

BLOGGING ALL OVER THE WORLD! BOOST LITERACY WITH AN AUDIENCE

“What’s all the fuss about blogging? We’re too busy for all that!”
Come and find out how it can drive engagement and achievement.



Date: 15 November 2016
Time: 9.30am - 3.30pm
Venue: Camden CLC
Cost: Normally £299+VAT
FREE to teachers from
LGfL TRUSTnet schools

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training.lgfl.net

OVERVIEW

A survey by the National Literacy Trust found that children who blog not only write more, and more frequently, but also tend to have a more positive view of their writing abilities.

The key to blogging success is the sense of audience and real-world purpose that can be achieved for any written task, yet it remains a mystery for some.

This course will be in two main parts: the rationale and techniques for classroom blogging, and how to use the j2bloggy and j2webby blog tools.

WHO SHOULD ATTEND?

Whether you are a classroom teacher, senior leader or teaching assistant, this one-day course will leave you with lots of ideas to take back to school with you.

WHAT WILL I LEARN?

- ✓ Why blog? The techniques and rationale behind blogging

- ✓ How blogging works
- ✓ How to achieve buy-in from pupils, parents and school leaders
- ✓ Engaging reluctant writers, especially boys
- ✓ Attracting a global audience and encouraging comments
- ✓ Ensuring an impact on literacy
- ✓ The tools: j2webby vs. j2bloggy
- ✓ From getting started to expert customising
- ✓ Safely managing and moderating blogs
- ✓ Using AutoUpdate to automatically synch teacher and student accounts.

HOW WILL IT CHANGE MY TEACHING?

You will leave the course with the confidence, resources and techniques to include blogging in your classroom practice.

But remember, it need not be confined to supporting writing. There is scope for blogging across the curriculum.

THE TRAINERS

DANNY YOUNG

is the founder and Managing Director of Just2Easy, the makers of the j2e Tool Suite.

For Danny, it’s all about ensuring that teaching & learning drive technology, and not vice versa.



BOB USHER

Bob is the LGfL Content Manager, responsible for overseeing the strategy that informs which resources LGfL invests in on behalf of schools.



MARK BENTLEY

Based in the LGfL offices in New Malden, Mark works on the Content Team, sourcing, supporting and developing new learning resources across the Primary and Secondary curricula.



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