

Good morning!

IWMW2013

IWMW
and the birth of a
Content Strategist

 @richprowse | #iwmw13 | #p11 | Richard Prowse

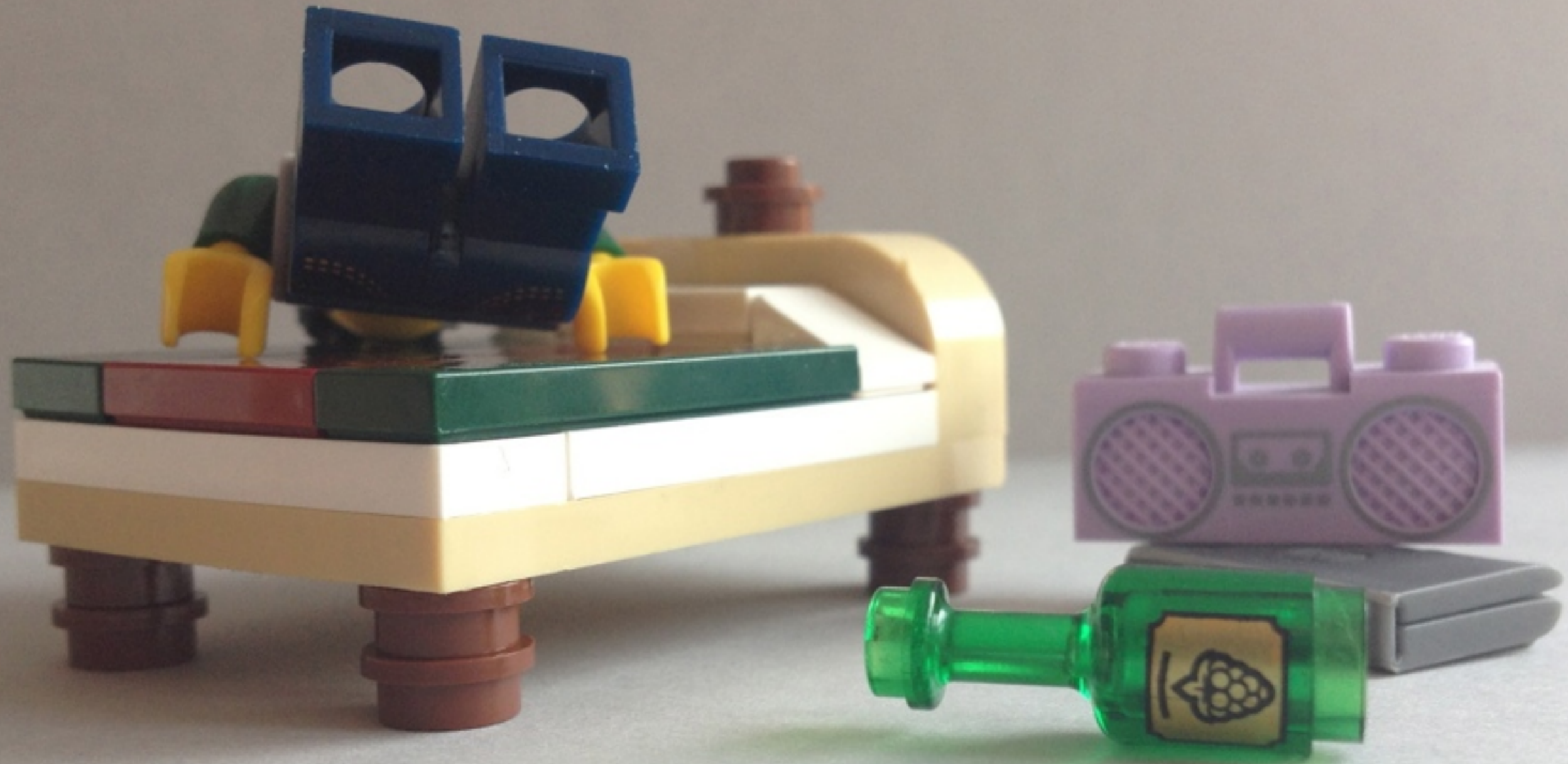
Universities



Home of world leading research



First years rites of passage



But, websites feel like 'brochureware'



Frustrating isn't it?



Advocate for content



Against evil developers



Only kidding!

