Award-Winning Writing

Webtech Wireless

Last year, I wrote an award application for the BCTIA (British Columbia Technology Industry Association) technology awards. The client was Webtech Wireless and their client Troyer Ventures. There were two key results from this project: I wrote a broad swath of different documents surrounding a common subject and My work helped Webtech Wireless win its first ever technology award:

News Release: "[Webtech Wireless Wins Technology Industry Award](#)"

- Intended for investors, partners, and others interested in the on-going success of Webtech Wireless.

- It was released through MarketWire, a newswire service for online press release distribution (Associated Press, Bloomberg, etc.)

Blog Post: "[Award Winning Solutions Win the Day… and the Night!](#)"

- I attended the gala event at the Vancouver Convention Centre and wrote (and photographed) a blog post

- As part of weekly correspondence, it was promoted to to a mailing list of about 16,000 subscribers.

Web Page: "[Adoption of Technology Award](#)"

- After the award was announced, we had to capture the information (after a month or two as Home page content), so I designed a new web page on the Webtech Wireless corporate web site.

- In a meeting with the Marketing team while holding the BCTIA award, Scott Edmonds, CEO and President of Webtech Wireless said, "We have been making great software, but now with this award, we can call it award-winning software."

Case Study: "[Wireless Technologies Help Fleets Stay Competitive](#)"

- When all the excitement died down about the technology award, I reworked all our acquired collateral into a case study.

- Designed to succinctly describe the challenges that Webtech Wireless's GPS/AVL fleet management solution resolved for Troyer Ventures, the case study describes how the integration was a success for both companies.

JASON HALL • BIOGRAPHY

With over 15 years experience as a writer to clients including SAP, Webtech Wireless, WorkSafeBC and Health Canada, Jason Hall is in demand as a technical writer. Jason also mentors emerging writers as an instructor at the British Columbia Institute of Technology (BCIT), where he focuses on clear and concise documentation suitable for its intended audience. As a frequent contributor to the Vancouver Observer, Jason likes to combine his technical writing skills and his years as a musician by interviewing musicians and researching music events. Prior to taking up the pen, he played clarinet with a number of orchestras in Canada, including the Vancouver Symphony.

See his website at jasonhall.ca and follow him on twitter: @jasonhall_ca

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