

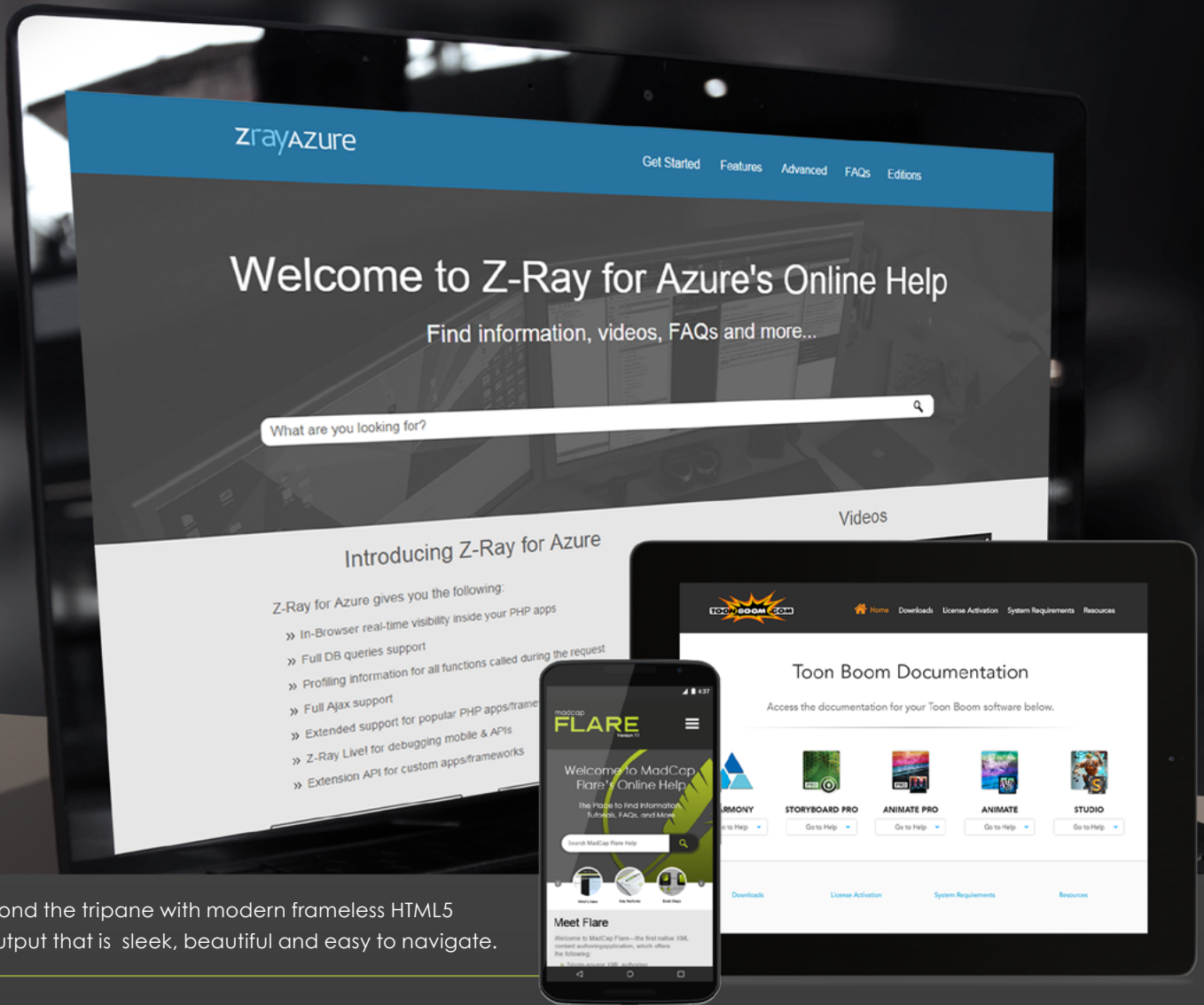
Society for Technical Communication Summit Program



Hyatt Regency Columbus
21–24 June 2015
Columbus, Ohio



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Welcome to STC's Technical Communication Summit

Welcome to the 2015 Summit! The theme for this year has been change, and we included the Summit experience in the changes we have made—changes that will increase both your return on investment and your fun! Attending the premier technical communication conference not only lets you learn the technical aspects of your job, but it also allows you to **become a more valuable, well-rounded employee or consultant**. In fact, the changes that STC has made to the 2015 Summit will boost your experience and increase the value you take away from the conference.

Knowing that a strong organization needs strong leaders, we have made the Sunday Leadership Program free and open to all STC members. We have also adjusted the time so that it doesn't conflict with Adobe Day. Now you can attend both!

On Sunday evening, we officially open the conference with Keynote Speaker Nancy Duarte who will show us how to build meaningful connections with our audience so that we can change the world through our interactions with them. We also present the Honorary Fellow awards to two very deserving teachers and researchers:

- **Dr. John M. Carroll:** Lauded as the father of human-computer interaction and of minimalism, Dr. Carroll has taught generations of students in information science, technical communication, and human-computer interaction. His work, particularly his book *The Nurnberg Funnel*, has influenced the evolution of technical communication methods, particularly for software. Fortuitously, he was able to join us this year for the Summit. I hope that you have a chance to attend his session.
- **Dr. Temple Grandin:** While she couldn't be here in person, Dr. Grandin kindly recorded an interview with me (see STC's Notebook blog). Her work in animal science and autism has given us a greater understanding of how the communication feedback loop works, what happens when noise and perception differences get in the way, and how to better work with people who have brain differences. Her best-selling books have made complex scientific concepts accessible to a lay audience and, in many ways, have changed the way we look at the user experience and accessibility.

The Welcome Reception immediately after the Opening General Session is a great opportunity to network with old friends and make new ones. Please be sure to give a warm welcome to first-time attendees.

The Conference Committee has worked hard to rework the education tracks, based on your feedback. We've added more sessions on API Documentation, Visual Communication, Leadership and Business Management, Consulting, Tools, Training, and of course, Writing. If you miss a session, never fear! All attendees receive free access to Summit Playback after the conference.

On Monday, join us in the Expo Hall for Speed Networking (pre-registration required). During this event, you have an opportunity to meet many STC and business leaders in a fun, relaxed atmosphere. During this hour-long event, pre-registered attendees will participate in several rounds of networking. Interested in participating, but didn't pre-register? Stop by to see if a spot opens up and watch the fun from a distance.

Between sessions, grab a snack and visit our exhibitors and sponsors. Please be sure to thank them for coming. Their support makes many of the fun activities at the conference possible. Our Platinum Sponsor, Adobe, deserves a special shout-out for its unflagging support of STC.

On Monday night at the Annual Business Meeting, I officially hand the reins to Bernard Aschwanden. I urge all STC members to attend, so that we can ensure a quorum and so that you can hear the plans for the coming year and see governance in action. We value your input.

Make sure to stop by the Communities Reception in the Expo Hall on Tuesday to network with the SIGs and to congratulate the winners of the Community of the Year and Most Improved Community awards. On Tuesday night, we celebrate with the honorees at the *new* Honors Reception, which is included in your conference registration. We will serve hors d'oeuvres, and a cash bar is available. The event is an opportunity to rub shoulders with some of the best and brightest lights in STC and our profession. Please join us in extending congratulations to these honorees.

By Wednesday, you will have new skills and knowledge, and hopefully find yourselves energized and excited about the possibilities of the coming year. Before you go, come hear closing Keynote Speaker Denise Jacobs as she speaks about *Infinite Possibilities* at work and how to get into a mindset for growth, creativity, and flow.

Thank you to everyone who has supported STC this year: our sponsors, exhibitors, volunteers, and especially the staff. Without all of you, none of this would be possible.

With best regards,




Kit Brown-Hoekstra
President, 2014–2015

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FOR FALL**



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Conference Overview

- More than 80 sessions, organized by seven new tracks.
- The conference begins Sunday evening with Opening Keynote Speaker Nancy Duarte and a Welcome Reception in the Expo Hall.
- Registration includes Welcome Reception, Communities Reception, new Honors Reception (free this year to all Summit registrants), and morning and afternoon refreshment breaks.
- The Expo Hall is open Sunday night and all day Monday and Tuesday. Stop by for networking, product demos, prizes, and more!
- An Education Information counter near the education sessions is available for questions about the program, sessions, directions, or general info about the Summit.
- STC will capture content (audio and visuals) of most sessions (Summit Playback) and make it available FREE to all registrants.
- The conference concludes Wednesday afternoon with the Closing Keynote Speaker Denise Jacobs.



Translation & Localization

[Industries]

Aerospace, Advertising, Agriculture, Architecture, Automotive, Biotechnology, Business Services, Chemical, Computer, Construction, Defence, Education, Electronics (Consumer & Professional), Energy, Engineering, Environment, Industry Services, Finance, Forestry, Gaming, Government, IT&T, Legal, Logistics, Manufacturing, Marketing, Metallurgy, Mining, Oil & Gas, Packaging & Labelling, Paper/Paper Mills, Plastics, Printing, Renewable Energy, Shipbuilding, Software, Technical Communication, Telecommunication, Textiles, Training/Education, Transport, Wood and Timber.

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Tools & Technology/API Documentation
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Craig Baehr
Texas Tech University



Training & Research
Track Manager
Adriane Hunt
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Speaker Prep/Coach
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Sprint

Opening Keynote

Presentations are the lingua franca of business and those who master communicating with them rise faster than their peers, reach more customers than their competitors, and turn causes into a groundswell. In her opening keynote, **Nancy Duarte**, best-selling author and CEO of Duarte, Inc., will demonstrate how to apply the methods in her book, *Resonate: Presenting Visual Stories That Transform Audiences*, to build meaningful connections with audiences that compel them to action. Her groundbreaking work details a new way of structuring a presentation and connecting with an audience, helping the presenter create a human connection.

Changing the world starts with transforming an audience, and an audience will only change if you resonate with them.

Nancy Duarte is a communication expert who has been featured in *Fortune*, *Forbes*, *Fast Company*, *Wired*, *The Wall Street Journal*, *The New York Times*, the *LA Times*, and on CNN. Her firm, Duarte, Inc., has created more than a quarter of a million presentations for the world's most influential causes, authors, institutions, and businesses, including Apple, Cisco, Facebook, GE, Google, HP, TED, Twitter, and the World Bank.

Nancy is the author of three award-winning books. The *HBR Guide to Persuasive Presentations* provides tips to help business communicators create powerful messages and visuals, win over tough crowds, and strike the right tone in any situation. *Resonate: Present Visual Stories that Transform Audiences* identifies the hidden story structures inherent in great communication, and spent more than 300 days on Amazon's Top 100. *Slide:ology: The Art and Science of Creating Great Presentations* teaches readers to think visually and has been translated into eight languages.



Nancy Duarte

Opening Keynote Speaker

Sunday, 21 June, 5:30 PM
Regency Ballroom

Closing Keynote

Close out your time at the Summit with Creativity Evangelist **Denise Jacobs** as she speaks on *Infinite Possibilities*. Sometimes making choices in our career paths is difficult. Wouldn't it be useful to have guidelines to help us make decisions that open up your options rather than shut them down? In Denise's closing keynote, discover how choosing creativity, a growth mindset, finding your Flow, and being a Maker puts you on the path of having infinite possibilities in your career, creating a clear path to a future where you will not only be awesome, but also do meaningful work.

Denise Jacobs is a speaker, author, and creativity evangelist who evangelizes techniques to make the creative process more fluid, methods for making work environments more conducive to creative productivity, and practices for sparking innovation. Through speaking, trainings, and writing, she shares big concepts that challenge the status quo and lead to "a-ha moments" that translate into immediate actions, skills, and new habits to transform all aspects of people's work lives with focused creativity. She is also a regarded authority in Web design and is an industry veteran with over 14 years of experience.



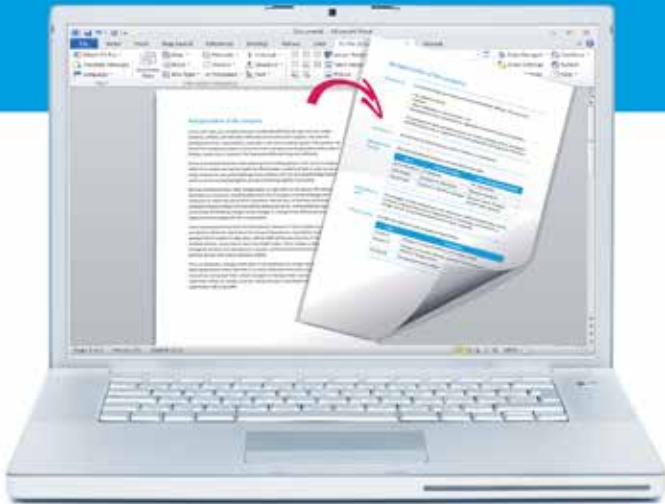
Denise Jacobs

Closing Keynote Speaker

Wednesday, 24 June, 11:00 AM
Regency Ballroom

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'6 Steps to Writing Effective Procedures'
22 June 2015 | 8:30am



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Important Info and Reminders

The Summit begins on Sunday evening with the Opening Keynote General Session followed by the Welcome Reception. Education sessions start at 8:30 AM Monday morning and are divided into seven unique tracks to make it easier to find sessions matching your specific interests.

Each day there are breaks between the education sessions for visiting the Expo Hall, where attendees have the opportunity to meet with vendors displaying the latest software, equipment, and services, as well as unique solutions to current challenges. There are also networking opportunities, raffle prize drawings, and refreshments and concessions throughout the Expo Hall. The Summit wraps up with a final Closing Keynote General Session at 11:00 AM on Wednesday.

Summit Name Badges

Attendees must wear their Summit name badge to all conference functions. Name badges permit access to all education sessions, Expo Hall, and receptions and breaks. No individual without an official Summit name badge will be permitted in these areas. Please note: there is a \$10 fee for replacement name badges.

Badge colors:

White Members and exhibitors

Yellow Nonmembers

(Please make them feel welcome!)

Ribbons

Ribbons detailing your involvement within STC are available on a self-serve basis. Look for the ribbons counter near the Summit registration area in the Regency Ballroom Foyer on the third floor.

WiFi

STC has arranged for WiFi connection in certain areas of the hotel. Locations are identified by signage. The network name is **SummitEducation** and the password is **STC15**.

Charging Areas

STC has set up charging areas where you can network with other participants while recharging the battery of your mobile device. We encourage you to talk with lots of different people, but please be considerate of others who may also need to charge!

