

ByteBack Training

Microsoft Office 2003

Courses Outlines

2009

If you have any suggestions for new courses or have a particular requirement please do let me know

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An Introduction to Microsoft Windows

(IT for the terrified or the reluctant!!)

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This one-day course will give you an introduction to using the computer and Windows efficiently. The course is designed for delegates who are required to use Windows and applications operating under this environment.

Prior Knowledge: No previous knowledge of Windows is needed.

Aims and Objectives

By the end of the course, you will be able to understand and work with the following:-

- What is Windows?
- Using the mouse
- Windows Desktop
 - The Taskbar
 - Start Button
 - My Computer
 - The Recycle Bin
- Managing your windows
 - Minimise/maximise/restore
 - Move/size/cascading/tile and close windows
 - Multiple windows
- Scroll Bars
- Menus and toolbars
- Create, edit and save simple Word Documents
- Understanding network drives
- Creating, saving and finding files
- Understanding and organising files and folders
 - Creating a new folder
 - Moving/copying a file or folder to network drives and floppy disk
 - Renaming a file or folder
 - Deleting a file or folder
- Finding your files – if all else fails!
- Putting shortcuts on the Desktop
- Using Help

An Introduction to File Management

This one-day course has been designed for delegates using a computer in their every day working life who wish to gain confidence in the use of My Computer and Windows Explorer in order to manage files and folders (housekeeping).

Prior Knowledge: No previous knowledge of Windows is needed.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand drives, files and folders
- Know how to save and organise files
- Recognise different types of files
- Understand using your Network
- Create new folders
- Create and understanding sub folders
- Create and save new files
- Move or copy files or folders
- Rename a files or folders
- Delete files or folders
- Copy files or folders to a floppy disk
- Find Files – If all else fails!
- Put shortcuts on the Desktop

An Introduction to Using Your Laptop

This one-day course will give delegates an introduction to using a laptop and Windows efficiently. The course is aimed at delegates who are required to use a Laptop.

Prior Knowledge: No previous knowledge of Windows is needed.

Aims and Objectives

By the end of the course, you will be able to understand and work with the following:-

- What's in your laptop bag?
- Setting up your laptop
- Passwords and Logging on to Windows
- Introduction to Windows and Word
 - What is Windows?
 - Using the mouse
 - Windows Desktop
 - The Taskbar and Start Button
 - My Computer
 - The Recycle Bin
 - Managing windows
 - Minimise/maximise/restore
 - Move/size/cascading/tile and close windows
 - Multiple windows
 - Scroll Bars
 - Menus and toolbars
 - Understanding network drives
 - Creating, saving and finding files
 - Understanding and organising files and folders
- Using the network – transferring files to and from laptop
- Backing up laptop data
- Using the laptop safely
- Data Protection and your laptop
- Care of your laptop

An Introduction to Microsoft Word

Microsoft Word is a very powerful word processing application designed to save time and make creating letters, reports and other documents easy. This one-day course is designed to introduce delegates to the main features of Microsoft Word; participants will create, format and recall documents, manipulate text and print documents.

Prior Knowledge: No previous knowledge of Word is needed; however delegates should be familiar with Windows.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand what Word is
- Start/Close Word
- Understand the Word Screen
- Create new documents
- Understand file procedures – Save/Save as
- Close a document and opening an existing document
- Enter/edit and delete text
- Use automatic spell checker, work with AutoCorrect
- Show and hide
- Move around in Word using cursor keys, scroll bars and quick keys
- Select text using the keyboard and mouse
- Apply character formatting and use the Format Painter
- Use borders and shading
- Cut, copy and paste and drag and drop
- Use Undo/Redo
- Apply paragraph formatting – alignment and line spacing
- Bullets and numbering
- Use Views in Word
- Understand page and section breaks
- Print options
- Create and use tables
- Use Help

Microsoft Word Intermediate

This one-day course aims to bring users of Word up to an intermediate level. This course is intended for anyone who has experience of Word basics and needs to develop more advanced skills.

Prior Knowledge: Delegates should have a good working knowledge of Word or have attended the introduction to Word course.

Aims and Objectives

By the end of the course participants will be able to:-

(Recap Word basics – any problems?)

- Use tabs and Indents
- Work with tables
- Multi Level Numbering
- Create and edit styles
- Use headers and footers
- Use field codes
- Create and use templates
- Use find and replace
- Work with drawing objects
- Insert and work with graphics
- Create Watermarks

Microsoft Word Advanced

Microsoft Word is a very powerful word processing application designed to save time and make easy work of creating forms, address labels, merging data into form letters and other tasks.

