

Sending accessible emails

- WYSINWTG (why what **you** send is not necessarily what **they** receive)
- pros and cons of different email formats- HTML, RTF, Plain Text
- principles and good practice in sending group emails, for example e-newsletters

Course Outline

1. Welcome and Introduction

2. Email clients and rendering of emails

Tutor input and discussion

3. Testing different types of email: html; rich text; plain text

Practical exercise 1

4. Consequences for accessibility and usability

Group discussion

5. Good practice for basic emails and group emails

Tutor input. Factsheet.

6. Creating and sending a group email

Practical exercise 2

7. Newsletters and direct marketing via email

Html email and/or plain text email. Tutor input.

8. Text email newsletter (TEN) Standard

Practical Exercise 3, or Practical Exercise 4 (for participants capable of hand coding HTML)

9. Summary, questions and evaluation

SAIF (Scottish Accessible Information Forum)

SAIF acts as an advisory body to the Scottish Government on issues relating to disabled people and their right to access information.

For further information visit www.saifscotland.org.uk
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