List of Attendees

A directory of preregistered conference participants who have consented to have their names and contact information listed is available to attendees in electronic format. If you registered in advance, a file was emailed to

you. You may also request one at the registration desk.

Summit Playback ▶▶

(Formerly **SUMMIT@aCLICK**)

Formerly known as SUMMIT@aCLICK, **Summit Playback** is the captured content (audio and visuals) of almost every session and will be available online post-conference to attendees at no additional cost. Sessions included in the Summit Playback are marked with an icon.

After the conference, STC will send out a passcode that allows you to view the sessions at your convenience and “attend” those you missed. **This is a unique bonus to attending STC’s Summit.**

Recording/Videotaping/Streaming Prohibited

STC has exclusive recording rights to the conference. Recording, videotaping, or streaming of any keynote, STC presentation, or session at the conference is not authorized. Violation of this rule could result in revocation of your Summit registration.

You May Be Photographed

An official STC photographer will be photographing throughout the conference. Those photos may be used for educational or promotional purposes by STC.

Have Your Headshot Taken at the Summit

Do you need a professional headshot? Get one at the Summit! Professional photographer (and official Summit photographer) Ellen Dallager will be taking professional headshots. She's offering a special Summit rate of \$40 per person. For more information, contact Ellen at 614-402-3806, or via email at ellen@dallagerphoto.com. Be sure to tell her you're an STC Summit attendee!

Child Safety

No one under the age of 18 is permitted to attend conference education sessions, the Expo, or other conference events.

Evaluations

We want to hear from you! Let us know your thoughts on both the speakers you heard and the conference as a whole—your opinions help us shape future conferences! Visit both links from your mobile device or look for QR codes to access the surveys.



Education evaluation:
<https://www.surveymonkey.com/s/2015SummitEducation>



Conference evaluation:
<https://www.surveymonkey.com/s/2015SummitConference>

Schedule-at-a-Glance

Mark this section for quick reference for the overview of the Summit schedule. You'll find complete Summit conference details throughout the program.

Saturday, 20 June

8:30 AM–4:30 PM **Preconference Sessions and Workshops**
Multiple Locations—See page 17

Sunday, 21 June

8:00 AM–Noon **Leadership Program**
Hayes, 1st Floor

8:30 AM–4:30 PM **Preconference Sessions and Workshops**
Multiple Locations—See page 18

9:00 AM–8:00 PM **Registration Open**
Hyatt Regency Columbus, Regency Ballroom Foyer, 3rd Floor

Noon–5:00 PM **Adobe Workshop**
Union ABC, 2nd Floor

5:30–6:45 PM **Opening Keynote General Session**
Hyatt Regency Columbus, Regency Ballroom, 3rd Floor

7:00–8:30 PM **Welcome Reception and Expo Hall Open**
Hyatt Regency Columbus, Battelle South, 3rd Floor

Monday, 22 June

7:30 AM–5:00 PM **Registration Open**
Hyatt Regency Columbus, Regency Ballroom Foyer, 3rd Floor

8:30–10:30 AM **Education Sessions**
Hyatt Regency Columbus, 2nd and 3rd Floors

9:00 AM–5:00 PM **Expo Hall Open**
Battelle South, 3rd Floor

10:45 AM–Noon **Speed Networking**
Battelle South—Expo Hall

1:00–4:30 PM **Education Sessions**
Hyatt Regency Columbus, 2nd and 3rd Floors

5:00–6:00 PM **Annual Business Meeting**
Hyatt Regency Columbus, Regency Ballroom, 3rd Floor

6:00–7:00 PM **Academic SIG Student Reception**
Union C, 2nd Floor

7:00 PM **Take Me Out to the Ballgame**
(off site)

All meetings, sessions, and events are in the Hyatt Regency Columbus; the Expo Hall is located in Battelle South.

Tuesday, 23 June

7:30 AM–5:00 PM **Registration Open**
Hyatt Regency Columbus, Regency Ballroom Foyer, 3rd Floor

8:30–10:30 AM **Education Sessions**
Hyatt Regency Columbus, 2nd and 3rd Floors

9:00 AM–5:00 PM **Expo Hall Open**
Battelle South, 3rd Floor

11:00 AM–12:30 PM **Communities Reception**
Battelle South—Expo Hall

11:15 AM–12:30 PM **Student Poster Session**
Battelle South—Expo Hall

1:00–4:30 PM **Education Sessions**
Hyatt Regency Columbus, 2nd and 3rd Floors

3:00–3:45 PM **Vendor Raffle Drawings**
Battelle South—Expo Hall

5:00–7:00 PM **Honors Reception**
Hyatt Regency Columbus, Regency Ballroom, 3rd Floor

8:00 PM **Honors After-Party**
Denmark on High—North Room (off site)

Wednesday, 24 June

8:00–11:00 AM **Registration Open**
Hyatt Regency Columbus, Regency Ballroom Foyer, 3rd Floor

8:30–10:30 AM **Education Sessions**
Hyatt Regency Columbus, 2nd and 3rd Floors

11:00 AM–12:30 PM **Closing Keynote General Session**
Hyatt Regency Columbus, Regency Ballroom, 3rd Floor

	Saturday, 20 June	Sunday, 21 June	Monday, 22 June	Tuesday, 23 June	Wednesday, 24 June			
8:00 AM								
9:00 AM	8:30–4:30 Preconference Certificate Sessions and Workshops (additional fee)	8:00–12:00 Leadership Program	9:00–5:00 Expo Open	8:30–9:15 Education	8:30–9:15 Education	8:30–9:15 Education Sessions		
10:00 AM				Break			9:00–5:00 Expo Open	Break
11:00 AM			10:45–12:00 Speed Networking	9:45–10:30 Education	9:45–10:30 Education	9:45–10:30 Education Sessions		
Noon		12:00–5:00 Adobe Workshop (preregistration required)	8:30–4:30 Preconference Certificate Sessions and Workshops (additional fee)	Expo Open, cont.	10:30–1:00 Break (Expo Hall Concessions Open)	11:00–12:30 Communities Reception and Awards	10:30–1:00 Break (Expo Hall Concessions Open)	Break
1:00 PM					1:00–1:45 Education			
2:00 PM					Break	Raffle Prize Drawings	Break	
3:00 PM					2:15–3:00 Education			Expo Open, cont.
4:00 PM					Break	3:45–4:30 Education	3:45–4:30 Education	
5:00 PM					5:00–6:00 Annual Business Meeting			5:00–7:00 Honors Reception
6:00 PM					5:30–6:45 Opening Keynote	6:00–7:00 Academic SIG Student Reception		
7:00 PM	Ribbon Cutting				7:00 Northeast Ohio Chapter Event: Take Me Out to the Ballgame (off site)	8:00 Honors After-Party (off site)		
8:00 PM	7:00–8:30 Welcome Reception in the Expo Hall							

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Events and Networking Details

Welcome Reception and Expo Opening

Sunday, 21 June, 7:00 PM, Expo Hall

Start your conference experience on a positive note by connecting with friends and colleagues, networking, and getting an overview of what's new at the Expo. This is a great time to start on your Expo Bingo Card! **This event is included in your Summit registration fee.** Guests are welcome, but a ticket is required and must be purchased in advance.

Speed Networking

Monday, 22 June, 10:45 AM, Expo Hall

The Summit's brand new, fast-paced networking experience puts you in touch with industry veterans, fellow colleagues, and product experts. During this hour-long event, you'll participate in several rounds of networking at multiple tables with fellow attendees and industry movers and shakers. You'll make initial connections early and have plenty of time to follow up throughout the remainder of the Summit. **If you registered in advance, you must be present at the start of this event to participate.** Interested in participating, but didn't pre-register? Stop by to see if a spot opens up or stay and watch the fun from a distance. Speed Networking is sponsored by Group Wellesley, Inc.



Annual Business Meeting

Monday, 22 June, 5:00 PM, Regency Ballroom

Make time for the annual business meeting where a variety of association-related topics will be discussed and the 2015–2016 Board of Directors will be installed. This meeting is open to everyone. Only members in good standing may vote.

Academic SIG Student Reception & Meeting

Monday, 22 June, 6:00 PM, Union C

The Academic SIG invites student attendees to this informal gathering. This is a perfect opportunity to learn more about STC and the technical communication profession. Light snacks and beverages will be served.

Take Me Out to the Ballgame

Monday, 22 June, 7:00 PM (off site)

Join the Northeast Ohio Chapter for a night out at the ballpark and watch the Columbus Clippers take on the Norfolk Tides; the first pitch is at 7:05 PM. Tickets must be purchased in advance.

Communities Reception

Tuesday, 23 June, 11:00 AM, Expo Hall

This is the place to meet representatives from most of STC's SIGs. There will be SIG members available to tell you about their SIG and to introduce you to other people who specialize in their interest. The Community of the Year and Most Improved Community awards will also be presented. This event takes place in the Expo Hall and includes light snacks and soft drinks. **This event is included with your registration fee.** Guests are welcome, but a ticket is required and must be purchased in advance.

Honors Reception

Tuesday, 23 June, 5:00 PM, Hyatt Regency Ballroom

The Honors Reception is a celebration for everyone and honors the best and brightest in the field. Snacks, small plates, and soft drinks will be served. Cash bars are available for anyone who wants a cocktail or other drink. **This event is included with your registration fee.** Guests are welcome, but a ticket is required and must be purchased in advance.

Honors After-Party

Tuesday, 23 June, 8:00 PM, Denmark on High—
North Room (off site)

Get away from the hotel and have some fun with your fellow conference goers! This free event is being held just a block from the Hyatt at the North Room of Denmark on High. We start at 8:00 PM and go until they kick us out. Join us for music, dancing, karaoke, or even quiet conversation with friends, old and new. There may even be a few surprises along the way. The party is sponsored by WebWorks Publishing.



Refreshment Breaks

Monday, 22 June

9:15 AM in Expo Hall

1:45 PM in Expo Hall

3:00 PM in Expo Hall

Tuesday, 23 June

9:15 AM in Expo Hall

1:45 PM in Expo Hall

3:15 PM in Expo Hall

Wednesday, 24 June

9:15 AM near education sessions on 2nd floor

SIG Meetings

Dates and times listed below

Some of STC's SIGs have scheduled meetings during the Summit. (Below is the list of SIG meetings with the dates, times, and locations.) For additional details about a meeting, contact the SIG manager listed. If you don't see a specific SIG listed, they may be having their meeting off site.

Academic SIG

Student Reception and Meeting

Monday, 22 June, 6:00 PM, Union C

Pam Brewer, brewer_pe@mercer.edu

Instructional Design and Learning SIG

Tuesday, 23 June, 7:00 AM, Regency Ballroom

Melissa Ruryk, manager@stcidlsig.org

Lone Writer SIG

Monday, 22 June, 11:00 AM, Union B

Ed Marshall, ed.marshall@verizon.net

Policies and Procedures SIG

Monday, 22 June, 11:00 AM, Union C

Dawnell Claessen, mail@dawnell.com

Technical Editing SIG

Tuesday, 23 June, 7:00 AM, Regency Ballroom

Ann Marie Queeney, AQueeney@stc-techedit.org

Usability and User Experience SIG

Tuesday, 23 June, 7:00 AM, Regency Ballroom

David Dick, DavidJDick2000@yahoo.com

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Booth 110

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to find out more!

Expo Hall Details

The Expo Hall is in Battelle South on the 3rd Floor of the Hyatt Regency Columbus. The Expo Hall opens Sunday evening with a Welcome Reception to help you connect with friends and colleagues, as well as an opportunity to begin meeting with the exhibitors. There are more than 35 booths showcasing products and services relevant to technical communicators. Refreshment breaks Monday and Tuesday will be set in the Expo Hall. Concession stands will be open around lunchtime.

Expo Hours

Sunday: 7:00–8:30 PM

Monday: 9:00 AM–5:00 PM

Tuesday: 9:00 AM–5:00 PM

Summit+ Theater



A number of exhibitors are conducting special presentations about their products in the Summit+ Theater. In these 45-minute sessions, you can learn about cutting-edge services, tools, and products. The schedule and details of these presentations are included among the education session listings.

STC Consultant's Corner

The STC Consultant's Corner is located in the Expo Hall. Independent consultants are exhibiting at tables and periodically will be available to discuss how they can enhance ongoing programs, single projects, or contract work.

Expo Giveaways!

Visit the Expo Hall and enter for a chance to win an Apple iPad Mini3 or a three-night stay at the Anaheim Marriott—good for use at the 2016 Summit. At the Registration Counter, you will find an **Expo Bingo Card** printed with a scaled-down version of the Expo floor plan. Each square (with a number) represents the booth space of an exhibitor. Take this card to each exhibitor and have a representative initial on his or her corresponding booth space. Once your card is complete, fill out your name and contact information, and then place it in the raffle bin at the STC Bookstore and Lounge. The winners of these prizes will be announced at the Closing Keynote General Session. Many exhibitors will also give away great booth prizes. Be sure to stop by the Expo Hall on Tuesday, 23 June, from 3:00–3:45 PM for your chance at winning the **Vendor Raffle Prizes!**

Networking Opportunities

The Expo Hall is a great time to network with new and old friends and colleagues. Stop by to check out the first-ever **Speed Networking** event on Monday (advance registration required) or mingle with SIG leaders and other STC members during the **Communities Reception** on Tuesday.

Employment Information

Looking for a job or that next assignment? Need to hire technical communicators for a project? The Employment Information booth posts résumés and job openings. This booth is located in the Expo Hall. Members also benefit by seeing new listings on the online Job Bank 14 days ahead of everyone else.

STC Bookstore and Lounge

Take a break in the STC Bookstore and Lounge, located in the Expo Hall, and peruse books from our carefully curated selection of top technical communication publications. Copies of each book will be on hand and all books can be purchased through your mobile device. The Distinguished Technical Communication and Best of Show winners from the **STC International Summit Awards** will also be on display. Take a break between sessions to view the most outstanding work in technical communication, relax and catch up with friends, or download a book.

Refreshment Breaks

Monday, 22 June

9:15 AM in Expo Hall

1:45 PM in Expo Hall

3:00 PM in Expo Hall

Tuesday, 23 June

9:15 AM in Expo Hall

1:45 PM in Expo Hall

3:15 PM in Expo Hall

Wednesday, 24 June

9:15 AM near education sessions on 2nd floor

Vendors and Sponsors

See pages 40–42 for the sponsor and exhibitor listings and the Expo Hall plan.

Education Details

Types of Sessions

Presentations (45 minutes)

Presentations provide attendees an overview of the title topic. A presentation can be a case study, research report, demonstration, or informational session about a topic of interest. Presentations usually include slides and/or handouts, and many presenters offer audience participation or a Q&A at the end.

