** Workshop: 9 a.m. - 4 p.m. each day.  
Registration: 8:15 - 8:45 a.m. on Dec. 11

**Venue:** Atton Brickell Hotel  
1500 SW 1st Ave  
Miami, FL 33129. [View on Google Maps](#)

### Agenda/Day 1:

- **Writing for Mobile Websites:** Learn to overcome obstacles to reading on the small screen.
- **Reach Readers Online:** People devote 86% of their time and attention to the upper two-thirds of a mobile screen, according to a study by Briggsby. Learn to reach them where their eyes are.
- **Cut Through the Clutter Online:** Make your web copy brisk and clear even on a smartphone.

### Agenda/Day 2:

- **How to Write Web Headlines, Links & More:** Make sure skimmers get the gist of your webpage with microcontent that gets the word out.
- **Get a writing workout:** In the crunch of writing headlines and meeting deadlines, it sometimes seems as if there's not enough time to pause and consider how you're doing. But in our practice sessions, you'll have a chance to.

### Fees:

- Silver: \$1,195
- Gold: \$1,295
- Platinum: \$1,395
- Diamond: \$1,795

### Discounts and savings:

- **Early bird ticket:** Save \$100 – book one of first 20 tickets.
- **Rev Up Readership discount:** Members save \$100.
- **Group discounts:** Save \$50 each on when you bring a friend, \$100 each when you bring two friends.

**Webpage:** <http://bit.ly/Web-Mobile-Miami>

**Purchase tickets:** <http://bit.ly/Web-Mobile-Miami-17-tickets>

### Nearby hotels:

- [Crowne Plaza Miami International Airport](#)
- [Homewood Suites by Hilton Miami Downtown/Brickell](#)
- [Four Seasons Hotel Miami](#)
- [Hampton Inn & Suites by Hilton Miami Brickell Downtown](#)
- [JW Marriott Miami](#)

### Contact:

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