4-Week Master Class: Knowledge Management, Barn Owl cohort (Oct-Nov 2024)

11/17/2024 1:56 pm EST

Writing and maintaining your company's documentation can sometimes be an isolating position. KnowledgeOwl has created a Knowledge Management Master Class that invites you to gain some formal training in the field while joining a helpful and caring community.

Our first cohort, named for the wise and intuitive barn owl, is a virtual 4-session course beginning on October 22, 2024. It will include training based on your specific needs, in a low-stress and supportive environment. We're accepting a very limited cohort of 20 attendees.

You'll learn actionable, applicable best practices for your knowledge base, which may include:
* Information architecture
* How to create consistent content (and the processes that power it)
* Maintaining content and visual assets
* Getting company buy-in
* Proving your worth
* Surviving your next documentation audit/overhaul
* The good, the bad, and the ugly of documentation metrics
* Writing for AI
* SEO and accessibility best practices

We'll tailor the topics to our attendees' interests, so consider this list a starting point rather than a comprehensive curriculum.

Meet your owl instructors

Marybeth Alexander is the CEO and founder of KnowledgeOwl, helping people create and manage their knowledge base websites for over a decade.

Kate Mueller is the Documentation Goddess of KnowledgeOwl, a seasoned technical writer who's written and maintained documentation for companies in broadcasting, financial services, IT, and software for 15+ years.

Combined, these two pack a powerful punch of experience and problem-solving abilities with KnowledgeOwl's characteristic helpfulness. Join us and bring your trickiest or most frustrating knowledge management-related problems to a cohort of like-minded peers.

What you can expect

Before the course begins, we'll poll you to find out what you're most interested in to ensure the course is custom-built to your interests.

Each 90-minute session, we'll discuss resources, methods, approaches, and best practices relating to the topics the cohort has voted on, supplemented by real-world examples from our experience. We'll leave you with concrete steps you can take in your own documentation.

You'll also receive exclusive office hour access to our expertise for the entire session, with a dedicated Slack channel for our cohort.

Join a parliament of owls

You're encouraged to share things you're working on to get personal feedback from your instructors and fellow cohort owls.

We offer this opportunity to build friendships and community within your course cohort. Writing documentation can be isolating, but it doesn't have to be. Join our cohort and put the owl back in knowledge management.

Sign-up details

We're offering a tiered set of prices depending on when you sign up:

- Sign up before **September 27th** for our full early bird discount: $1,000/attendee with coupon code **EARLY-BIRD**
- Sign up before **October 15th** for a robin's rush hour rebate: $1,250/attendee with coupon code **ROBINS-RUSH-HOUR**
- Night owls who sign up between **October 15 - 22** pay full price: $1,500/attendee

> ✅ **Ready to fly?**
> Sign up here: https://knowledgeowl.onfastspring.com/owlcademy

Session dates:

- October 22, 2024
- October 29, 2024
  (break November 5, 2024)
- November 12, 2024
- November 19, 2024

All sessions will run from 1 - 2:30pm U.S. Eastern time. (For non-US participants: the US has its daylight savings time shift on November 3rd!).

Frequently asked questions

Do I need to be an experienced writer to attend?

Nope. We design this course for all skill levels. We have seasoned writers and owls who've never published an article, plus people with no official mention of documentation or writing in their job titles who, nonetheless, write some documentation. ☺

What if I can't make a session?

We'll be recording each session, and we can share those recordings with you so you don't miss a thing. The full session recordings are shared only with other participants.