Solving the mystery of content



Engage audiences in a meaningful way



So we can Create Once Publish Everywhere



Fixing content is HARD



.. however, If we all work together



...we can create something amazing



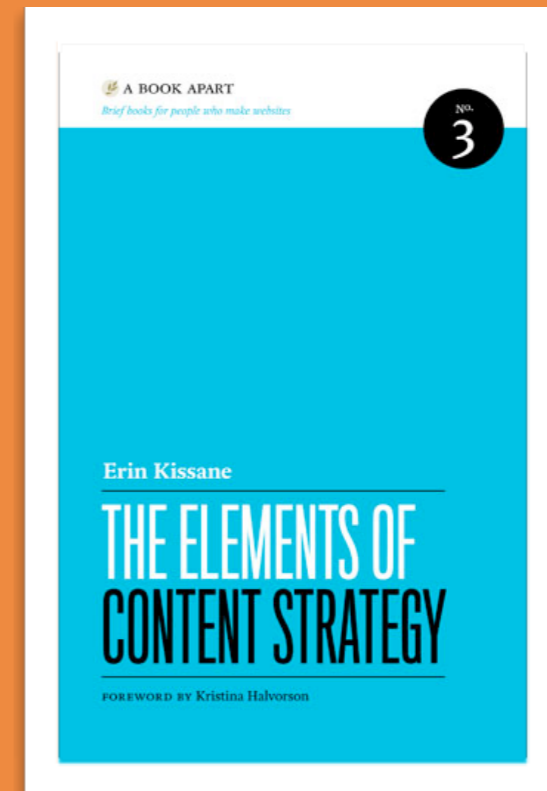
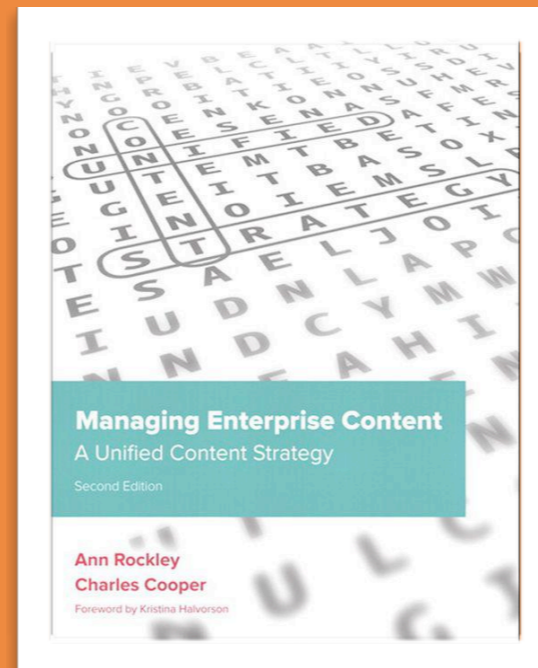
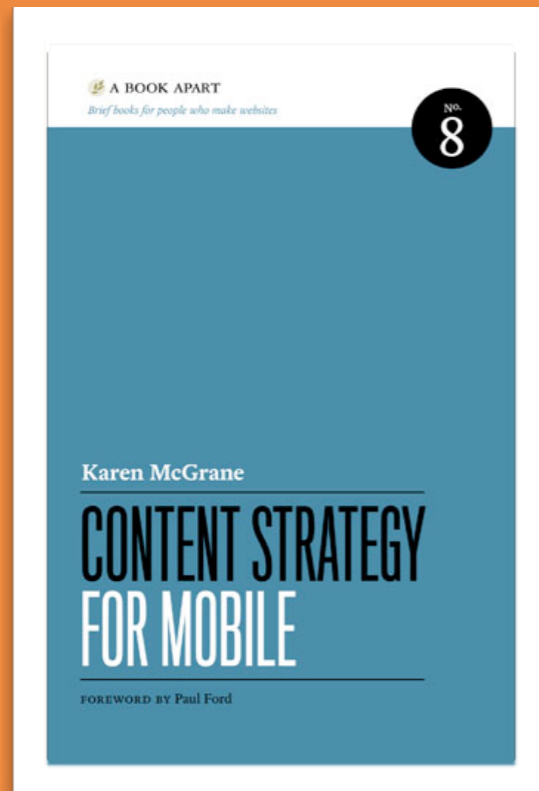
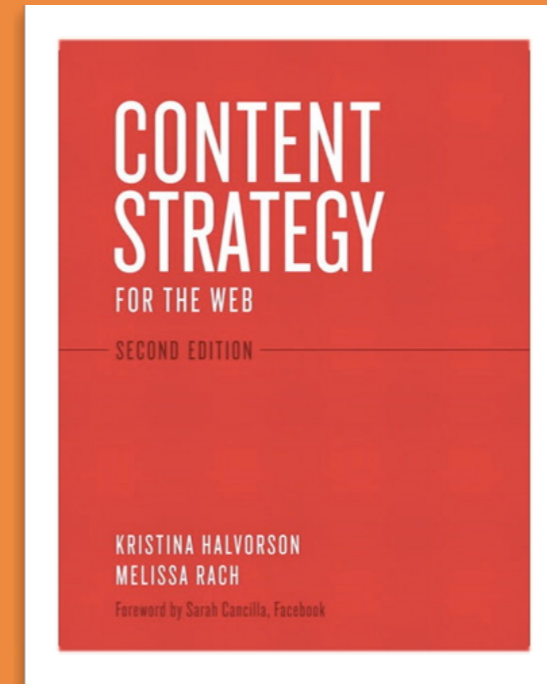
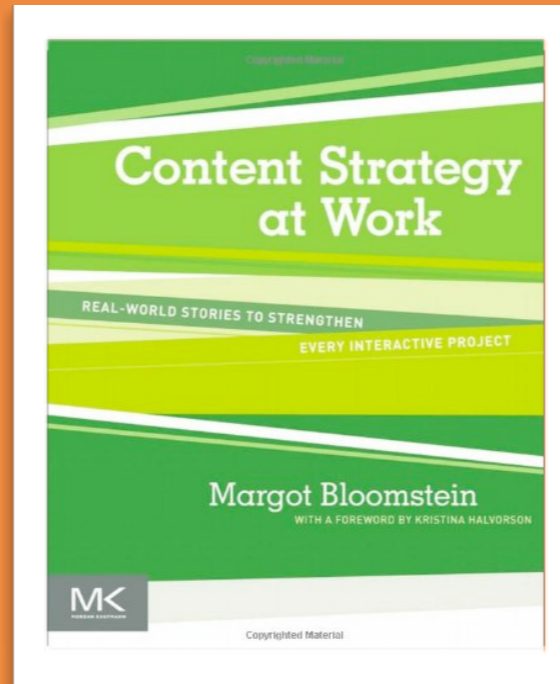
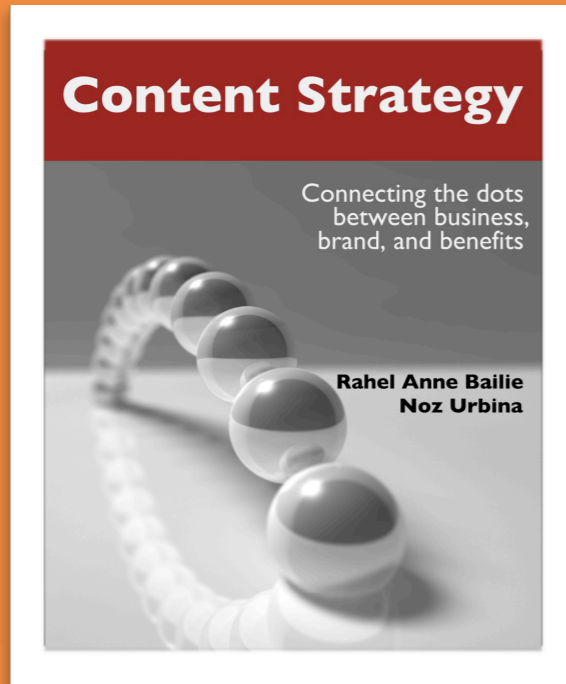
We are all rockstars



Thank you



Suggested reading



@richprowse

Richard Prowse

Richard is a Content Strategist and Co-Founder of Bath's first content strategy meetup - Passionate about brand, content, information architecture and user experience.

A graduate of the University of Leicester, in 2011 he joined the University of Bath as Web Content Manager, responsible for bath.ac.uk and is currently Acting Head of Digital.

With a proven track record in project management, Richard believes in inspiring individuals to achieve their potential by creating a positive working environment. Richard also regularly speaks at Higher Education conferences.



Twitter

<http://www.twitter.com/richprowse>

LinkedIn

<https://www.linkedin.com/in/richprowse>

BathCSMeetup on Facebook

<https://www.facebook.com/BathCSMeetup>

Google+

<http://goo.gl/kXcgU>

Email

r.w.prowse@bath.ac.uk