

# How to be clear

The elements of content design

# Agenda

**9:00-10:30am** Intro & core values

**10:30-11:00am** Break: morning tea

**11:00-12:30pm** Discovering your voice

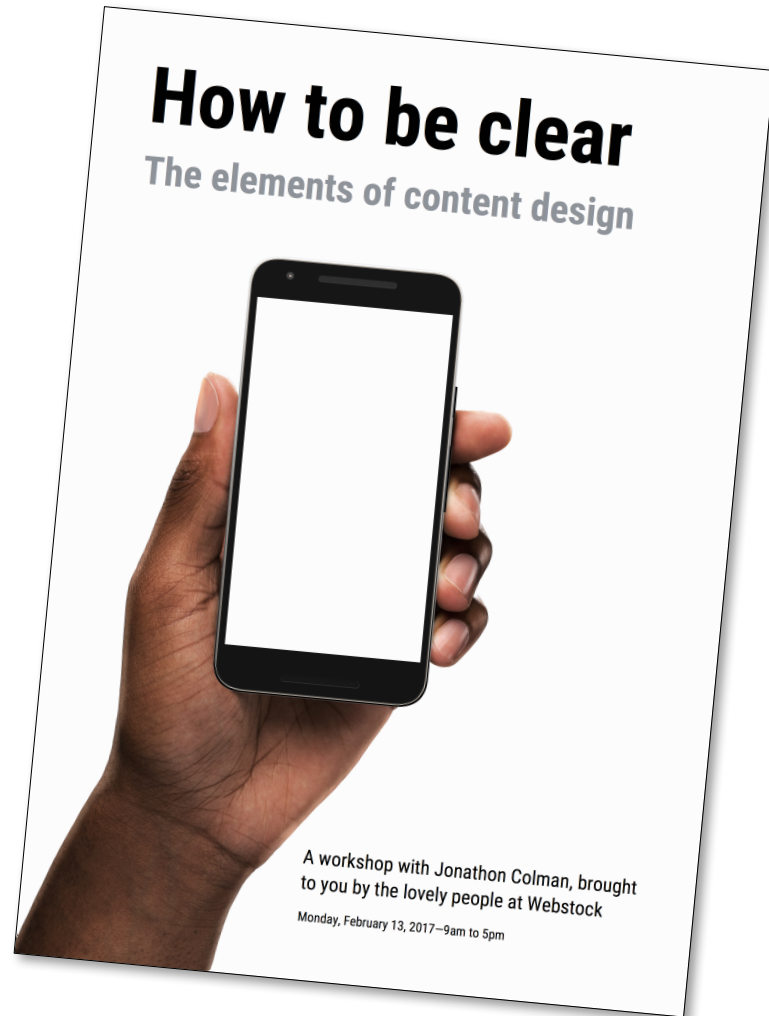
**12:30-1:30pm** Break: lunch

**1:30-3:00pm** Tone and content design

**3:00-3:30pm** Break: afternoon tea

**3:30-5:00pm** Group critique

# Everyone have one of these?



# What you should know straightaway

Bio breaks and toilets

Be gentle, stay curious, and assume best intent

This is a judgment-free zone (JFZ)

Please take distractions elsewhere

Introverting is a-okay

Don't worry about finishing everything

Oh, so you're already an expert?

# Webstock code of conduct

<http://www.webstock.org.nz/17/code-of-conduct/>

“**...Webstock is an inclusive harassment-free event** based on treating everyone with respect and kindness, regardless of gender, sexual orientation, age, physical ability or appearance, ethnicity, religious or political beliefs, software, hardware, and music preferences.

We try to do everything we can to ensure that only the good stuff happens, and **we are committed to making your experience a great one**. If anyone violates that, or makes you feel uncomfortable or unsafe in *any way*, please let us know.

...Behaviour we fully endorse and encourage includes having a great time, being good to each other and just **continuing to be your excellent selves.**”

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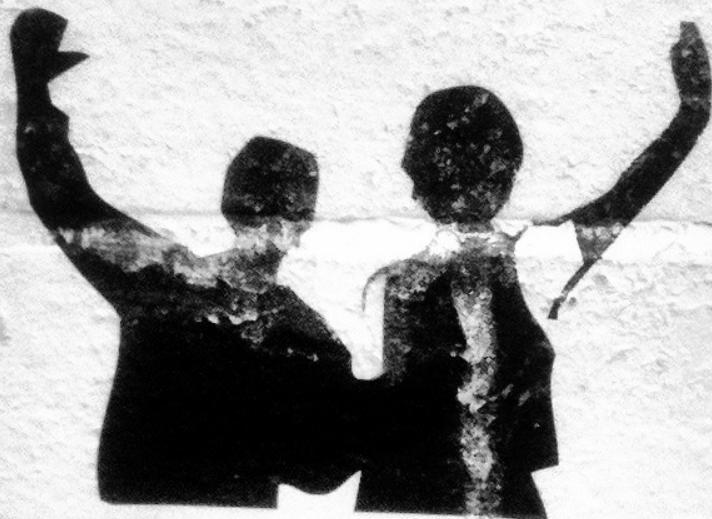
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**BE EXCELLENT  
TO EACH OTHER**