Prior Knowledge: This one day course is intended for those who already work with Word and have a good working knowledge of Word.

Aims and Objectives

By the end of the course participants will be able to:-

- Work with columns
- Protect documents
- Create on-line forms
- Insert form fields into a document
- Create and modify styles
- Create table of contents
- Create and use bookmarks
- Link Excel spreadsheets/charts into a Word report
- Overview of Mail Merge for letters and labels - using Word data and an Excel list
- Record a simple macro to run your Mail Merge

Microsoft Word – Hints & Tips

This one day course is intended for delegates who already use Word and would like to consolidate their knowledge making the most of Word.

Aims and Objectives

By the end of the course participants will be able to:-

- Use quick ways to select text and use shortcut keys
- Understand Word views and when to use them
- Understand page and section breaks
- Use and create styles to apply frequently used formatting to text heading
- Use Autotext and Autocorrect
- Use multi level bullets and numbering
- Understand the ruler bar - altering margins, tabs and indents using the ruler bar
- Create headers and footers, page numbering and file names etc

Do you have any problems using Word? If you would like any particular topic included on this course please email sue@byteback.force9.co.uk prior to the training.

Using Mail Merge in Word

This one day course is designed for delegates who use Microsoft Word and need to use Mail Merge efficiently to create letters, labels, certificates and directories.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand Mail Merge and how to use it
- Understand Mail Merge terminology
- Create a standard document
- Create a word data source
- Enter data
- Insert merge fields
- Use criteria to merge selected records
- Preview merged data
- Print merged data
- Create a directory
- Create mailing labels
- Select label options
- Insert merge fields
- Merge labels to a new document
- Use external data (Excel and Access)
- Mail Merge in Publisher (if appropriate)
- Manage Excel data lists
- Work with the data form in Excel
- Use AutoFilter
- Create a Macro button to run your Mail Merge

Working with Long Documents in Word

This one day course is designed for delegates with some knowledge of Word, who need to create and work efficiently with long documents.

Aims and Objectives

By the end of the course participants will be able to:-

- Navigate long documents with ease
- Work with tables in long documents
- Create and work with styles
- Use section breaks to create documents comprising of both landscape and portrait pages
- Create headers and footers
- Use page numbering
- Create and work with Outline View
- Create table of contents and indexes
- Use revisions and footnotes
- Insert and work with comments
- Understand and work with master and sub documents
- Insert and link Excel spreadsheets and charts into a Word document

An Introduction to Microsoft Excel

Microsoft Excel is a very powerful spreadsheet application designed to save time and make creating spreadsheets and other documents easy. This one-day course is intended for new users of Excel and will provide you with a good working understanding of many of the features of Excel.

Prior Knowledge: No prior knowledge of Excel is required.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand the spreadsheet concept, terminology and the Excel window
- Create a new workbook
- Move around in Excel
- Enter, edit, delete and format data
- Select cells ~ keyboard and mouse
- Use undo/redo
- Understand file procedures saving, closing and opening files
- Create formulae & use AutoSum
- Replicate formula
- Use Functions – average – minimum and maximum
- Work with relative and absolute cell address
- Change the order of calculation - BODMAS
- Move, copy and paste data (drag and drop)
- Work with panes
- Spreadsheet presentation including alignment of data, number display
- Column widths, row height, font, and patterns and colours
- Use templates
- Produce charts and link to Word documents
- Create headers and footers
- Print a worksheet
- Use Help

Microsoft Excel - Intermediate

Microsoft Excel is a very powerful spreadsheet application designed to save you time and make easy work of calculating, displaying and sharing data. This one-day Excel training course will provide the delegate with an understanding of the more advanced features of Excel.

Prior Knowledge: Delegates should have a good working knowledge of Excel or have attended the introduction to Excel course.

Aims and Objectives

By the end of the course participants will be able to:-

(Recap Excel Basics – any problems?)

- Work with named ranges
- Protect worksheets
- Share work books
- Use conditional logic
- Use the IF function
- Nest formulae
- Multiple conditions
- Create and use Lookup Tables
- Work with multiple work sheets
- Create 3D formulae
- Work with multiple workbooks
- Sorting and filtering
- Add/remove subtotals
- Customise and create toolbars

Microsoft Excel - Advanced

This one-day Excel training course will provide the delegate with an understanding of the more advanced features of Excel.

