

MICROSOFT PUBLISHER

COURSE SCHEDULES – 1 DAY COURSES

MICROSOFT PUBLISHER - ***INTRODUCTION COURSE SCHEDULE***

- Introduction to Publisher / The Publisher Window
- Getting Started with Publisher / Creating A Publication
- Different Publications
- Saving Your Publication / Modifying A Publication
- Navigating Pages / Creating New Pages
- Removing Pages / Moving Pages
- Text Boxes
- Creating and Using Master Pages
- Editing Content in A Publication
- Editing Text / Find And Replace Text
- Checking Your Work
- Formatting A Publication
- Creating A Drop Cap
- Working With Other Characters
- Working With Paragraphs
- Formatting Text Boxes
- Working With Tables
- Working With Graphics
- Working With Wordart
- Formating Objects
- Preparing For Distribution / Check For Distribution
- Printing A Publication / Emailing A Newsletter

MICROSOFT PUBLISHER - ***INTERMEDIATE COURSE SCHEDULE***

FORMATTING

- Style schemes
- Font schemes
- Exact spacings
- Using Symbols and special characters

DESIGNING CHOICES

- Setup
- Creating your own custom colours
- Content Library
- Task Panes

LARGE PUBLICATION

- Creating Sections
- Using Sections
- Creating Bookmarks
- Using Bookmarks

SENDING BULK MAILS

- Creating and Managing Recipients
- Labels
- The mail merge task pane
- Mail merge fields
- Merging publications

MICROSOFT PUBLISHER - **ADVANCED COURSE SCHEDULE**

Interactive Forms

- Web Forms
- Form Settings

Website Publishing

- Website Publishing

PUBLISHING EMAILS: Overview

- Email Marketing – the pros & cons
- What you can do with email
- What are your goals
- Setting your strategies

Email Marketing

- Legal aspects
- How to plan & deliver

Emailing for new & existing customers

- Customer acquisition methods
- How to pull in your web clients
- Customer retention

Creating effective email campaigns

- How to develop attention capturing content

Writing for email

- Tone
- Links
- Size

Building your email

- Email reader – how to check for compatibility and testing
- Improving inbox deliverability
- Spam
- Removing non-responsive email
- How to deal with / reduce unsubscribes & complaints

After Sending

- Tracking, Monitoring & follow-up
- The future of email marketing

Name of Course	Description	No of Days	MS Teams	Cost per Delegate	
				Premises (Transport Fees may apply)	Your Delegate at Sankin
Publisher Introduction	An introduction teaching from start to creating, editing and formatting publications.	1	1100	1200	1300
Publisher Intermediate	Advanced formatting and design to sending of bulk mails.	1	1100	1200	1300
Publisher Advanced	Theory behind publishing to customers for marketing purposes, creating web forms and website publishing.	1	1100	1200	1300