Workshop (45 minutes)

In a workshop, attendees engage in discussions, participate in group activities, and practice skill-based tasks to reinforce concepts and lessons presented by the speaker. Attendees are encouraged to bring their own laptops or devices to technical workshops (Review the workshop descriptions on Lanyrd for special preparation instructions.)

Progressions (20 minutes)

A progression topic uses a discussion format to facilitate the sharing of ideas and experience around a specific approach or topic. During a 45-minute session, up to eight speakers will be grouped together into one progression on related topics. Each speaker will be seated at a different round table in the room. Participants will select two progression tables to attend during the 45-minute session.

Lightning Talks (5 minutes)

These 5-minute talks are on interesting and thought-provoking topics of interest to technical communicators—and entertaining, too! Each speaker has 20 slides, automatically displayed at 15 seconds per slide.



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* *Fluid* is approved as a noun only, unlike *liquid*, which is approved as a noun and as an adjective.

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Education Sessions by Track

Art, Design, & Visual Communication

Simplified User Interface Graphics for User Tutorials	Monday, 22 June at 8:30-9:15 AM	Josh Holnagel
Optimizing the Visual Presentation of Your Data	Monday, 22 June at 9:45-10:30 AM	Mary Beth Hasselquist
Wireframing, Interactive Mockups, and Prototyping Made Easy	Monday, 22 June at 1:00-1:45 PM	John Collins
Information Design for Technical Communicators	Monday, 22 June at 1:00-1:45 PM	Linda Oestreich
Minimalizing Mobile Interactions	Monday, 22 June at 2:15-3:00 PM	John Carroll
BPMN Basics: What You Need to Know for Your Content Strategy	Monday, 22 June at 3:45-4:30 PM	Jackie Damrau
Delighting Mobile Customers with Content for Apps, Videos, and a Social Media Campaign	Monday, 22 June at 3:45-4:30 PM	Emily Hamer and Marta Rauch
Preparing Legacy Help Projects for Responsive Design—Technical Issues	Tuesday, 23 June at 8:30-9:15 AM	Neil Perlin
Phones Aren't Flat: Designing for People, Data and Ecosystems	Tuesday, 23 June at 9:45-10:30 AM	Steve Hooper
Flipping Reports: Data for a Public Audience	Tuesday, 23 June at 1:00-1:45 PM	Leah Hackleman-Good
Creating Tangible Experiences	Tuesday, 23 June at 2:15-3:00 PM	Marli Mesibov
Preparing Legacy Help Projects for Responsive Design—Design Issues	Tuesday, 23 June at 2:15-3:00 PM	Neil Perlin
Hypergraphics for Visual-First Help: SVG, CSS, JavaScript	Tuesday, 23 June at 3:45-4:30 PM	David Gardiner
Stop Repeating Yourself! Use Video to Capture Knowledge	Wednesday, 24 June at 8:30-9:15 AM	Matthew Pierce

Leadership & Management

Becoming a New Manager	Monday, 22 June at 8:30-9:15 AM	Todd DeLuca
What You Should Know About Intellectual Property	Monday, 22 June at 9:45-10:30 AM	Rachel Houghton
A Whole-Systems Approach to Documentation Management	Monday, 22 June at 1:00-1:45 PM	Homer Christensen
What Kind of Leader are YOU?	Monday, 22 June at 2:15-3:00 PM	Cynthia Currie
DocOps: Creating Content in the Application Economy	Monday, 22 June at 2:15-3:00 PM	Adriane Hunt
Get Out of Your Office: Conducting Successful Client Visits	Monday, 22 June at 3:45-4:30 PM	Rhyne Armstrong
Delivering Career-Boosting Technical Presentations	Tuesday, 23 June at 9:45-10:30 AM	Gavin Austin
How to Get What You Want, When You Need It	Wednesday, 24 June at 9:45-10:30 AM	Christopher Ward

Tools & Technology

Adapting DITA to Manage and Publish Industry Standards	Monday, 22 June at 8:30-9:15 AM	Ant Davey
A Complete Solution for a Challenging Process—Simplifying Translation with the MadPak Suite	Monday, 22 June at 9:45-10:30 AM	Jose Sermenio
Smooth Transitions: Moving from Unstructured FrameMaker to XML	Monday, 22 June at 1:00-1:45 PM	Thomas Aldous
Is it Time to Adopt Machine Translation?	Monday, 22 June at 1:00-1:45 PM	Alan Houser
Practical HTML5/CSS3 for Writers	Monday, 22 June at 2:15-3:00 PM	David Gash
Delivering Information Anytime, Anywhere—Multi-Channel Publishing Using MadCap Flare	Monday, 22 June at 3:45-4:30 PM	Jose Sermenio
Git Started: Hands-On Git for Agile Writers	Tuesday, 23 June at 8:30-9:15 AM	Sarah Kiniry
Changing Role of the Tech Comm Professional and the New FrameMaker 2015 Release	Tuesday, 23 June at 8:30-9:15 AM	Kapil Verma
Iterative Development Models and Process Improvement	Tuesday, 23 June at 9:45-10:30 AM	Tina Kister
Providing One-of-a-Kind Content Personalization	Tuesday, 23 June at 1:00-1:45 PM	Matt Sullivan
Content as Data: Developing Structured, Query-Based Wiki Content	Tuesday, 23 June at 1:00-1:45 PM	Jose Druker and Barry Grenon
Introduction to Web Services for Technical Communicators	Tuesday, 23 June at 2:15-3:00 PM	Edward Marshall
Best Practices in Distributed Version Control Systems for Content Creation	Tuesday, 23 June at 2:15-3:00 PM	Christopher Ward
Concurrent Build Process—Generate Output While You Work	Tuesday, 23 June at 3:45-4:30 PM	Rob Hollinger
EPUB: One Format for All Deliverables	Tuesday, 23 June at 3:45-4:30 PM	Scott Prentice
Get Ready! Here Comes Augmented Reality!	Wednesday, 24 June at 8:30-9:15 AM	Sally Martir and Rhonda Truitt
When Pigs Fly: Structured Authoring—Word and XML	Wednesday, 24 June at 9:45-10:30 AM	Doug Gorman

Training & Research

The Future of Technical Communication Programs: Data Points from the Field	Tuesday, 23 June at 8:30-9:15 AM	Lisa Meloncon
Professional Certification Info Session for Aspiring CPTCs	Tuesday, 23 June at 9:45-10:30 AM	Craig Baehr, Ronn Faigen, Chris Lyons, and Liz Pohland
(Mis)Communicating with Electronic Media	Tuesday, 23 June at 2:15-3:00 PM	Carolyn Boiarsky
Moving Into Instructional Design—Basics for Technical Writers	Tuesday, 23 June at 3:45-4:30 PM	Stephen Van Esch
Online Education: Where Benefits Outweigh the Challenges	Wednesday, 24 June at 8:30-9:15 AM	Linda Oestreich
Technical Editing: Today's Competencies for Tomorrow's Editors	Wednesday, 24 June at 9:45-10:30 AM	Susan Lang and Laura Palmer

Preconference sessions, **SUMMIT**, and the Summit RoundUp are not organized by track. Please see full program beginning on page 17 for the full list of education offerings.

Writing & Communication

Audience-Focused Delivery	Monday, 22 June at 8:30-9:15 AM	Bernard Aschwanden
How to Make Sense of Any Mess	Monday, 22 June at 8:30-9:15 AM	Abby Covert
Six Steps to Writing Effective Procedures	Monday, 22 June at 8:30-9:15 AM	David Singer
Elements of a Successful Content Strategy	Monday, 22 June at 9:45-10:30 AM	Denise Kadilak
Under the Influences: Context as Strategy	Monday, 22 June at 1:00-1:45 PM	Keith Anderson
Writing for Hardware: You Can't Always Touch It	Monday, 22 June at 2:15-3:00 PM	Richard Lippincott
Re-Thinking Content Strategy in an Age of Globalization	Monday, 22 June at 2:15-3:00 PM	Kirk St. Amant
Technical Communication Body of Knowledge: Contribution, Collaboration, and Best Practices	Monday, 22 June at 3:45-4:30 PM	Craig Baehr, Joel Kline, Deanne Levander, and Liz Pohland
Performing a Global Audit	Monday, 22 June at 3:45-4:30 PM	Leah Guren
Content Marketing Techniques for Technical Communicators	Tuesday, 23 June at 8:30-9:15 AM	Charles Cooper
A Painless Introduction to Information Typing	Tuesday, 23 June at 8:30-9:15 AM	David Gash
Evolution of the Knowledge Broker: Trading Your Content for Revenue	Tuesday, 23 June at 9:45-10:30 AM	Bernard Aschwanden and Christopher Ward
Library Science & Content Strategy: The Baby & the Bathwater	Tuesday, 23 June at 9:45-10:30 AM	Elizabeth Fraley
Developing and Delivering Sample Projects as User Assistance	Tuesday, 23 June at 1:00-1:45 PM	Nicky Bleiel
Accessibility and Translatability: Making Your Content Universal	Tuesday, 23 June at 1:00-1:45 PM	Jessie Mallory
Writing for Mobile: Don't Shrink It—Rethink It!	Tuesday, 23 June at 1:00-1:45 PM	Marta Rauch and Jennifer Stout
Clever Copy for Happy Users	Tuesday, 23 June at 2:15-3:00 PM	Lauren Colton
Do You Trust Me Now?: Content in the Age of Social Media	Tuesday, 23 June at 3:45-4:30 PM	Rahel Anne Bailie
TechComm Throwdown	Wednesday, 24 June at 8:30-9:15 AM	Bernard Aschwanden
Appreciative Inquiry and the Art of Interviewing	Wednesday, 24 June at 8:30-9:15 AM	Kit Brown-Hoekstra
Leveraging Personalized Content in Online Publishing and the New RoboHelp 2015 Release	Wednesday, 24 June at 8:30-9:15 AM	Maxwell Hoffmann
Letting Go of the Little Things	Wednesday, 24 June at 9:45-10:30 AM	Leah Guren
Social Media and Its Implications for Content Strategy	Wednesday, 24 June at 9:45-10:30 AM	Pamela Noreault

API Documentation

API Documentation: Learn by Example	Monday, 22 June at 8:30-9:15 AM	Lois Patterson
Publishing Strategies for API and Developer Documentation	Monday, 22 June at 9:45-10:30 AM	Tom Johnson
Survival Strategies: Building Your First Website for API Documentation	Monday, 22 June at 1:00-1:45 PM	Andrei Essaulov and Mary Linderman
A Tour of Swagger for APIs	Monday, 22 June at 2:15-3:00 PM	Allen Dean
APIs and SDKs: Breaking Into and Succeeding in a Specialty Market	Monday, 22 June at 3:45-4:30 PM	Edward Marshall

Consulting & Small Business Management

Become a Content Hero: Promote Your Organization Using Assets You Already Have	Monday, 22 June at 2:15-3:00 PM	Matt Sullivan
Contract or Captive: Which is Right for You?	Tuesday, 23 June at 8:30-9:15 AM	Brenda Huettnner
Winning the Project with an Effective Proposal	Tuesday, 23 June at 9:45-10:30 AM	Alisa Bonsignore
Feasible Fees	Tuesday, 23 June at 1:00-1:45 PM	Rich Maggiani
Remedial Documentation and the Contract Technical Writer	Tuesday, 23 June at 2:15-3:00 PM	Bruce Poropat
Demo Maniac Secrets: Sneaky Tricks for Successful Presentations	Tuesday, 23 June at 3:45-4:30 PM	Maxwell Hoffmann
The Secure Communicator: Protect Yourself and Your Client	Wednesday, 24 June at 8:30-9:15 AM	Ben Woelk

Lightning Talks

Saying Thank You. Saying I'm Sorry. When TechComm Goes All Wrong	Tuesday, 23 June at 3:45 PM	Viqui Dill
You Are Ignorant, Not Stupid! 20 Timeless Tips	Tuesday, 23 June at 3:45 PM	Elissa Hannam
The Risks and Dangers of Early Technology Adoption	Tuesday, 23 June at 3:45 PM	Matthew Pierce
Tumble Dry Low: A TechComm Guide to the World of Clothing Tags	Tuesday, 23 June at 3:45 PM	Roger Renteria
Great Free and Open Source Tools	Tuesday, 23 June at 3:45 PM	Jose Sermenio

Progressions (For individual sessions in each progression, turn to the full program on page 17.)

Business Management	Monday, 22 June at 8:30 AM	Beth Agnew, Liz Herman, Emily Kowal, Mike Sawyer, and Dylan Tuttle
Content	Monday, 22 June at 9:45 AM	Bernard Aschwanden, Michelle Didier, Pamela Ecker, and Jill McCauslin
Tools & Technology	Tuesday, 23 June at 8:30 AM	Francisco Abedrabbo, Nicki Davis, and David Ryan
Policy & Procedure	Tuesday, 23 June at 9:45 AM	Audrey Bezner, Dawnella Claessen, Emily Kowal, Cindy Pao, Jamye Sagan, and Louise Tincher
Instructional Design & Learning	Tuesday, 23 June at 1:00 PM	David Dick, Viqui Dill, Robert Hershenow, and Kim Lindsey

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Saturday

8:30 AM–4:30 PM

PRECONFERENCE

Creating Documentation-Centric, Interactive Mobile Apps

ROOM: Grant

FORMAT: Preconference Workshop (7 hours)

Responsive design makes it easy to port online help to mobile devices, but what if you need more features than help authoring tools can create, such as help that knows where it's located and automatically revises itself accordingly? Or a help system for the general public that can sell tools and support services to users as part of the help? Or a help system with a built-in camera that can take a photo and send it to tech support? Help authoring tools can't create this; app development tools can.

In this full-day workshop, you'll build an app that can display documentation on a smartphone or tablet and can have app-like features. You'll do this with minimal coding, using the app equivalent of Flare or RoboHelp. You'll:

- Get an overview of app concepts and differences between hybrid and web apps.
- Get an overview of app design concepts and principles.
- Create a simple but fully functional app that can display documentation and be extended to support features of "true" apps, creating potentially interactive help systems.

Neil Perlin, Hyper/Word Services

PRECONFERENCE

Getting to Success: Implementing a Content Strategy*

ROOM: Nationwide I

FORMAT: Preconference Certificate (14 hours–2 days)

It's one thing to understand how to work with the various deliverables that form part of a content strategy. It's another to understand how to initiate a strategy, get it approved, and then develop the strategy itself, and deliver on the implementation. There is as much to understand about developing and implementing a content strategy as there is to making the most of the superset of potential deliverables at your disposal.