Prior Knowledge: Delegates should have a good working knowledge of Excel or have attended the introduction to Excel course.

Aims and Objectives

By the end of the course participants will be able to:-

- **Create pivot tables to summarise data**

Using the PivotTable and PivotChart Wizard
Adding a field to a PivotTable
Updating data in a PivotTable
Sorting data in a PivotTable
Setting the PivotTable options
Hiding and showing subtotals
Collapsing and expanding levels
Extracting data from a PivotTable
Grouping and ungrouping data
Grouping dates automatically

- **Record/Playback macros**

- **Scenarios**

What are scenarios?
Adding scenarios
Scenario summary report
Editing a scenario
Deleting scenarios

- **Use Goal Seek**

What is Goal Seek?
Using Goal Seek

- **Advanced Functions**

- Date functions**

Typing dates
The Today function
Using dates in formulae

- Mathematical**

The Sumif and Round functions

- Statistical**

The Counta and Countif functions

- Text Functions**

The Upper and Lower functions
The Proper function
The Concatenate function

- Financial Functions**

The FV, PV and PMT functions
The RATE and NPV functions

Work with Excel Database and Lists

This half day course is intended for delegates already using Excel and who wish to work efficiently with Excel Lists and Database.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand the difference between an Excel and Access Database
- Create an Excel list using Auto complete and the Data form
- Edit and delete Records
- Sort a list
- Filter data using Auto Filter
- Hide/unhide Columns
- Print headings on each page
- Set/remove print areas
- Insert and remove subtotals
- Use the advanced filter to extract data from lists
- Create and use Pivot tables
- An overview of Mail Merge using your Excel database (If required)

Microsoft Excel – Hints & Tips

This one day course is intended for delegates already using Excel but who would like to consolidate their knowledge and make the most of using Excel.

Aims and Objectives

By the end of the course participants will be able to:-

- Use Quick ways to select data using the keyboard and mouse
- Create and use formula
- Change the order of calculation (BODMAS)
- Use Autocalculate
- Show and hide formulae
- Replicate formula.
- Use Autosum effectively
- Create a series and custom series
- Work with multiple worksheets
- Work with relative and absolute cell address
- Best fit columns and rows
- Wrapping text and changing text orientation within a cell
- Headers and footers
- Printing
- Printing titles on each page

Do you have any problems using Excel? If you would like any particular topic included on this course please email sue@byteback.force9.co.uk prior to the training.

An Introduction to Microsoft Outlook

Microsoft Outlook is a very powerful Personal Information Manager (PIM) designed to save you time and make integrating tasks, email, calendar and contact information simple.

Prior Knowledge: This one-day course is designed for new users of Microsoft Outlook. Delegates should have a good understanding of the Windows environment.

Aims and Objectives

By the end of the course participants will be able to:-

- Use and Customise Outlook Today
- Use the Outlook Bar
- View Outlook folders
- Create and send messages (including the 'While You Were Out Template)
- Address messages using contacts and the global address list
- Set message options
- Use the Out of Office Assistant
- Reply to and forward messages
- Flag messages for follow up
- Delete, sort, group, view and find messages
- Work with Contacts
- Manage Tasks
- Schedule Appointments
- Track Activities using Journal
- Work with Notes

Outlook Advanced

This one day course is designed for delegates already familiar with Outlook basics the ability to use the more advanced features of Outlook. The course will provide delegates with an understanding of the huge range of features within Microsoft Outlook

Aims and Objectives

By the end of the course participants will be able to:-

(Recap - Working with Outlook Basics – any problems?)

- Manage Messages
- Work with the Message window
- Use Outlook Messaging Features
 - Voting Buttons
 - Flagging messages for follow up
- Create Personal Distribution Lists
- Use the Address Book
- Schedule using the Calendar
- Schedule Meetings
- Manage Contacts
- Work with Tasks
- Use Journal
- Use Notes
- Share folders, set permissions/access rights to folders
- Customise the Outlook Bar
- Change the 'Outlook Today' page options
- Work with the Rules Wizard
- Customise the information viewer

An Introduction to PowerPoint

This one-day course is designed to introduce delegates to Microsoft PowerPoint. Participants will create Presentations and run slide shows using the main features of PowerPoint.

