



# Education + Training

Mature your content capacity by empowering your people with the right content knowledge, skills, and tools.

## Workshops + Webinars

### Public Workshops at Our Office

Here's a sample of the workshops available. We update the topics regularly and offer multiple dates. For the latest and greatest schedule, visit [content-science.com](http://content-science.com).



**Content Marketing 101:**  
Creating Marketing  
Content with Clout



**Writing That Works  
for Web + Mobile**



**Content Analytics  
+ Intelligence 101**



"Colleen and the staff at Content Science are top-notch...the learnings were directly applicable and immediately useful. Highly recommended."

**Chante Lagon,  
The Home Depot**

### Custom Workshops at Your Office

Want a workshop tailored for your teams for maximum impact? We can combine our core materials with your custom needs to create a high-impact workshop or training series on your site. Email us at [info@content-science.com](mailto:info@content-science.com) to arrange an initial consultation.



"Colleen did an excellent job of really motivating our content creators to look at what they were putting on the website with fresh eyes. Our writers were inspired by what they learned in the training to immediately take action with their new knowledge, revise their copy, and resubmit as a part of our website redesign. We saw the immediate fruits of our labor."

**Alicia Goodman, CTA Manager of Digital Content**

### Webinars

Don't have time for a workshop? Then don't miss our paid and free public webinars at [content-science.com](http://content-science.com). We also can conduct custom webinars for your organization—a useful complement to a custom workshop.



"It was a good level-set across the E-Dell division on the importance of content strategy, why we need to have a content creation brief and what goes into creating a good content environment and user experience."

**Brennan Dell, Director of Marketing Education**



# Education + Training

Mature your content capacity by empowering your people with the right content knowledge, skills, and tools.



- Online training, including modules and courses
- Certifications such as Content Marketing, Content Engineering, and Content Intelligence
- Custom version for enterprises seeking a Center of Content Excellence
- Instructors from Content Science and leading organizations

Learn more and register at [content-science.com](http://content-science.com)

Email us at [info@content-science.com](mailto:info@content-science.com) to discuss a custom subscription or solution for your enterprise.

## Content Science Review

[review.content-science.com](http://review.content-science.com)

### Content Inspiration + Insights

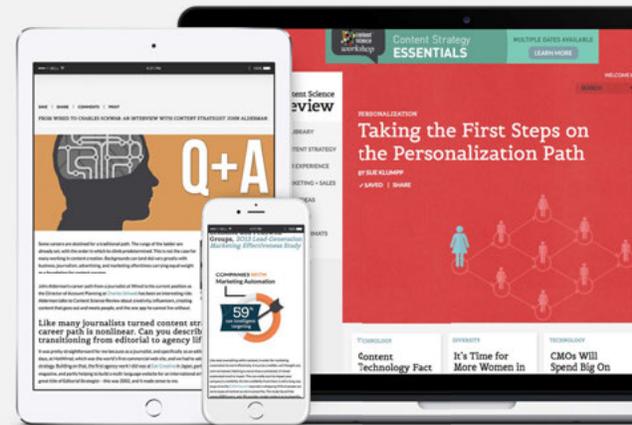
- Contributions from Content Science + the world's leading brands
- Premium content includes research reports, toolkits, + templates
- Student, professional, team, + enterprise subscriptions available

#### Sample Contributors



Learn more and subscribe at [review.content-science.com/subscribe](http://review.content-science.com/subscribe).

Email us at [info@content-science.com](mailto:info@content-science.com) to discuss a custom online training portal for your team.



**Best Practice eBooks**  
Get the essentials efficiently.

**Research Reports + Fact Sheets**  
A steady stream of useful data.

**Toolkits + Templates**  
To scale quickly.

**Trend Reports**  
To stay current.

**Case Studies**  
Learn what worked for others.

## Why Invest in Content Science Education + Training?

Business is digital, so content is critical—a core capacity. Our education and training will bring you returns such as

- **Increased** content productivity and efficiency.
- **Improved alignment** across teams and departments.
- **Readiness** to face advanced content challenges and innovations
- **Improved leadership** of and success for content efforts.
- **Boosted** employee satisfaction and engagement.
- **Expanded network** of experts and colleagues.