In this two-day workshop, participants will have the unique opportunity to work through the components of a content strategy, beginning with the pre-implementation of the strategy that accompanies the corporate impetus to develop a content strategy, through to choosing a complement of deliverables and working through them.

Rahel Anne Bailie, Intentional Design Inc.

*Continues on Sunday at 8:30 AM

Preconference sessions are not included with Summit registration and require an additional fee.

▶ STC will capture the content of sessions marked with this symbol for Summit Playback. Attendees will have access to the audio and visuals of marked sessions (by passcode) on the STC website approximately eight weeks after the Summit. **STC is the only meeting in the technical communication field that offers this bonus.**

SUMMIT Formerly the Vendor Showcase, the **Summit+** sessions take place in the Expo Hall and provide you extra education from our exhibitors. See the descriptions included in the general education schedule.

P This symbol indicates progressions.

PRECONFERENCE

Technical Editing Fundamentals for All*

ROOM: Nationwide II

FORMAT: Preconference Certificate (14 hours–2 days)

This is a comprehensive course in technical editing designed for intermediate through advanced technical editing practitioners and the writers who work with editors. It is also valuable for writers who want to see their work through the eyes of an editor or who are asked to edit part time. Rather than spending all the time on basic editing, this certificate program explains the writer/editor collaboration and discusses how to edit beyond the basic words on a page such as user interfaces and embedded assistance. All editing tips are easily translated to help writers also do their work more professionally.

Because it goes beyond grammar and proofreader marks, this course is an excellent plus for intermediate-level writers and editors and a great refresher for advanced technical communicators. Within five separate sessions, the course presents a variety of topics such as brief history of STC and technical editing, copy and comprehensive editing, levels of edit, and careers in technical editing. It is interactive and includes exercises within and between sessions.

Michelle Corbin, Marlin Alliance/UCSD

Linda Oestreich, Marlin Alliance/UCSD Extension

*Continues on Sunday at 8:30 AM

Sunday

8:30 AM–4:30 PM

PRECONFERENCE

Project Management for the Technical Communicator

ROOM: Garfield

FORMAT: Preconference Workshop (3.5 hours)

There is a strong connection between the project manager and the technical communicator. The skills that we refine over time as technical communicators have a critical place in project management: communicating content, identifying audience needs, extracting knowledge from subject matter experts, and ensuring quality deliverables. Many technical communicators can step into a project manager role using these highly transferable, existing skills.

Project Management for the Technical Communicator helps you explore your existing skill set, shows you the applicability to project management, and provides you with best practices that complement both roles.

Liz Herman, Battelle

PRECONFERENCE

Crash Course in API Documentation

ROOM: Harrison

FORMAT: Preconference Workshop (3.5 hours)

API documentation not only presents challenges in learning programming, you also have an entirely new publishing landscape to navigate. Many of the standard tech comm practices, tools, and approaches don't necessarily apply. In this crash course in API documentation, you'll learn everything you need to get going in the right direction with API documentation.

During this workshop, you'll learn the following:

- How to comment source files with the right syntax
- How to generate Javadoc and Doxygen from source files
- How to make requests with a REST API
- How to use cURL from a command line
- How to create an interactive UI through Swagger

Tom Johnson, 41st Parameter

PRECONFERENCE

Information Architecture for Everybody

ROOM: Garfield

FORMAT: Preconference Workshop (3.5 hours)

No matter what your job or mission in life: if you are working with other people, you are dealing with information architecture. Information architecture is the way that we arrange the parts of something to make it understandable to others. Whether it is determining the labels for your products and services, or creating navigational systems to help users move through a complex ecosystem of marketing channels, everybody architects information. The concepts one has to understand to practice information architecture thoughtfully are not hard to learn or based on expensive tools. In fact, they are tools and concepts everybody can learn. This half-day workshop will teach you not just what you need to know about information architecture, but also how you can take that knowledge back to your work post-conference.

Abby Covert

Monday

8:30–9:15 AM

API DOCUMENTATION

API Documentation: Learn by Example

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



The cloud, the Internet of Things, social networks, enterprise software—all of these increasingly rely on APIs (Application Programming Interfaces) to improve interoperability and drive customer adoption. As part of the development team, the technical writer plays a key role in the success of an API. You might already use APIs (have you ever embedded a YouTube video?), and you can learn to document APIs. Let's look at examples of excellent API documentation from popular sites like Twitter and YouTube, as well as other sites like jQuery and Django. We will see how tools like Swagger simplify the process of documenting and working with APIs. Develop the confidence and skills to be proficient with API usage and documentation.

Lois Patterson, FINCAD

ART, DESIGN, & VISUAL COMMUNICATION

Simplified User Interface Graphics for User Tutorials

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: All



Learn how using simplified user interface (SUI) graphics in software tutorials can benefit your users and extend the shelf-life of your content. This session is perfect for those working in an Agile development environment.

Josh Holnagel, TechSmith

BUSINESS MANAGEMENT PROGRESSION

Approvals: How High (or Low) Should You Go?

ROOM: Regency Ballroom

FORMAT: Progression

SKILL LEVEL: All



Many technical communicators must work with approvers to approve documents at some point in the documentation process, but how documents get approved varies from industry to company to even individual document. In this progression, technical communicators can share their experiences with their approval processes for any type of document—policies, procedures, manuals, and even digital media.

We can all share ideas and strategies for improving our approval processes, deciding where to send approvals, how many approvers we will need, and if an approval process happening in stages is the right choice.

Emily Kowal, Walgreen Co.

Communicating with Clout: Enhancing Your Organizational Power

SKILL LEVEL: Beginner



Positioning ourselves as valued members of our organizations as technical writers can be complicated, frustrating, and overwhelming. Topics discussed in this progression include avoiding common culture pitfalls, demonstrating your professional value, working with, instead of against, the organization, recognizing your assets, and communicating across the personnel continuum.

If you are feeling undervalued or are not sure how to change the value people assign to you as a technical communicator, you won't want to miss this progression. In addition, you are not alone. Many technical writers feel these same things about their role and place in organizations. Join us to share these common experiences and leave empowered!

Liz Herman, Battelle

Copyright Licensing for Review and Reuse

SKILL LEVEL: All



Authors are presented with three options for governing copyright permissions; copyright transfer agreements, author-retained copyright, and Creative Commons. Each has its pros and cons, but the result is an Internet that is wide but often shallow and an education system that is constrained by the publishing industry. Is there a better way?

Dylan Tuttle, Vulkan Forge

Simple Scheduling: Tracking Projects in Excel

SKILL LEVEL: Beginner



Is your workload too big for sticky notes but the budget's too small for a complex tracking tool? Learn how to use Microsoft Excel conditional formatting, tables, and formulas to list, sort, and automatically mark priority projects and track your progress. This ubiquitous tool can do more than most of us realize!

Mike Sawyer, Control4

Solving People Problems

SKILL LEVEL: All



Technical communicators are great with products and data, but sometimes find people to be speed bumps on an otherwise smooth pathway to success. From horrible bosses, to stubborn SMEs and recalcitrant co-workers, people issues can derail any of us. Learn tips for handling difficult people and then collectively address some of the issues brought by the participants.

Beth Agnew, Seneca College of Applied Arts and Technology

LEADERSHIP & MANAGEMENT

Becoming a New Manager

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



Have you wondered how to transition from a sole contributor to a manager? How can you spot opportunities to advance? How do others perceive or recognize your potential? Or maybe you're thinking about that "leap" but you're not sure if leading others is for you.

Learn from someone who has been there: Todd will describe his experience of starting as a lone writer to leading a new department. He will outline activities and actions that demonstrated his capability to decision makers as a potential leader. You'll learn how to identify your own strengths and opportunities for leadership, as well as how to define whether a path for management is right for you.

Todd DeLuca, Black Knight Financial Services

TOOLS & TECHNOLOGY

Adapting DITA to Manage and Publish Industry Standards

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: Advanced



The Rail Safety and Standards Board (RSSB) is adopting a DITA-based solution to publish industry standards for various formats and audiences. This session gives an overview of how RSSB analysed its content, developed a business case to support the investment, identified and specified its business needs. Having selected suppliers, RSSB worked with them to define an information model, train SMEs in modular writing, use a DITA authoring tool, and publish standards documents from single-sourced "requirements."

Ant Davey, RSSB

WRITING & COMMUNICATION

Six Steps to Writing Effective Procedures



ROOM: Union A

FORMAT: Presentation

SKILL LEVEL: All



Technical communicators can struggle with creating and maintaining clear, concise, and effective procedures. Let us show you how you can make your procedures work for you. In this session, we will share six steps for writing effective procedures that are task oriented, user-focused, and primed for reuse.

David Singer, Information Mapping

WRITING & COMMUNICATION

Audience-Focused Delivery

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



It's all about the audience. Discussions about the informed consumer, audience metrics, and personas, but how do you actually organize and create content geared to multiple audiences? Learn tips and techniques for planning, writing, and publishing which help you deliver the right information, to the right audience, in the right format, at the right time, and let them make the right decisions.

Bernard Aschwanden, *Publishing Smarter*



ART, DESIGN, & VISUAL COMMUNICATION

Optimizing the Visual Presentation of Your Data

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: Beginner

Graphs generated by the default settings of graphing software programs often require the user to perform time consuming or difficult visual tasks. Or, the graphs present visual messages that don't support the author's intended message.

The most effective visual displays are created with an understanding of how the brain processes visual information and how people interpret visual patterns.

In this workshop, we'll analyze graphs from a real life PowerPoint presentation and discover how simple changes can greatly improve the visual presentation of the data.

Mary Beth Hasselquist, *University of Washington, University of Chicago, Aktiva Design*

CONTENT PROGRESSION

A Case Study of Creating a Performance Support System

ROOM: Regency Ballroom

FORMAT: Progression

SKILL LEVEL: All



What's it like to implement a new performance support system for close to 2,000 people in an environment with little documentation or help? This talk covers the different steps we took to train users on software, identify key tasks, work with SMEs, edit the resulting simulations, publish the library, and help people know it was available to them.

Jill McCauslin, *WhitePoint Professionals*

Getting to Know You: Questions to Ask Users

SKILL LEVEL: All



Too often we spend a lot of time writing content, and not a lot of time identifying who we are writing for. That's got to change. This session starts you thinking about how to phrase questions the right way to engage a user. Once we can ID what they need to do, what obstacles they face, and how they overcome them, we can use that information to guide our documentation. Ideally, we would never write anything, but rather fix the problem at the root. That's unlikely to happen. However, we can start by learning how to understand who uses our materials, and then create the right information for them to use to get answers, and get back to work.

Bernard Aschwanden, *Publishing Smarter*

WRITING & COMMUNICATION

How to Make Sense of Any Mess

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



In a world where everything is getting more complex and we are all experiencing personal information overload, there is a growing need to understand the tools and processes that are used to make sense of complex subjects and situations. These tools aren't hard to learn or even tough to implement but they are also not part of many people's education.

Information Architecture is a practice of making sense. A set of principles, lessons and tools to help anyone make sense of anything. Whether you are a student or professional, a designer, a technologist or small business owner, or an intern or executive, learn how information architecture can help you make sense of your next endeavor.

Abby Covert

9:45–10:30 AM

API DOCUMENTATION

Publishing Strategies for API and Developer Documentation

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



Most of the tools for publishing help material fall short when it comes to API documentation. Much API documentation (such as for Java, C++, or .NET APIs) is created from document generators. Their outputs don't usually integrate with other help material. REST APIs are a breed of their own, with almost no standard generators.

As a technical writer, what publishing strategies do you use for API and developer documentation? Do you leave the reference material separate? How do you provide the extensive instruction needed when you're limited to code comments? In this presentation, you'll learn a variety of publishing strategies for different kinds of APIs, with examples of what works well for developer audiences.

Tom Johnson, *41st Parameter*

Helping Novice Designers Apply UX/UA Techniques

SKILL LEVEL: Beginner



Novice Web designers want their sites to be user friendly and beginning industrial designers want their products to be appealing and easy to use. However, beginners in these design fields may not know how to apply principles and techniques of user experience and usability assessment to achieve their goals. In this session, we'll examine some approaches used to build UX/UA skills in courses for undergraduate students in design fields, and discuss ways to apply these approaches to interactions with design professionals.

Pamela Ecker, Cincinnati State College

Teaching Infographics as a Technical Communication Trend

SKILL LEVEL: All



Information design plays an important role in the communication of technical information. A new visual means of representing technical information or data in a chart or diagram—the infographic—has become increasingly popular in recent years. This progression will discuss the introduction of the infographic as a technical communication trend related to information design in a university course and development of infographics by students in the class.

Michelle Didier, University of Maryland University College

LEADERSHIP & MANAGEMENT

What You Should Know about Intellectual Property

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



This session covers what you should know about intellectual property from a graphics and fonts standpoint. Options for licensing images, using Creative Commons, and the most reputable sources for royalty-free images are covered. Also covers the different types of fonts, font foundries, licensing fonts, and the most reputable sources for fonts. Terms of use for both topics, and a glossary of terms used in licensing.

Rachel Houghton, Rockwell Automation

TOOLS & TECHNOLOGY

A Complete Solution for a Challenging Process—Simplifying Translation with the MadPak Suite



ROOM: Union B

FORMAT: Presentation

SKILL LEVEL: All



Responsive, cross-platform, single source, multi-channel authoring and publishing is a standard best practice for today's technical communicators and content developers. In this presentation, Product Evangelist for MadCap Software Jose Sermenio will present how using the MadPak Suite of tools as the single sourcing solution for your print, web & multimedia content can simplify your translation process as well as lower your overall costs. Concepts covered will include workflow examples for each of the related tools, best practices for translation management, and the need for reducing your translation volume from data gathered in reports.

Jose Sermenio, MadCap Software

WRITING & COMMUNICATION

Elements of a Successful Content Strategy

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: Beginner



Creating a content strategy does not mean simply figuring out how you plan to manage thousands of content-carrying topics or hundreds of chapter-bearing files. That is an element in the strategy equation, but because documentation teams nowadays do so much more than traditional "documentation" and work with so many departments outside of their own, a successful content strategy involves orchestrating a number of related elements. In this presentation, we'll look at:

- Maximizing the discovery process
- Engaging internal stakeholders, while preventing them from hijacking your content
- Efficiently providing all required deliverables
- Implementing a governance process

Denise Kadilak, Blackbaud

1:00–1:45 PM

API DOCUMENTATION

Survival Strategies: Building Your First Website for API Documentation

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: Beginner



Have you been asked about writing documentation for software developers? Unfamiliar with acronyms like API or SDK? Never worked with code samples? This session explores the challenges that building your first website for Application Programming Interface (API) documentation may present. Taking a case study approach, it investigates how you can leverage minimal resources to create documentation that provides useful information to support the adoption of your API by third-party developers. You will learn how simple strategies for identifying key content, optimizing code samples, and undertaking usability testing so that you can start your website development.