Prior Knowledge: No previous knowledge of PowerPoint is required.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand what PowerPoint is
- Start PowerPoint
- Understand the Power Point Screen
- Use Help
- Create a new presentation
- Create a new slide using Auto Layout
- Create title and bullet sides
- Enter and edit text
- Use Spell Checker
- Work with AutoCorrect
- Use Style Checker
- Format text
- Understand file procedures
- Understand PowerPoint views
- Delete slides
- Hide slides
- Organise a presentation in outline view
- Work with Drawing Tools and AutoShapes
- Add ClipArt, Word Art, Charts and Organisation Charts
- Work with Slide Masters
- Run Manual and Automatic Slide Shows
- Add Transitions and Animation to a Slide Show
- Prepare Note Pages and Handouts
- Print the Presentation, Note Pages and Handouts
- Set up equipment

PowerPoint Advanced

This one-day course is designed for delegates who have experience of working with PowerPoint who need an advanced level of skill. Delegates will be able to produce functional and professional presentations which will work with the Internet and other applications.

Aims and Objectives

By the end of the course participants will be able to:-

- Structure a presentation
- Customise a presentation
- Add special effects
- Use transitions and builds in PowerPoint
- Use tables
- Create and use action buttons
- Edit multiple presentations
- Create charts
- Create organisation charts
- Use Meeting Minder
- Insert music and sounds
- Add voice narration to slides
- Insert video clips
- Rehearse timings
- Run manual and automatic slide shows
- Set up equipment

PowerPoint Presentations for Managers

This one-day course is designed for Managers who need to know how to make a successful and confident presentation using the many features available within PowerPoint.

Prior Knowledge: No previous knowledge of PowerPoint is needed.

Aims and Objectives

By the end of the course participants will be able to:-

- Use Basic Presentation skills - create, save, close, and open a presentation; enter text; add and navigate slides; use the AutoContent Wizard, Use Design and Content Templates and Switch Views
- Insert and Animate Objects - Drawing Objects, Organization Charts, ClipArt, Tables, WordArt
- Use Slide Sorter View - Switch to Slide Sorter view, select multiple slides, move, duplicate, copy, hide and delete slides.
- Edit Multiple Presentations - View multiple presentations, copy text between windows, copy and move slides between Presentations.
- Use Outline View - Navigate, and add slides; collapse/expand an outline, demote, promote, and move text, delete and rearrange slides.
- Use Notes Page View - Switch to Notes Page view, add notes to a slide.
- Edit Presentation Masters - Work with the Slide Masters.
- Add Special Effects - Select animations and slide transitions. Rehears slide transition timings and set up a slide show.
- Use Slide Show View - Run and end a slide show, display the shortcut menu, navigate to a slide, use the pen to annotate, add speaker notes and action items.
- Present to a Wider Audience - Use Meeting Minder, and the Pack and Go Wizard.
- Set up the projector and screen.

Presentation Skills

This one-day course is designed to enable participants to prepare themselves physically and mentally to deliver an effective presentation, to an audience within their normal work/social environment.

Prior Knowledge: The course is designed for anyone required to deliver professional business presentations

Aims and Objectives

By the end of the course participants will be able to:-

- Ask and answer the most important questions for both the presenter and audience
- Prepare a welcoming and professional environment
- Prepare themselves physically and mentally to deliver an effective presentation
- Handle Nerves
- Develop a presentation in a logical manner
- Open and close a presentation with impact
- Deliver a presentation, having developed skills in verbal communication, body language and delivery techniques
- Deliver difficult messages
- Understand the use of visual aids, Sound and Vision that support a presentation
- Handle questions with confidence

An Introduction to Microsoft Publisher

Microsoft Publisher is a program that can be used for creating all types of newsletters, brochures, flyers, menus, banners, etc.

Prior Knowledge: This one-day course is designed for delegates who have little or no experience of Microsoft Publisher.

Aims and Objectives

By the end of the course participants will be able to:-

- Start and close Publisher
- Understand the Publisher screen
- Use the Publisher Catalog
- Use a Wizard to create a Publication
- Work with the Office Assistant
- Understand file procedures
- Create a blank publication
- Magnify a publication
- Create and add text to a frame
- Correct spelling errors
- Find and replace text
- Correct spelling errors
- Enhance publication text
- Create and customise numbered and bulleted lists
- Print,
- Hide and display guides
- Select page set-up options
- Use the Design Checker
- Work with Drawing Objects
- Use the WordArt
- Use BorderArt

Microsoft Publisher Advanced

Microsoft Publisher is a desktop publishing program that produces powerful publications containing text, graphics, and tables. You can use Publisher to create formal and informal written publications for all sorts of events.

