



# WordPress Masterclass



22 November 2011 | 9am – 5.30pm | Grimsby Neighbourhood Centre, Grimsby  
£ 65 per attendee



Content Management Systems (CMS) make building, maintaining and supporting websites a breeze. Arguably, for charities, small businesses or organisations with little time, money or expertise, using a CMS is an effective route to getting online. And of all the CMS tools, **WordPress** is the most popular worldwide and is arguably one of the easiest to use and most powerful and flexible.

**WordPress** starts from free. You can have a website live in minutes. But all that speed, low cost and simplicity belies a powerful tool which can be used for nearly any type of website. This **VANEL WordPress Masterclass** is a chance to fully explore the power and flexibility of **WordPress** and understand how it can be used in your organisation.

## MASTERCLASS CONTENT

What is WordPress?	Understanding Content Management with WordPress.	Getting management involved.
What are the alternatives?		What's free – what should you pay for?
Wordpress.com vs .org	Design work and using Themes with WordPress.	How to manage your project properly.
The 5 minute install.		<i>Advanced techniques:</i>
Build a website in 30 minutes.	Understanding Plugins and Theme construction and use.	backups and anti spam / building user communities / search engine optimisation and analytics / integration with Social Media tools / custom menus / custom post types / understanding theme frameworks / using CSS, PHP, HTML and more
Walk through the WordPress feature set.	Do's and don't. Tips and advice.	
Inspiration – a WordPress showcase	Practical expertise and lessons on using WordPress well.	
Step-by-step through all the main WordPress features.	Managing a WordPress site well.	
Using WordPress for many different things.	WordPress as a tool for non-profit organisations.	
Exploring WordPress blogging.	Getting staff involved.	

## WHO SHOULD ATTEND?

You'll understand the basics of websites – perhaps you've already built a website or support some. You essentially know how websites work. (If you understand a little HTML as well, then that's a bonus!)

But perhaps you don't know WordPress? Maybe you already support a WordPress website for your organisation, or perhaps you need a new website and need to decide if WordPress is the tool to use? And if you know WordPress, perhaps you've done all the basics but now need to know what else is possible.

## HOW WILL IT WORK?

The Masterclass will cover a lot of content in a lot of depth. It will be presentations and discussion based. The lunchtime break will include a brief chance to play with WordPress live, but generally you'll have to do your experimenting in your own time. There will be a full and comprehensive set of notes from the day with details of all content and links to more information and resources.

**9am : refreshments & registration**

**9.30am – 4pm : WordPress Masterclass**

**4.15-5.30pm : optional Expert Session**

## THE EXPERT SESSION (OPTIONAL) from 4.15-5.30pm

The main day will conclude at 4pm. However, from 4.15pm – 5.30pm there will be a final 'expert' tutorial to introduce some much more complex WordPress concepts and techniques for anyone wanting to stay on and learn that little bit more.

We will cover: WAMP and running WordPress locally whilst developing; custom post types and custom taxonomies; customising WordPress themes; WordPress multi-site; premium plugins and using WordPress for power websites; debugging WordPress sites using Firebug – and more.

## BOOKING

**£65 pp.** Booking essential via VANEL (see below).

Fee includes refreshments & lunch + full course materials.

Also includes 1 year free WebClub membership (normally £25) – existing WebClub members pay £40 only for the Masterclass

**FULL DETAILS : [www.vanel.org.uk/wordpress22nov](http://www.vanel.org.uk/wordpress22nov)**

**IT Network Blog is [www.vanel.org.uk/itmatters](http://www.vanel.org.uk/itmatters)**

**Follow the IT Network on Twitter @vaneltech**

**Contact VANEL on 01472 231123 for more information**

**or contact the tutor – Karl Elliott at [karl@vanel.org.uk](mailto:karl@vanel.org.uk)**

**VANEL is [www.vanel.org.uk](http://www.vanel.org.uk)**