Andrei Essaoulov, *kCura*
Mary Linderman, *kCura*

ART, DESIGN, & VISUAL COMMUNICATION

Information Design for Technical Communicators

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: Advanced



Knowing information design and understanding how to apply it properly to your online and offline documentation is a required skill to be a consummate technical communicator. Learn what information design is, how it affects your audience, and how to speak about it to information architects, graphic artists, and typographers. This presentation helps you see how important it is for every technical communicator to understand basic information design. Your takeaways will be an overview of principles, definitions, leaders in the field, and your own ability to embrace what's needed to enhance your career.

Linda Oestreich, *Marlin Alliance/UCSD*

ART, DESIGN, & VISUAL COMMUNICATION

Wireframing, Interactive Mockups, and Prototyping Made Easy

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: All

Your job description might not say anything at all about making wireframes, interactive mockups, or prototypes, but having the ability to quickly create them can be invaluable, whether you're the de facto user experience team at your company, or a content strategist, or a technical writer. There's a wealth of new tools that make prototyping easier than ever—you don't have to be a Photoshop guru or know any software code! Pick up some new skills that can help you solve difficult concepts, communicate more efficiently, drive improvements to your products, or move your career in a new direction.

John Collins, *Atlassian*

LEADERSHIP & MANAGEMENT

A Whole-Systems Approach to Documentation Management

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



This session introduces a management strategy that uses observation to discover work patterns, the natural strengths and inclinations of the team members, and the prevailing corporate culture to design a holistic system that is supportive, sustainable, and collaborative, produces higher-quality documents, and creates a more enjoyable atmosphere for team members and managers alike. Developed to turn around a dysfunctional team, this whole-systems approach increased efficiencies upwards of 20% and brought about the successful approval and completion of a five-year project.

Homer Christensen, *Conga*

TOOLS & TECHNOLOGY

Is It Time to Adopt Machine Translation?

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



In today's interconnected world, customers increasingly expect information in their local language. However, the cost of providing localized content can be daunting. While machine translation technology is continuously evolving, automated translation technology may be many years from matching the quality of translation from a skilled human translator.

But machine translation need not be perfect to benefit your organization. This presentation will provide the current state of machine translation technology, discuss how your organization can use machine translation to broaden its markets and decrease its overall translation cost.

Alan Houser, *Group Wellesley, Inc.*

TOOLS & TECHNOLOGY

Smooth Transitions: Moving from Unstructured FrameMaker to XML

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



Thomas Aldous, CEO/Founder of The Content Era, explains how FrameMaker will boost your documentation workflow efficiency and widen the range of output formats you can publish every step along the way. There are many benefits to moving to XML, including but not limited to consistent and automatically applied formatting, simplified XML content reuse, easier content exchange with other organizations, and easier mass updates. Features allow you to invest time on content creation, rather than formatting and conversion. FrameMaker has basic conversion tables, XSLT, and Extend Script overview; and the availability of FDK enables external-application authors to integrate with FrameMaker.

Thomas Aldous, *The Content Era, LLC*

WRITING & COMMUNICATION

Under the Influences: Context as Strategy

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: Advanced



Breaking content apart from design during the rise of hypermedia may have had far-reaching consequences on how people learn, remember, and reference knowledge. We are well-acquainted with our content, but to what extent did those design decisions influence how we communicate? Have we lost sight of context? Just what is context and do we need a strategy now for that, too?

In this session, we will explore a logical way of thinking about context within content strategy. We will also walk through a flexible, adaptable model for context strategy. Takeaways from this session include real-world strategies for framing your own inhouse or project context.

Keith Anderson**2:15–3:00 PM**

API DOCUMENTATION

A Tour of Swagger for APIs

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



Have you heard of Swagger but are not sure how you could use it? This session helps you to understand Swagger and its practical uses for representing REST APIs. You'll learn some ways to get started. We'll survey some of the tools and resources for describing REST APIs with Swagger. We'll talk about what Swagger is (a specification and framework) and isn't (merely another doc tool). We'll talk about the pros and cons of the Swagger-UI. And we'll look at how Swagger helps people to learn about and explore an API. Finally, we'll talk about the approaches that we have taken with Swagger and what we (and what developers) learned.

Want to get a head start? You can interact with a live demo of Swagger at <http://petstore.swagger.io/>.

Allen Dean, IBM

ART, DESIGN, & VISUAL COMMUNICATION

Minimalizing Mobile Interactions

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: All



The emerging smartphone design palette incorporates smaller displays and thumb-twisting keyboards, but also new possibilities for leveraging contextual information, such as one's location and favorite interactions. This design palette is both more and less rich than that of classic graphical user interfaces for desktop and laptop computing platforms. This presentation discusses mobile design challenges and approaches, drawing upon mobile timebanking and other community oriented applications.

John Carroll, Pennsylvania State University

CONSULTING & SMALL BUSINESS MANAGEMENT

Become a Content Hero: Promote Your Organization Using Assets You Already Have

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



Newsflash: There's no easy way to do anything in this world, including creating content. But once that's out of the way, there's no easier way to promote your brand than by repurposing content. Join Matt Sullivan as he shows you how to turn existing content (like a best-selling FrameMaker book) into a community of users by slicing content up into eBooks, blog posts, webinars, courseware, online training, and more. Sprinkle in the most basic of advertising (perhaps \$5/day in Facebook advertising) to turn your tech comm into a marketing juggernaut that increases your exposure, expands your reach, and even turns a profit!

Matt Sullivan, Tech Comm Tools

LEADERSHIP & MANAGEMENT

DocOps: Creating Content in the Application Economy

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



Gone are the days of static, bulky, "authorized" content. Today's information consumers are global and more connected to communities instead of static help, manuals, and knowledge bases.

DocOps is about creating a content supply chain. Collaborative, agile, and continuous, DocOps lets teams "curate" content from internal and external authors throughout the product lifecycle. Content can be delivered on the web where consumers can create their desired output for only those articles they require. Content can also be linked to application UIs to provide dynamic, collaborative, assistance. Analytics provide curators with continuous operational feedback so they can make changes on the fly to improve the customer experience.

Adriane Hunt, CA Technologies

LEADERSHIP & MANAGEMENT

What Kind of Leader Are You?

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: All

This workshop explores the topic of what makes a "great leader," with help from workshop participants based on their own experiences. We'll discuss the attributes of great leadership, and examine various approaches to managing common business challenges from the perspective of a great leader. Participants will be encouraged to self-assess what type of leader they are now, and build an action plan for becoming GREAT! Takeaways include a template for a leadership action plan to help participants identify how to become a great leader themselves.

Cynthia Currie, Hewlett-Packard Company

TOOLS & TECHNOLOGY

Practical HTML5/CSS3 for Writers

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: Advanced



These days you can't move your mouse without hitting a list of "must-use!" HTML5/CSS3 features. The problem is, many new features—and their descriptions—are highly technical, intended for audio engineers, video producers, graphics artists, game designers, and other code jockeys. Don't these new technologies have any features that benefit regular, everyday writers? Why, yes they do, and we have 'em! In this session, we'll explore a selected set of semantic HTML5 tags and related CSS3 features that are actually relevant to real-world technical writers, examine some practical uses for them, and see them in action as we migrate a page from HTML4/CSS2 to HTML5/CSS3. You will learn:

- How semantic structural tags differ from standard linear tags
- Which HTML5 elements and CSS3 features best apply to regular content
- How and where to use them in web pages and user assistance
- How to apply styles to sets of tags for consistent results

David Gash

WRITING & COMMUNICATION

Re-Thinking Content Strategy in an Age of Globalization

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: Beginner



Advances in communication technologies make it easier to share content across global networks, but doing so has its pitfalls. Differing national laws can affect how technical communicators produce, refine, and distribute content on an international scale. Unfortunately, in an age where offshoring is increasingly part of the content creation process, navigating such factors can be tricky. This presentation will overview common legal problems arising from internationally distributing data processing and content creation practices. Learn how technical communicators can address such issues through a revised approach to content strategy and in so doing, create new mechanisms for contributing value to their organizations.

Kirk St.Amant, East Carolina University

WRITING & COMMUNICATION

Writing for Hardware: You Can't Always Touch It

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



Writing for hardware is sometimes seen as easier than writing for software because hardware is tangible, therefore it can be touched and turned on. This is neither always true, nor is it even always useful. Hardware documentation often presents special challenges and complexities. Hardware writers must consider matters such as safety, access to internal systems, deciphering blueprints, electrical schematics, and tracking changes to the system after fielding.

The session will cover the fundamentals of documenting hardware systems, methods of organization, and the most common types of hardware documentation. The presentation will also cover user safety issues, including case studies of hardware documentation failures. You will come away with an understanding of the style and content priorities for the most common types of hardware system manuals, as well as leads on fields with hardware writing job opportunities.

Richard Lippincott, American Science & Engineering

SUMMIT+

Translating Training Programs for Medical Device Companies: Case Study and Best Practices

ROOM: Expo Theater

FORMAT: Presentation

SKILL LEVEL: All

When creating a training program for international learners, there are many factors to consider, from budget, timing, design, and content relevancy. Companies can create effective multilingual eLearning modules with some strategic planning. By focusing on localization of the content and design, ensuring cultural appropriateness, and creating consistent content across all languages, global medical device manufacturers can find success with eLearning programs. Susan Stugelmeyer, Senior Global Account Manager, will walk you through a case study where a medical device manufacturer came full circle on the importance of strategic planning prior to a global eLearning launch. Susan will explain how:

- To avoid mistakes that can turn off global learners and hinder growth
- To create a cost-conscious, effective strategy for a global eLearning initiative
- To create content that can be easily localized from one culture and language to another
- To utilize tools and software to create an interface that works on a variety of platforms

Susan Stugelmeyer, KJ International Resources

3:45–4:30 PM

API DOCUMENTATION

APIs and SDKs: Breaking Into and Succeeding in a Specialty Market

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



Since the early 1990s, the demand for application programming interface (API) and software development kit (SDK) documentation for developers has grown rapidly and shows no signs of declining. At the same time, there's a shortage of writers in this niche. They enjoy a steady income, higher hourly rates or salaries, and often the luxury of telecommuting. How do you enter and succeed in this market? Join Ed Marshall, an internationally recognized expert in API/SDK writing, for answers to:

- What are APIs and SDKs? How are these similar and different?
- Who uses APIs and SDKs?
- What are the typical documentation deliverables? What information should you provide to users?
- What are the benefits and drawbacks to working in this area for technical writers?
- How much do you have to read software code? What information can you get from the code and what can't you get from the code?

Edward Marshall, Marshall Documentation Consulting

ART, DESIGN, & VISUAL COMMUNICATION

BPMN Basics: What You Need to Know for Your Content Strategy

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: Beginner



It's one thing to know content, it's another to understand the business and how that content works within business processes. This session demonstrates how to model business processes, including documentation processes, using the BPMN 2.0 standard. Learning what a model, a process, and a process model are is critical to determining if a graphical model will represent your content better than traditional words. You'll learn about different types of process models through a view into the world of graphically modeling your business process content.

Jackie Damrau

ART, DESIGN, & VISUAL COMMUNICATION

Delighting Mobile Customers with Content for Apps, Videos, and a Social Media Campaign

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



Learn how your team can delight customers by leveraging your content across multiple channels. Hear how an information development team added value to a release and received positive feedback from customers. Discover best practices for:

- Developing mobile content for mobile app stores, an in-app tour, mobile-friendly docs, and a responsive-design library
- Running a social media campaign on Google+, Twitter, LinkedIn, and Facebook
- Creating a mobile video and posting it on a mobile YouTube channel
- Validating results through analytics and customer feedback
- Communicating wins to demonstrate the department's value to the organization

Emily Hamer, Oracle
Marta Rauch, Oracle

LEADERSHIP & MANAGEMENT

Get Out of Your Office: Conducting Successful Client Visits

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



The day has come when we are no longer bound to our desks when it comes to learning about our customers and how they use our products. Whether you work for yourself or an organization, getting out of the office and meeting with customers offers valuable insight to learning how our products are deployed, how user-assistance is used, and how our customers work. In this session, we will discuss tips you can use to make sure you get the most out of the time you spend with your clients, and how your visit can turn into much more than info to help you improve your technical documents.

Rhyne Armstrong, RouteMatch Software

TOOLS & TECHNOLOGY

Delivering Information Anytime, Anywhere—Multi-Channel Publishing Using MadCap Flare

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



Cross-platform, multi-device, multi-channel publishing is a necessity for today's content developers—and simplicity dictates that content creation from a single source is prudent and preferred. In this presentation, MadCap Software Product Evangelist Jose Sermeno will be reviewing concepts used when Single Sourcing content for use in both high quality print formats as well as dynamic HTML5/mobile Web content using Flare's advanced Top Nav design. The presentation will include a live demonstration of the ability to create and distribute content designed for different environments. This is including cross-browser, cross-platform online Help, responsive content optimized for mobile devices, CMYK high-end print publishing, and more.

Jose Sermeno, MadCap Software

WRITING & COMMUNICATION

Performing a Global Audit

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



Today's business environment is global. Multiple markets, localization, different standards; these are some of the challenges you may face when preparing your product documentation. But is your content holding up to these challenges? By performing a global audit, you can identify pain points that make your localization process more complex or expensive. By changing some of your documentation standards, you can improve both the source and the target documentation while streamlining the translation. In this session, learn how to:

- Identify “we-centric” writing
- Move closer to Simplified English
- Adopt global standards
- Raise critical red flags

Leah Guren, Cow TC

WRITING & COMMUNICATION

Technical Communication Body of Knowledge: Contribution, Collaboration, and Best Practices

ROOM: Union B

FORMAT: Workshop

SKILL LEVEL: All

The Technical Communication Body of Knowledge (TCBOK) project has recently migrated to a WordPress platform and incorporates many new features including tagging clouds, submission forms, and standards for collaboration and submission. One ongoing goal for the TCBOK is to make connections between people with varying levels of experience and the core knowledge in our field. In other words, how can we make the TCBOK more social, beyond personal engagement, in terms of collaborating and connecting to share knowledge? This session aims to explore this question through a collaborative session on best practices for using WordPress for knowledge sharing and social engagement. We will also discuss the ongoing content strategy for working with SIGs, educators, and other professionals toward these goals.

