

This summer, nSight is celebrating its 20<sup>th</sup> anniversary. What started in 1982 as a home-based editorial business has today blossomed into a multifaceted communications firm. Our growth and success could not have been achieved without the support of extraordinary clients—and the thousands of communications professionals we’ve trained over the years.

In appreciation of this support, we are celebrating our 20<sup>th</sup> anniversary with “rollback” prices and great specials for all summer workshops—which are now certified by the esteemed International Association for Continuing Education and Training (IACET). Please join us in our celebration by registering for one of our high-quality workshops at rollback prices. Like great summers, these prices won’t last.

Sincerely,



Nan Fritz  
President and Founder

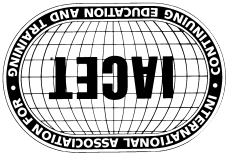


**Celebrate  
with nSight**

2002  
SUMMER WORKSHOPS

Register on  
or before  
**JUNE 14<sup>th</sup>**  
and save!

IACET Certified Provider



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**nSight**

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# 2002 SUMMER WORKSHOPS



rollback prices ..... great specials ..... IACET credits

web & print publishing

creative, editorial &  
technical communications

# 2002 Summer Workshops

## TECHNICAL COMMUNICATIONS

<b>June</b>	4-5	FrameMaker Fundamentals (2 days) \$725
	11	Single Sourcing—Transforming Data with XML <b>NEW!</b> \$395
	25	Documentation Usability Testing \$365
	25-26	Advanced FrameMaker (2 days) \$725
	27-28	RoboHelp Classic (2 days) \$725
<b>July</b>	12	Editing Technical Documentation \$365
	18	Writing and Editing for International Audiences <b>NEW!</b> \$365
	23	Technical Writing Fundamentals \$365
	25-26	WebWorks Publisher Fundamentals (2 days) <b>NEW!</b> \$725
	30	Technical Writing Level II \$365
<b>August</b>	1-2	RoboHelp HTML (2 days) \$725
	20-21	Indexing Technical Documentation—Key Wording (2 days) \$705



Register on or before **JUNE 14<sup>th</sup>** and save!

Save more when you sign up for multiple courses!

### 20<sup>th</sup> Anniversary Rollback Price Specials

Register on or before **June 14<sup>th</sup>** for one or more workshops and save 45% off our standard price!

	Standard Price	Rollback Price	Save
1-day course	\$365	<b>\$199</b>	\$166
	\$395	<b>\$229</b>	\$166
2-day course	\$705	<b>\$399</b>	\$306
	\$725	<b>\$419</b>	\$306

### 20<sup>th</sup> Anniversary Bundle Specials

Register for multiple workshops<sup>1</sup> and save<sup>2</sup> all summer!

Registration	Save
Any 3 workshops	5%
Any 4 workshops	10%
Any 5+ workshops	15%

1. A workshop is based on course title, not number of days.
2. Offer may be combined with rollback price discounts. No other discounts are valid.

### Custom On-Site Training

From our 80+ courses in writing, editing, design, and production for print and interactive media, nSight can tailor a curriculum to meet your employees' needs and conduct the classes at your office. It's convenient, cost-effective, and easy to implement and manage. Contact our Training Department for a no-obligation quote.

### IACET Credits

Each 1-day course offers .8 CEU.  
Each 2-day course offers 1.6 CEUs.

nSight is a **Certified Provider** member of the **International Association for Continuing Education and Training (IACET)**—a nonprofit association dedicated to



quality continuing education and training programs. nSight is certified to offer continuing education credits (CEUs) to students who successfully complete its training workshops. One (1) CEU is equal to ten (10) contact hours. Learn more at [www.IACET.org](http://www.IACET.org).