Whether you are presenting an idea, plan, or complex report, you can use Publisher to combine essential data and dramatic illustrations to convey your important points in an informative and convincing publication.

Prior Knowledge: This one-day course is designed for delegates who have attended the Introduction to Publisher course and wish to develop their skills to a higher level.

Aims and Objectives

By the end of the course participants will be able to:-

- Recap – any problems??
- Create multi-page documents
- Work with connected text frames
- Work with Drawing Objects
- Work with Layers
- Work with Graphics
- Wrap text around graphics
- Import Text from Word
- Use Tables
- Alignment, tabs and indents
- Create a Mailmerge in Publisher
- Work in the Background
 - Page numbering
 - Logos
 - Watermarks
- Create custom Templates

An Introduction to Microsoft Access

Microsoft Access is a very powerful database application designed to save time and make creating relational databases easier. This one-day Access training course, introduces delegates to the concepts of creating and using a relational databases.

Prior Knowledge: No previous knowledge of Access is needed.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand database concepts
- Opening and closing access
- Opening an existing Database
- Understand the Access window
- Use the Office Assistant
- Create a new database,
- Create tables
- Edit tables
- Working with tables
- Use datasheet view
- Use field properties
- Change row height and column width
- Find, sort and filter data
- Print data and page set-up
- Create and understand simple relationships
- Set referential integrity
- Use related tables
- Use simple queries
- Create and use basic forms
- Create and use basic reports

Microsoft Access Intermediate

This one-day course is intended for delegates with experience of Access who need to develop more advanced skills. This course will also de-mystify Access 2003 by showing you the main differences from Access 2000, and will also introduce some of Access 2003's many new and improved features. The courses will demonstrate how these new features can be used effectively.

Aims and Objectives

By the end of the course participants will be able to:

- Modify tables - example: Insert a Lookup Column
- Set field properties - examples: Set Yes/No formats, set default values
- Propagate field properties
- Use Operators in Queries - examples: Use And/Or/Between conditions
- Design Advanced Queries – example: Create a calculated field
- Create Action Queries – example: Creating an Update Query
- Use the Advanced Query Wizard – example: Use the Find Duplicates Query Wizard
- Use advanced database Features – example: Importing Data
- Use advanced form design – example: Create a Combo Box
- Use advanced report design – example: Group Data in a Report
- Create and use subforms/subreports– example: Edit the layout of a subform

Microsoft Access Advanced

This one-day course aims to build on a reasonable level of database design experience that may have been gained from the "Microsoft Access 2003 Level 1; Introduction" and/or "Microsoft Access 2003 Level 2; Intermediate" courses.

This module introduces you to macros and custom toolbars. Tasks include creating and using macros and working with switchboards. You will also learn how to create custom toolbars and export data to Excel and Word.

Aims and Objectives

By the end of the course participants will be able to understand:-

Relational Databases

- Database Concepts & Design
- Types of Relationship
- Creating Links & Referential Integrity

Using Switchboards

- Create, opening and use a switchboard form
- Adding a command button to a switchboard
- Setting startup options

Creating Macros

- Working with macros
- Opening the macro design window
- Creating a macro
- Assigning an argument to an action
- Saving a macro & Running a macro
- Editing an existing macro
- Running a macro using the Tools menu
- Creating a macro using the Macro Builder

Using Macros

- Assigning a macro to a control
- Creating a command button
- Adding a condition to a macro
- Creating a group macro
- Creating an Autoexec macro

Creating a Custom Toolbar

- Creating a custom toolbar
- Adding buttons to a custom toolbar
- Adding a separator bar
- Changing a button image
- Deleting a custom toolbar

Exporting Data to Excel and Word

- Exporting data to an Excel workbook
- Dragging and dropping data into Excel

An Introduction to Microsoft Project

This two-day course is designed to familiarise delegates with Microsoft Project. Microsoft Project enables you to monitor and schedule projects using resources such as people, equipment, time and money. Analyse project information by using Gantt charts, graphs, tables and views and track your project, identifying what to do if it doesn't go to plan.