Craig Baehr, Texas Tech University**Joel Kline, Lebanon Valley College****Deanne Levander, U.S. Bancorp Financial, Inc.****Liz Pohland, STC**

Tuesday

8:30–9:15 AM

ART, DESIGN, & VISUAL COMMUNICATION

Preparing Legacy Help Projects for Responsive Design—Technical Issues

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: Advanced



Do you have legacy help projects whose content is still valid and that you'd like to make responsive? The problem is that legacy projects were often designed and created in ways that break responsive design. How do you fix those problems? In this practical session, we'll look at:

- The concept of the “un-desktop” and its effect on design.
- A quick review of the technical concepts of responsive design.
- The need to eliminate local formatting in favor of styles and a CSS and how to do so.
- The use of relative sizing for images.
- The use of the CSS float feature to position images responsively.
- And more.

At the end of this session, you'll know how to deal with the most common responsive design problems in legacy help projects.

Neil Perlin, Hyper/Word Services

CONSULTING & SMALL BUSINESS

Contract or Captive: Which Is Right for You?

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



What's the ideal job look like? The answer, of course, is “it depends.” Ideal will vary from person to person, from job to job. From full time work for a large company to freelancing, this presentation will look at the types of employment common in today's fast-paced world, and identify some pros and cons for each. We'll also go through a checklist of qualities, interests, and work styles to help you identify which format is best for your specific situation.

Brenda Huettner, P-N Designs, Inc.

TOOLS & TECHNOLOGY

Git Started: Hands-On Git for Agile Writers

ROOM: Union B

FORMAT: Workshop

SKILL LEVEL: Beginner

During the production process, performing basic command line tasks can be vital for Agile writers. This workshop introduces the basics of using Git, a version-control software, to view in-production changes and update UI text. By performing these tasks on your own, you will save time and energy, ensure quality text in your product, and get mad technical props from your developers. This presentation is geared toward Linux users, but you can easily translate these ideas to any system. If you don't already have Git, visit <http://technicolorwriter.com/?p=44> for instructions on installing this software and prepping for the workshop.

Sarah Kiniry, cPanel, Inc

TOOLS & TECHNOLOGY

Changing Role of the Tech Comm Professional and the New FrameMaker 2015 Release

ROOM: Franklin B
 FORMAT: Presentation
 SKILL LEVEL: All



The field of technical communication is evolving rapidly and these developments are changing the very manner in which content is created, managed, published, and distributed. Over the past few years, trends such as structured authoring and mobile publishing have become mainstream, whereas other shifts are taking root such as a desire among writers to understand how content is getting consumed by end users and to engage them. These shifts are in turn causing the role of the tech comm professional to change as well.

In this presentation, Kapil Verma, Group Marketing and Product Manager at Adobe, will talk about your changing role as a content professional and how Adobe FrameMaker plays a supporting role as you take on new challenges. He will show you what is possible with FrameMaker on several fronts such as mobile publishing, seamless collaboration (including leveraging cloud technologies), and providing content to a global audience in this integrated global economy. Further, there will be LIVE product demos during this session.

Kapil Verma, Adobe

TOOLS & TECHNOLOGY PROGRESSION

Innovate or Perish in the Cloud

ROOM: Regency Ballroom
 FORMAT: Progression
 SKILL LEVEL: All



Customers are moving to the Cloud at an amazing pace. You've heard all about the Cloud—that the future of computing is in the Cloud. As this trend takes hold, you as a leader need to define the plan for your writing team to change its communication styles and patterns to match this new software delivery model.

But the rules of the game are different in the Cloud. The usual technical writing style is no longer fit for purpose. Where do you start? What new skills do you need to build in your writing team? How do you manage your team's transition to the new style? When is the best time to make these changes? And how do you ensure success?

Francisco Abedrabbo, Oracle

Open Sourcing the Journey to Topic-Based Authoring

SKILL LEVEL: All



How does the world's leading open source provider handle the changing and complicated requirements of software documentation? This presentation explores the experiences and lessons learned by an intrapreneurial team of Red Hat's technical writers as they attempted to devise, design, and implement a vision of the world's first truly open source component content management system, the Pressgang CCMS. Not driven by developers, product managers or the competitive market, this collection of multidisciplinary technical writers challenged themselves and their peers' expectations to showcase the power of teamwork, persistence, and a healthy sense of humour.

David Ryan

Smoothing the Transition to DITA

SKILL LEVEL: All



Many companies are moving their content to DITA, a process that can be daunting for players who are new to such migrations and might not fully understand what they are getting into. In this practical, from-the-trenches presentation, you'll learn from the experience of a team of 10 writers tasked with converting 10,000 pages of unstructured legacy content into structured ("intelligent") DITA content. Nicki describes problems encountered and provides suggestions for making things go more smoothly. A critical factor in the success of the project was the use of expert partners for some tasks. The net result was clearer, more usable content and greater expertise for the writing team at a substantial savings over doing it all ourselves.

Nicki Davis

TRAINING & RESEARCH

The Future of Technical Communication Programs: Data Points from the Field

ROOM: Franklin A
 FORMAT: Presentation
 SKILL LEVEL: All



With the rapid growth rate of academic programs over the last ten years (172%), practitioners and academics alike need a better understanding of the U.S. academic landscape. This presentation will overview the most comprehensive set of data ever gathered about programs in the field to give attendees a better understanding of the types and kinds of degree programs offered and the requirements and courses of those programs. This data will be correlated to what we know about the expectations of skills and knowledge new graduates need in the workplace. Attendees will learn about how academic programs are preparing the next generation of technical communicators.

Lisa Meloncon, University of Cincinnati/Tek-Ritr Group

WRITING & COMMUNICATION

A Painless Introduction to Information Typing

ROOM: Franklin C
 FORMAT: Presentation
 SKILL LEVEL: All



Information typing is a powerful and important content structuring technique for user assistance authors, but one that is commonly misunderstood and certainly under-applied. Well-typed content benefits both readers and writers, and produces help topics that are easier to understand and use, focused within the domain, and reusable across output formats. In this tool-agnostic, non-DITA (really!) session, we'll look at the primary information types, examine some simple tests for determining what content goes where, and discover ways to reduce or eliminate redundant and unnecessary content. You will learn:

- What information typing is and why it's important
- How to recognize the primary content types
- What kinds of content to include and omit
- How to restructure poorly structured content

David Gash

WRITING & COMMUNICATION

Content Marketing Techniques for Technical Communicators

ROOM: Delaware BC
 FORMAT: Presentation
 SKILL LEVEL: All



Content marketing is more than just sales information or traditional marketing. It's about creating interest, focus and engagement. It's about two-way communication between the author (or the company they write for) and the customer. At its best, it's true communication. It doesn't really matter if we're creating traditional marketing material, lead generation content, help files for software or instructions for a medical device. It's always about meeting our users' needs. But sometimes as writers and illustrators we get caught in our own narrow experience silos. Looking at how people with similar skills but a different outlook on work can help us improve our own methods. Can you learn from those in the content marketing world to improve your content—content for current users, for prospective users, and for those who stumble across it on the Web? Yes, you can—come and see!

Charles Cooper, The Rockley Group

9:45–10:30 AM

ART, DESIGN, & VISUAL COMMUNICATION

Phones Aren't Flat: Designing for People, Data, and Ecosystems

ROOM: Union A
 FORMAT: Workshop
 SKILL LEVEL: Advanced

We like to think phones are flat slabs of glass our users touch, but it's not entirely true. Everything we design and build exists as a part of an ecosystem, the physical and digital environment in which the user perceives and uses it. Though we should always have been designing like this, multi-screening, smart homes, and wearable devices give us an excuse to think specifically about the real ways people work. We'll discuss how to use technology to build products and services—not just apps and websites—for your business and users.

We will apply this with a brief exercise, so bring along a current or recently-completed project, or a favorite (or least favorite) tool you use day to day to work on.

Steve Hooper, 4ourth Mobile

CONSULTING & SMALL BUSINESS MANAGEMENT

Winning the Project with an Effective Proposal

ROOM: Delaware D
 FORMAT: Presentation
 SKILL LEVEL: All



Proposals: they're more than just a project pitch. They can demonstrate your confidence and competence, establish the guidelines for a successful project, and help to cover your ... assets. Learn how to use a well-crafted project proposal to inform, compete, establish the parameters that help keep your sanity intact, and ensure that you get paid on time—even if the project goes haywire. This talk is based on Alisa's experience negotiating proposals with organizations of all sizes, from startups to multinational corporations.

Alisa Bonsignore, Clarifying Complex Ideas

LEADERSHIP & MANAGEMENT

Delivering Career-Boosting Technical Presentations

ROOM: Delaware BC
 FORMAT: Presentation
 SKILL LEVEL: All



Your career, brand, and reputation depend on how well you deliver presentations, both internally and externally. For most people, getting up in front of an audience is a terrifying experience, but it doesn't have to be. By learning a few simple techniques, you can confidently deliver career-boosting technical presentations that won't bore an audience, accidentally tarnish your brand, or limit your career opportunities. Presenting is a craft, not a talent. Those who learn the craft can easily take their careers to the next level.

Gavin Austin, Salesforce.com

POLICY & PROCEDURE PROGRESSION

Best Practices in Policies and Procedures

ROOM: Regency Ballroom
 FORMAT: Progression
 SKILL LEVEL: All



A set of guidelines and “tips and tricks” for policy and procedures analysts to work with.

Audrey Bezner

Career Development in Policies and Procedures

SKILL LEVEL: All



Practical tips and ways to develop your skills set, gain experience, and advance your career in policies and procedures.

Emily Kowal, Walgreen Co.

Getting Started in Policy and Procedure

SKILL LEVEL: All



A presentation and discussion of the most helpful lessons I've learned since starting to work in policies and procedures.

Jamye Sagan, HEB

Links, References, and Resources for Policy and Procedures Analysts

SKILL LEVEL: All



A presentation and discussion of a bibliography of printed and online resources for everyday use in policy and procedures.

Dawnell Claessen, ASM Research

Technology and Tools in Policies and Procedures

SKILL LEVEL: All



An overview of some of the technology and tools we use to write, review, organize, and deliver our policies and procedures.

Louise Tincher

What I Know Versus Reality

SKILL LEVEL: All



Your company has a process in place for creating and updating policies and procedures, and enforcing that process is your job. How do you incorporate what's really happening at your company into the process? We'll address such questions as:

- What do you do if employees are consistently violating policy?
- How do you deal with a policy or procedure that has been approved but did not go through the process, especially the copy editing part? Can you edit that approved document?
- What can you do to make sure a high-priority document gets handled as a high priority? How can you handle the "hurry up and wait" document?
- What do you do with a document that was not adequately reviewed and has now been approved? That is, how do you convince your reviewers that their comments and opinions do matter?

Cindy Pao

TOOLS & TECHNOLOGY

Iterative Development Models and Process Improvement

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: Beginner



All healthy information design processes are iterative, and having a deeper understanding of iterative development models across industries provides valuable insight into technical communication processes. There is a surprising similarity across industries, and an analysis and comparison reveals that several elements are universally important. Explore models such as Agile, ADDIE, and Advanced Manufacturing.

Tina Kister, University of Florida

TRAINING & RESEARCH

Professional Certification Info Session for Aspiring CPTCs

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



The STC Certified Professional Technical Communicator (CPTC) program is being re-engineered into a three-tiered credential: Foundation, Practitioner, and Expert. Join us in this informational session for technical communicators interested in learning more about becoming certified. STC's certification facilitators and representatives will share information and answer questions. Learn more about STC's partnership with APMG International and take sample questions for the Foundation exam.

Craig Baehr, Texas Tech University

Ronn Faigen, APMG-US

Chris Lyons, STC

Liz Pohland, STC

WRITING & COMMUNICATION

Library Science and Content Strategy: The Baby and the Bathwater

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: Beginner



Have you ever bookmarked a site only to go back later and be unable to find that site in your bookmarks? Have you ever bookmarked a site twice? Only to wonder why you tagged it the way you did? Have you wondered how you will find the right content to reuse given hundreds of thousands of content library source files? Have you wondered about effective metadata tagging across your team?

Librarians are the experts in metadata application and the construction of taxonomies (among other things) for content storage and retrieval without being subject matter experts in every subject contained in their domain (libraries). This session explores how library science looks at the metadata question and provides a better foundation to work from when building content repositories. Learn key strategies that will put you in the best position for meeting the increasing demands of creating, managing, and distributing content.

Liz Fraley, Single-Sourcing Solutions, Inc.

WRITING & COMMUNICATION



Evolution of the Knowledge Broker: Trading Your Content for Revenue

ROOM: Union B

FORMAT: Presentation

SKILL LEVEL: All



Today, content creators have an opportunity to position content as the most pivotal asset to a company's continued success. The world has changed and users now want instant access to information. Content creators have to evolve into Knowledge Brokers and align their development process with their company's business strategy.

This presentation discusses the powerful role Knowledge Broker content plays in business strategy. It also covers the correct workflow that is needed to generate revenue through documentation. Finally, it looks at methods used to deliver content across multiple devices and the method that is most effective and why. If you want to increase the role of documentation in your business strategy, this presentation will give you the right mindset when looking at strategies for your content.

Bernard Aschwanden, Publishing Smarter

Christopher Ward, WebWorks

SUMMIT+

SmartDocs: Transforms Word into a Complete Content Management Solution

ROOM: Expo Theater
 FORMAT: Presentation
 SKILL LEVEL: All

36Software is pleased to present SmartDocs—the only completely collaborative content reuse and management solution for your MS Word content. Content costs a lot of money to create. 36Software is committed to helping our customers worldwide get the most out of the content they already have. And most importantly, we make it easy.

SmartDocs is just a fraction of the cost, training, and set-up time to XML or DITA-based CMS solutions. And unlike other solutions, SmartDocs is scalable for teams of 2 to 2000. Join Bryan Lynn, Executive Director of Technology, to experience everything that SmartDocs can do, without ever leave your Word environment. Bring your questions and Word content challenges, and we'll solve them!

Bryan Lynn, 36Software

1:00–1:45 PM

ART, DESIGN, & VISUAL COMMUNICATION

Flipping Reports: Data for a Public Audience

ROOM: Delaware A
 FORMAT: Presentation
 SKILL LEVEL: Beginner



Reaching a public audience with report data or evaluation results? How can you grab its attention without dumbing down your story? Try a flipped report. Flipped reports turn the executive summary into a compelling visual document while leaving the granular data, nice-to-know information, and methods discussion to the appendix. This is not a workshop, but it *is* a working session. Participants will brainstorm other ways to flip their documents.