### Key Milestones in nSight's History

- 1982** Company founded as **Editorial Services of New England (ESNE)**
- 1989** Became federal- and state-certified woman-owned business
- 1990** Became first outsourced provider for **Microsoft® Press**
- 1991** Expanded services in new media
- 1999** **ESNE** changed name to **nSight**
- 2001** **Nan Fritz** honored as **Associate Fellow of Society for Technical Communication (STC)**
- 2001** Moved headquarters to Burlington and opened new, in-house training facility
- 2001** Recognized as a top-25 MA training company by **Boston Business Journal**
- 2002** Launched new service, **EditExpress.com**
- 2002** Introduced **DocuTeam** on-demand documentation services
- 2002** Became Certified Provider of **IACET**

## WRITING & EDITING

<b>June</b>	7	Polishing Your Writing Through Self-Editing \$365
	12	Writing and Editing for the Web \$395
<b>July</b>	10	Grammar and Usage \$365
	12	Proofreading Essentials \$365
	17	Intro to Copyediting \$365
	18	Writing and Editing for International Audiences <b>NEW!</b> \$365
	19	Online Editing with Microsoft Word \$395
	25	Editing Skills for Supervisors \$365
	26	Advanced Editing—Substantive and Developmental \$365
	31	Editing and Managing Web Content \$395
	31	Advanced Proofreading \$365
	<b>August</b>	1
8		Grammar and Usage \$365
16		Writing and Editing for the Web \$395
30		Advanced Editing—Substantive and Developmental \$365



## MARKETING

<b>June</b>	11	Fundamentals of Marketing Communications \$365
	12	Writing and Editing for the Web \$395
	13	Web Project Management \$365
	14	Corporate Web Strategy—Branding \$395
	21	E-Marketing—Writing Emails with Impact <b>NEW!</b> \$395
27	Writing Copy That Sells \$365	
<b>July</b>	16	Fundamentals of Marketing Communications \$365
	24	Principles of Design for Non-Designers \$365
<b>August</b>	6-7	Advanced Marketing Communications (2 days) \$705
	16	Writing for Public Relations <b>NEW!</b> \$365
	16	Writing and Editing for the Web \$395
	22	Writing Copy That Sells \$365
	28	Creating a Corporate Style Guide for Print and Web \$365



## WEB & PRINT PUBLISHING

<b>June</b>	4-5	Information Architecture and Web Navigation (2 days) \$705	
	11	Single Sourcing—Transforming Data with XML <b>NEW!</b> \$395	
	12	Creating Powerful Newsletters <b>NEW!</b> \$365	
	20-21	Adobe InDesign (2 days) \$725	
	28	Publication Design and Production \$365	
<b>July</b>	11	HTML Cascading Style Sheets \$395	
	18	Flash Project—Animating Text <b>NEW!</b> \$395	
	23	HTML Fundamentals \$395	
	24	Intermediate HTML \$395	
	24	Principles of Design for Non-Designers \$365	
	<b>August</b>	5, 7, 12, 14	Flash MX Series (4 evenings, 6-9 pm) <b>NEW!</b> \$725
		6-7	QuarkXPress Fundamentals (2 days) \$725
8-9		JavaScript Fundamentals (2 days) \$725	
13		XML Fundamentals \$395	
14		XSLT—Advanced XML <b>NEW!</b> \$395	
20-21	Dreamweaver Fundamentals (2 days) \$725		
22-23	Advanced Dreamweaver (2 days) \$725		
27	Publication Design and Production \$365		
28	Adobe Photoshop Fundamentals \$395		
29	Adobe Photoshop (Intermediate) \$395		



- Visit our [Web site](http://www.nSightWorks.com) for workshop descriptions, instructor bios, and directions. Register online or by calling 781.273.6400.
- All workshops are given at our Burlington training facility and include a binder with workshop materials and a certificate of completion.
- All workshops (except the Flash MX Series) are scheduled for 9:00 am–4:30 pm and include lunch and refreshments.
- Your satisfaction is guaranteed!

**nSight<sup>SM</sup>**

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