Prior Knowledge: No previous knowledge of Microsoft Project is needed.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand Project Basics - Manage a project; recognise management tools; start Microsoft Project; use the interface; start, save, and close a project. Change work hours; add a non-work day; open an existing project; close Microsoft Project.
- Work with Tasks - Work with tasks and durations
- Make Adjustments to Tasks - Link and unlink tasks; insert, delete, and move a task; change relationships; apply lag and lead time and constraints
- Outline Tasks - Outline, indent, and outdent tasks and view the WBS codes
- Work with Views - Work with and change views
- Work with Resources - Create resources; assign resources to groups, a resource to a task
- Work with Calendars - Use calendars, change resource work hours, add a non-work day
- Adjust Resources - Address resource over allocation
- Assign Costs - Define costs; assign standard and overtime rates
- Work with the Critical Path - View and shorten the critical path
- Work with Baselines - Use baseline tables; save a project baseline
- Track Progress - Revise the current date; update a task on and not on schedule; view slippage and summary information; update a task in progress
- Work with Reports - Create a reports; use the Print Preview window; change page set-up options; print a report

An Introduction to using the Internet

This ½ day course is intended for delegates who have little or no knowledge of using the Intranet or the Internet, however they should be familiar with Windows.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand what the Internet and Intranet are
- Start/Close Internet Explorer
- Understand the Explorer screen
- Navigate the web
- Understand what a web page and an internet address are
- Enter a web address
- Use hyper text links
- Search the web - using search engines and search criteria
- Download information from the web
- Copy information to Word and Excel
- Find items on a page
- Use multiple browsers
- Print a web page and parts of a Page
- Create and use Favourites

Using the Scanner

This one day course is intended for delegates who have little or no experience in using a scanner to scan images and text.

Prior Knowledge: Have a good working knowledge of Windows and a Word.

Aims and Objectives

By the end of the course participants will be able to:-

- Understand the language used in scanning
- Scan photographs and graphics
- Basic image optimisation
- Insert and manipulate scanned images to Word/Publisher documents
- Use different file formats for saving pictures or images
- Scan and edit text
- Manipulate scanned text within a document
- Scan signatures and including in a Word Mail Merge document

Please do bring any documents which you wish to scan

Promoting and Publicising your Website

AIMS OF THIS COURSE

The aim of this course is to give you an understanding of the concepts, tools and processes involved in creating promoting and publicising a web site

Audience: anyone who wants to publish a website but has little experience in doing so.

Learning Objectives

You should, once training is completed:

- ✓ Understand the importance of e-business to the success of their business
- ✓ Have an understanding of the web and how it is used
- ✓ Have an understanding of search engines, how they work, and the principles of search engine optimisation
- ✓ Understand and be able to identify web marketing opportunities for your business
- ✓ Be able to develop a simple e-business strategy and action plan
- ✓ Be able to prepare a brief for a web designer

Content area	Learning points
The current environment and market trends	Importance of web, online bookings and web distribution channels
Getting Started	The basics
Choosing your URL (s)	How to choose the right URL, how generic URLs may help SEO
Best practice navigation and usable websites	Understanding of the principles and ergonomics of navigation and orientation. The ability to critique their own or other websites in this respect
Navigation planning and content development	The ability to develop a simple navigation plan for their own website and to define the content of the pages in customer benefit terms
Accessibility	Understand the importance of having an accessible web site
Common website design faults	The ability to self audit on the most common web design mistakes
Writing for the web	An understanding of how to write good, scannable and actionable text content for their own website The importance of regional importance, language and sense of place

Content area	Learning points
Importance of keeping content timely, dynamic, relevant and interactive	How to plan the development of content over time
How search engines work and the principles of organic Search Engine Optimisation (SEO)	Understanding of the importance of text, meta data, linkages and regular updating The ability to detect the most common barriers to search in their own and other websites How to select target search terms How to optimise text, meta and link text
Other ways to promote your website: Link strategies Pay per click Email Offline media and promotion	How to choose and implement other promotion methods Integrating web marketing with offline marketing
How customers are acquired on the web – stages of acquisition	Understanding of the need to be found, generate click through and interest, promote defined action and close the sale
E Commerce	Why sell online? How to sell online
E-business plan development	Develop an initial structured e-business strategy and action plan which takes into account all the stages of online customer acquisition
Action planning	Development of an individual e-business action plan. Prepare brief for Web designer
Security risks and remedies	Ability to self audit and remedy on virus protection, adware protection, operating system updates and firewalls. Understanding of how to treat incoming spam and the options
Jargon explained	Understanding of concepts and practicalities behind basic terms