Leah Hackleman-Good, Editorial Partners LLC

CONSULTING & SMALL BUSINESS MANAGEMENT

Feasible Fees

ROOM: Delaware D
 FORMAT: Presentation
 SKILL LEVEL: All



One of the most difficult decisions for an independent contractor is determining what fee to charge for your services. Charge too much and you might not get the project; charge too little and you feel taken advantage of. But there is another way—six actually. These methods remove the emotion, establish a solid basis for your fee and its value to your client, and most importantly, are based on a basic principle of business: remuneration is the ultimate sign of respect.

Rich Maggiani, Solari Communication

INSTRUCTIONAL DESIGN & LEARNING PROGRESSION

Applying Users' Mental Models to Information Design

ROOM: Regency Ballroom
 FORMAT: Progression
 SKILL LEVEL: All



Cognitive psychology refers to the way we develop an understanding of how something works as a “mental model.” Mental models are a key concept in the development of user guides, tutorials, training, and user assistance. This progression teaches how to apply an understanding of users' mental models to information design.

David Dick

Introduction to Scenario-Based Instructional Design

SKILL LEVEL: Beginner



This is an introduction to scenario-based design applicable across all instructional formats: e-learning, ILT, vILT, presentations, documents, assessments, etc. Participants will learn what a scenario is, view diverse examples of scenarios in training materials, and review appropriate scenario designs for a variety of purposes and audiences.

In the discussion time, participants will be invited to share their own experiences with scenarios, including practical tips on writing and publishing these deliverables.

Kim Lindsey, Cinécraft Productions, Inc.

Optimizing Sound for E-Learning

SKILL LEVEL: All



“Optimizing Sound for E-learning” examines simple ways to improve narrative recordings for a more effective learning experience. Using accessible language and simple concepts, this presentation shows why higher-quality sound matters, how anyone can achieve it, and where to find free, easy-to-use tools and training.

Robert Hershonow

Timing Is Everything

SKILL LEVEL: All



Tutorials need to be paced carefully. Too fast and folks don't learn. Too slow and they lose interest. This presentation discusses how to find a balance so that your tutorials are both engaging and effective, so that the pace is just right. Highlights include: designing for the audience; creating engaged students by giving them what they need—to see/hear/touch, time to reflect, and to know what's next; and creating well-paced material that is “sticky.”

Viqui Dill, American Woodmark Corporation

TOOLS & TECHNOLOGY

Content as Data: Developing Structured, Query-Based Wiki Content

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: Advanced



Love 'em or hate 'em, wikis are with us, and they bring new writing challenges and opportunities. The writers' team at Genesys has developed a model that uses standard Mediawiki functionality and extensions to:

- Improve efficiency and quality by separating formatting from content.
- Enforce information management policies.
- Apply keyword metadata.
- Leverage developments in semantic Web technologies.
- Combine structured, query-based and unstructured, free-form content.

Jose Druker, Genesys Telecommunications Laboratories
Barry Grenon, Genesys Telecommunications Laboratories

TOOLS & TECHNOLOGY

Providing One-of-a-Kind Content Personalization

Adobe

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



Now that your content fits their device, be sure the content fits their needs!

Matt Sullivan will discuss personalizing content based on what you know about the user, and what the user asks for. Matt will show you how to identify opportunities for personalization, and provide responsive output that lets the user self-select what they need.

Matt Sullivan, Tech Comm Tools

WRITING & COMMUNICATION

Accessibility and Translatability: Making Your Content Universal

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



Accessibility and translatability are powerful tools that enable you to deliver your content to the masses. In this presentation you will learn how to design accessible and translatable content. Through examples and easy-to-follow guidelines, you'll see how accessibility and translatability are more similar than you may think.

Jessie Mallory, Nuix

WRITING & COMMUNICATION

Developing and Delivering Sample Projects as User Assistance

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



Software user assistance includes all materials that help to make users successful, including: Help, manuals, quick start guides, job aids, white papers, tutorials, videos, and sample projects. Sample projects that customers can use to learn your application informally are not only educational; they can also serve as sales tools and proofs-of-concept. What is a sample project? They vary depending upon the product. Sample projects can be (or include) templates, completed projects (or parts of projects), modules, an interactive website, even code samples. The best sample projects should demonstrate different functionality, best practices, and features—while remaining easy-to-use.

In this session, you'll learn how to develop and roll out sample projects. The concepts we discuss can be used to develop tutorials, training, and even product demonstrations. In fact, planning a consistent experience across all of these will help your customers be more successful and save development rework.

Nicky Bleiel, IBM

WRITING & COMMUNICATION

Writing for Mobile: Don't Shrink It—Rethink It!

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: Advanced

Mobile devices require an entirely new mindset. We are now challenged to write with the small—sometimes tiny—screen in mind. Learn to adjust to such space limitations and make every word count.

- Find out how to think big, write small.
- Adapt to the small screen by making every word count.
- Grab users' attention from the very first word they see onscreen.
- Benefit from the best practices that we uncovered in our real-life, deadline-driven challenge to deliver only the best to our mobile customers.
- Learn to put yourself in the user's seat by tap testing.

Marta Rauch, Oracle

Jennifer Stout, Oracle

SUMMIT

Publishing Tools for Product Manuals: Web Bookstores and Transition of Manuals from Paper to Mobile Media

ROOM: Expo Theater

FORMAT: Presentation

SKILL LEVEL: All

Are you challenged with keeping your manuals current and available quickly for distribution? Participants will learn about advanced tools for distributing, publishing and pricing product manuals for a Web bookstore. Are paper manuals going away, replaced by other media? Here is a review of making up-to-date manuals available in mobile media.

Ken Cook, Ken Cook Co.

Jared Hackbart, Ken Cook Co.

2:15–3:00 PM

ART, DESIGN, & VISUAL COMMUNICATION

Preparing Legacy Help Projects for Responsive Design—Design Issues

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: Advanced

This session continues our look at responsive design for legacy help projects with a focus on design issues. What happens to your neatly laid-out screens when the content has to run on different devices with different screen sizes and other display properties? What conversion problems can you expect and what do you do about them? In this practical session, we'll look at:

- The effect of responsive design on “structured content” under varying definitions of “structure.”
- How minimalism applies to content for responsive design, or for all content.
- The effect of scaling on images, deciding when to include or exclude images, and the effect of excluding images on text that reference those images.
- How to create multiple outputs using conditionality when you're only generating one output.
- The effect of scaling on image maps.
- The effect of scaling on complex tables.
- The effect of scaling on “movies” in general, and the need to convert from SWF to HTML5 for output to iOS devices.
- And more....

This presentation focuses on general design issues, but also briefly looks at how features in modern help authoring tools, specifically MadCap Flare and Adobe RoboHelp, can help handle those issues. At the end of this session, you'll have a handle on how to adjust your content for responsive design. The actual work may be difficult but you will have a road map to follow.

Neil Perlin, Hyper/Word Services

ART, DESIGN, & VISUAL COMMUNICATION

Creating Tangible Experiences

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All

Many designers are moving out of the deliverables business, but what does that leave us with? Product teams have concrete items to ship at the end of the day, and so should service providers. In this talk we'll review how to measure the ROI and create a sensible deliverable for any project, be it product- or service-based. In this talk we'll learn concrete ways to measure ROI and create sensible deliverables for product- and service-based projects, including:

- Templates for stakeholder-friendly reports
- Alternatives to lengthy documents reiterating research and brainstorming
- Analytics tools for measuring ROI
- Strategic tools for identifying what to measure

Marli Mesibov, UX Booth

CONSULTING & SMALL BUSINESS MANAGEMENT

Remedial Documentation and the Contract Technical Writer

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All

Tech writers who work contract jobs soon notice that many clients should have had a tech writer much earlier. Instead, they built from sketches, messy tables, and even verbal descriptions.

Key information becomes scattered—some of it in only in the heads of contractors about to leave. Your phone rings, and soon you're waist-deep in a remedial documentation project. This presentation discusses how to:

- Identify and meet client expectations.
- Find and evaluate messy notes, spreadsheets, and tangled diagrams.
- Reach reluctant SMEs.
- Use tools to see—for example, how an application uses Web services, databases, and other resources.

Remedial documentation projects present great challenges, but there's lots of work for those who can handle them.

Bruce Poropat, Technical Communications

TOOLS & TECHNOLOGY

**Best Practices in Distributed Version Control Systems for Content Creation**

ROOM: Union B

FORMAT: Presentation

SKILL LEVEL: All

Due to the complexity of content creation today, work has to be managed and protected. There are several tools on the market that provide some sort of management and protection, but what works best? We will go over forms of version control and explain why distributed is emerging as the preferred method for content collaboration. We will then talk about some best practices with distributed version control and show how tools on the market today automate those features to protect and manage your work.

Christopher Ward, WebWorks

TOOLS & TECHNOLOGY

Introduction to Web Services for Technical Communicators

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



The popularity of cloud computing is stronger than ever. In 2014, cloud computing industry is expected to grow to a \$150 billion industry. Yes, that's "b" as in "billion!" With this increased demand comes the need for skilled technical communicators who can document Web Services—the methods used to communicate between two devices on the Web—but few have the required skills.

In this presentation, Ed Marshall introduces Web Services and what we need to know to document them. The topics he will cover are:

- How Web Services are used to solve business problems.
- Examples of Web Services being used and developed by widely known companies.
- The common components of Web Services.
- The current trends for using Web Services and why this is an important area for technical communicators.

Edward Marshall, *Marshall Documentation Consulting*

TRAINING & RESEARCH

(Mis)Communicating with Electronic Media

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



Electronic media have exacerbated the problems associated with communicating effectively, especially when the topic is complex. Recent research on where and when messages are read and the number of messages read and sent in a single day are mind-boggling. This presentation discusses these findings as they affect communication in technical fields and reports the results of a rhetorical analysis of the communication that occurred during the BP/Horizon Oil Rig Explosion and the GM Recall. Based on this analysis, the presentation discusses the four major problems inherent in communicating electronically and provides suggestions for overcoming these problems.

Carolyn Boiarsky, *Purdue University Calumet*

WRITING & COMMUNICATION

Clever Copy for Happy Users

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



Identify user experience roadblocks and create the copy you need to solve common UX problems. With a focus on plain language, learn how testing your words and maintaining consistent standards helps you be found, stay optimized, and say what you mean. In this session, we will review real-world techniques for usable, engaging communication. This is not about dumbing down our words: learn the copy hacks to satisfy your audience.

Lauren Colton, *Gravity Works Design & Development*

3:45–4:30 PM

ART, DESIGN, & VISUAL COMMUNICATION

Hypergraphics for Visual-First Help: SVG, CSS, JavaScript

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: All



Hypergraphics is an emerging HTML5 technology for technical communicators to sketch visual interfaces for mobile-first help, and shortcuts the process for translation/localization and online help documentation. Hyperlinked infographics are a convergence of scalable vector graphics (SVG), cascading style sheets (CSS), and JavaScript—technologies for responsive Web design. SVG is an enabling technology for interactive, visual-first, mobile-first documents. Applications include visual-first Web app documents, multilingual graphics for translation/localization, and embedded video. Hypergraphics slot into existing workflows, are compatible with help authoring tools for producing documentation as fragmented, stand-alone Web topics.

David Gardiner, *Xmplar*

CONSULTING & SMALL BUSINESS MANAGEMENT

Demo Maniac Secrets: Sneaky Tricks for Successful Presentations

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



Even if we don't do demos for a living, we're all in sales or marketing. Most daily encounters are sales opportunities: we constantly need to "sell" family members, co-workers, management, or potential customers to do something specific.

In this session, software demo veteran Maxwell Hoffmann will share never-before-shown secrets on how to succeed in your presentation, whether it is to be at a conference, in a web/podcast, in internal meetings, or in that infamous elevator.

Times and tools have evolved, but basic human nature has not. Find out how Shakespeare, a brass fern pot, and a gut feeling can come to your rescue. And how to "smell" who has money or decision power.

Maxwell Hoffmann, *Adobe Systems*

TOOLS & TECHNOLOGY

**Concurrent Build Process—
Generate Output While You Work**

ROOM: Union B

FORMAT: Presentation

SKILL LEVEL: All



In most authoring tools, you must wait until your output finishes building before you can continue to work in the project, which often results in a loss of production. In Flare V11, this is not an issue. This presentation will focus on the new concurrent build process in Flare, which features a robust Builds window pane. You can generate one or more targets while continuing to author content in the project. We will take a look at the benefits of this new feature and describe each of the useful tasks you can perform from the Builds window pane.

Rob Hollinger, MadCap Software

TOOLS & TECHNOLOGY

EPUB: One Format for All Deliverables

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



EPUB3, built on HTML5 and CSS3, can include interactivity, videos, audio clips, and can read to the user. It works with vertical, left-to-right, and right-to-left content. The content can flow from page to page (traditional eBook), it can be topic-based and scroll vertically (a typical Help system), or it can be formatted in a fixed layout (like a PDF). All of this in one neat little package that can be read on most devices and platforms. The tools aren't there yet, but in time EPUB could be the "all" format for tech comm. This presentation discusses the pros and cons of the various options and shows working prototypes. If you're looking for a single file deliverable that does it all, EPUB may be for you.

Scott Prentice, Leximation, Inc.

TRAINING & RESEARCH

**Moving Into Instructional Design—
Basics for Technical Writers**

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: Beginner



The role of the technical writer has always spanned numerous disciplines. One of those is instructional design. But do you have what it takes to add "instructional design" to your list of skills? Or are you just putting together slide presentations with animations and quiz questions and calling them "courses"? In this session we will:

- Outline the similarities and differences between the fields of technical writing and instructional design.
- Discuss skills a technical writer can carry over to instructional design and the skills they need to acquire.
- Discuss a basic framework for an instructional design project.

Stephen Van Esch, Ontario Clean Water Agency

WRITING & COMMUNICATION

**Do You Trust Me Now?: Content in the
Age of Social Media**

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



Social media, social business, social collaboration—these are all aspects of digital maturity within an organization, and increasing important in a hyper-networked society. The connection points have become numerous and the expectation ubiquitous. Organizations have embraced social media and, to a lesser extent, social business. Occasionally it has led to great success, sometimes less so, and often the bumps and scars that are part of a maturing discipline. Along the way, consumers have matured as well. The tell-tale signs that lead a consumer to build trust, or mistrust, are also changing. What doesn't change is the underlying principle of trust and the role it plays in interactions between companies and customers. Can the collision create a lucrative combination, like peanut butter and chocolate? Or is social and business content closer to chalk and cheese? Perhaps the answer is neither to assume a dichotomy nor throw ourselves into it, but to go boldly, with the occasional backward glance over our shoulders.

Rahel Anne Bailie, Intentional Design Inc.

LIGHTNING TALKS

Great Free and Open Source Tools

ROOM: Franklin C

FORMAT: Lightning Talk

SKILL LEVEL: All



Whether you're looking for code editors, graphic design tools, or project planning software, there is a world of open source and free software out there you can choose. We'll discuss (quickly) some of the better and widely used options that are available.

Jose Sermeno, MadCap Software**Saying Thank You. Saying I'm Sorry.
When TechComm Goes All Wrong**

SKILL LEVEL: All



Technical communicators are often the face or the voice of a technical organization. When users are in trouble, they go to the online help. When we admit we had a bug and have to fix it, users find out about it in the release notes. Whether we need to say "I'm sorry it's confusing" or "I'm sorry it's broken," we need a technical communicator to carry the message.

This talk will discuss some of my personal experiences when technical things go wrong and several meaningful yet fun ways I found for saying "I'm sorry" and "thank you for your understanding."

Viqui Dill, American Woodmark Corporation

The Risks and Dangers of Early Technology Adoption

SKILL LEVEL: All

I am a Google Glass Explorer, sort of. I own a pair of Google Glass. But being on the bleeding, cutting edge is full of pitfalls, challenges, and sometimes triumphs. In five minutes, I will walk through my experience on the edge and how it has changed me for better and worse.

There are lessons about life wrapped up in early adoption ... and thus that is what we will explore.

Matthew Pierce, TechSmith Corporation

Tumble Dry Low: A TechComm Guide to the World of Clothing Tags

SKILL LEVEL: All

Did you know that you wear a manual everyday? Everything from your underwear to your shirt usually has a tag with wash and care instructions. But have you closely read your clothing tags? A lot of useful information is found on that itchy square-inch of fabric with barely readable font. What does this have to do with technical communication and why does it matter? Find out and be entertained!

Roger Renteria, WriteTechie.com

You Are Ignorant, Not Stupid! 20 Timeless Tips

SKILL LEVEL: Beginner

In my 20 years of tech writing, I've learned some incredibly timeless and often profound lessons:

- Global replace is ALWAYS bad.
- It is OK to end a sentence with a preposition.
- It is best to go five deep.

In this session, I'll share with you these and other insightful tips that have made me a better tech writer. I promise to make you giggle and ponder.

Elissa Hannam, Cherwell Software

Wednesday

8:30–9:15 AM

ART, DESIGN, & VISUAL COMMUNICATION

Stop Repeating Yourself! Use Video to Capture Knowledge

ROOM: Delaware A

FORMAT: Presentation

SKILL LEVEL: All

In every role and organization, individuals leave and take knowledge with them. There are also questions that come up again and again, sometimes needlessly. In this session we're going to dive into how various types of video (and more) can be used to stop the never ending cycle and keep key information from walking out the door. We'll specifically take a look at how Virgin Media UK has started using video to capture and share knowledge. Learn how you and others in your organization can stop the need to repeat yourself.

Matthew Pierce, TechSmith Corporation

CONSULTING & SMALL BUSINESS MANAGEMENT

The Secure Communicator: Protect Yourself and Your Client

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All

Most technical communicators know that it's important to secure their work and online presence, but many don't know how to do it effectively. Good security can enable—not hinder—your work. Join the presenter as he discusses the steps you can take to adopt a security lifestyle that protects you and enables you to work effectively:

- Protecting your computer
- Protecting your reputation
- Protecting your information
- Protecting your identity
- Creating strong and memorable passwords
- Leveraging cool tools

Ben Woelk, Rochester Institute of Technology

TOOLS & TECHNOLOGY

Get Ready! Here Comes Augmented Reality!

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



Augmented Reality (AR) is replacing user manuals at an increasing rate. This is seen extensively in the automotive and aerospace markets where AR viewed with a smartphone or tablet delivers maintenance information. Projected savings for using AR coupled with wearable technology is in the billions for the field service industry alone. With the expected growth in AR and our already compatible devices, customers will expect it. This session focuses on the future of AR in the field of technical communications. The topics discussed in this session are supported by findings from the Huawei AR Think Tank held in 2014. Learn how to get prepared within our technical communication organizations, our companies, and within our industry as a whole.

Sally Martir, Huawei Technologies**Rhonda Truitt, Huawei Technologies**

TRAINING & RESEARCH

Online Education: Where Benefits Outweigh the Challenges

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



Today's world offers many learning experiences: traditional classroom, online, and hybrid. What's it like for instructors who need to move from those traditional settings to a completely online classroom? What are the benefits and the challenges? This presentation explores the good and bad of online education as experienced through the eyes of a technical communication instructor and her students. Through research and case study experiences, Linda presents an overview of some formats for the new, less costly ways of educating, and explains how she has navigated her journey from traditional teaching to teaching in a virtual world.

Linda Oestreich, Marlin Alliance/UCSD

WRITING & COMMUNICATION

Appreciative Inquiry and the Art of Interviewing

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: All

Most things that we do, professionally and personally, require us to obtain information and cooperation from the people around us. One of the keys to getting the information or cooperation is the ability to ask the right questions and to analyze the current situation in light of where you want to be. This interactive workshop will discuss principles of appreciative inquiry and provide a safe place to practice these skills.

Kit Brown-Hoekstra, Comgenesis, LLC

WRITING & COMMUNICATION

Leveraging Personalized Content in Online Publishing and the New RoboHelp 2015 Release

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



In recent years, we have evolved through several versions of multi-channel publishing, most of which consist of "one to many" models: one set of source files creating multiple deliverables for different audiences. Recently, tools have matured to the point that we can use dynamic filters when authoring for HTML5 and other online output which allow users to select the category or combination of categories they wish to see. Not only does this help your users to engage with your content, but it reduces the number of deliverables you are tasked with. We have moved beyond the limits of Single Screen Layouts.

As mobile screens shrink and proliferate, we will continue to see HTML5 and CSS3 grow richer at an astonishing speed. In this presentation, Maxwell Hoffmann, Product Evangelist for Tech Comm at Adobe, will the challenge of increased deliverables to mobile and HTML5 for Tech Comm professionals, and how Adobe RoboHelp 2015 Release can dramatically help. Several practical workflows will be covered including brief demonstrations of some dramatic new tools in RoboHelp.

Maxwell Hoffmann

WRITING & COMMUNICATION

TechComm Throwdown

ROOM: Delaware BC

FORMAT: Presentation

SKILL LEVEL: All



Mixing fact and funny, experts in their fields debate serious topics like paper versus online, or office jobs versus work from home. An unbiased, highly professional, and stone-cold serious moderator (Bernard Aschwanden) keeps them in line, guides the debate, and awards meaningless points. Love debates? Love comedic timing? Love tech comm? Don't choose just one, get all three!

Bernard Aschwanden, Publishing Smarter

9:45–10:30 AM

TOOLS & TECHNOLOGY

When Pigs Fly: Structured Authoring—Word and XML

ROOM: Franklin B

FORMAT: Presentation

SKILL LEVEL: All



Technology and tools are a means to an end, and not the end itself. Authoring structured content is still critical. Both technology and structured authoring are necessary across the entire enterprise, not just in tech pubs.

This presentation focuses on the need for Word-based authors to generate high quality, standards driven XML as an integral piece of an organization's content supply chain. It will highlight issues and solutions related to conversion of Word-based content to XML, XML architectures like DITA, shared repositories, metadata, work flow, and publishing. And this will be presented in the context of reality, simplicity, productivity, and cost savings.

Doug Gorman, *Simply XML*

TRAINING & RESEARCH

Technical Editing: Today's Competencies for Tomorrow's Editors

ROOM: Franklin A

FORMAT: Presentation

SKILL LEVEL: All



Historically, editing courses have focused on editing documents destined for print. However, recent advertisements for editing positions call for skills beyond this narrow definition. In response, a course was created that introduced traditional editing skills, then focused those skills on other media. Students learned to mark up and edit digital copy in a variety of platforms; to identify editing needs for images, audio, and video; and to write editing plans for websites. The presentation will consider curriculum, the needs of business, and the expectations for editing competencies today's graduates should possess.

Susan Lang, *SPSU/Kennesaw State University*
Laura Palmer, *SPSU/Kennesaw State University*

WRITING & COMMUNICATION

Letting Go of the Little Things

ROOM: Union A

FORMAT: Workshop

SKILL LEVEL: All

When you edit, do you focus on small proofreading issues, only to later discover that you ignored the 600 pound gorilla in the middle of your document? Maybe you need to learn to let go of the little things! This workshop is ideal for all writers and editors who have trouble stepping back and seeing the big picture. Learn how to:

- Shift your focus
- Ask difficult questions
- Challenge preconceptions
- Find creative solutions

Leah Guren, *Cow TC*

WRITING & COMMUNICATION

Social Media and Its Implications for Content Strategy

ROOM: Franklin C

FORMAT: Presentation

SKILL LEVEL: All



Modern forms of communication have taken over our daily lives. Where were we before Facebook, Twitter, and LinkedIn? While many of us use some or all of these in our personal lives, it's not always obvious where and how these play into content strategy. When it comes to working with social media in an organization:

- How do you determine what's right for you and your company?
- What social media options are there?
- What is being done by companies in this arena?
- Where does social media fit into your content strategy?
- How can you pilot an idea and apply its results to your strategy?
- How can you measure and report results?
- How does this improve user experience and influence the bottom line?

Pamela Noreault, *ACI Worldwide*

LEADERSHIP & MANAGEMENT



How to Get What You Want, When You Need It

ROOM: Delaware D

FORMAT: Presentation

SKILL LEVEL: All



What is missing in your day to day work life that is keeping you from your goals? I bet you have that all figured out, but you are stuck on how to get it. “We don’t have it in the budget, but maybe next year.” “There is a spending freeze right now in the department.” “The company is pulling resources to fund another project.” We have heard them all before, but have we stopped to really think about those answers? Requesting resources is never as simple as just asking for them. I want to teach you how to position yourself so you can get the company’s buy in no matter what the situation. We will go over a simple 5 step process that anyone can execute, but is powerful enough to tackle the most hostile environments.

Christopher Ward, WebWorks

Hot Topic Summit SumUp



ROOM: Union B

FORMAT: Workshop

SKILL LEVEL: All

Did you miss it? Did you want more details? Do you have un-answered questions? Did you want to throw some ideas around with your peers? Join TC Camp directors for an un-scripted “real-time” discussion with the hot top presenters from the STC Summit. We will break into round-table, small-group discussions where you can delve even deeper into the topics that interest you the most, such as mobile, UX/UI, graphics, API/SDK, and analytics. We end the session with a debrief, sharing highlights so you can leverage your learning with your peers. Space is limited!

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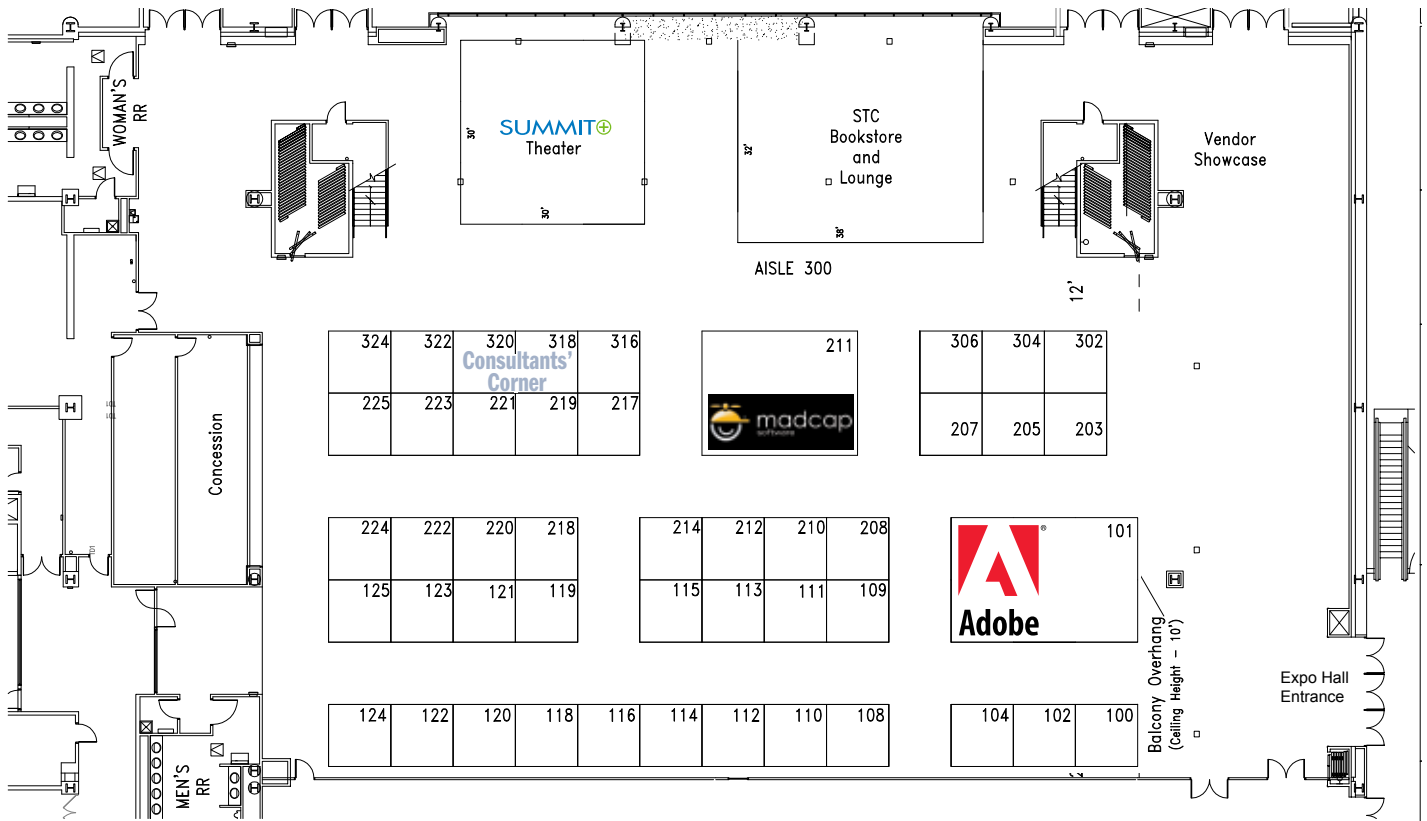
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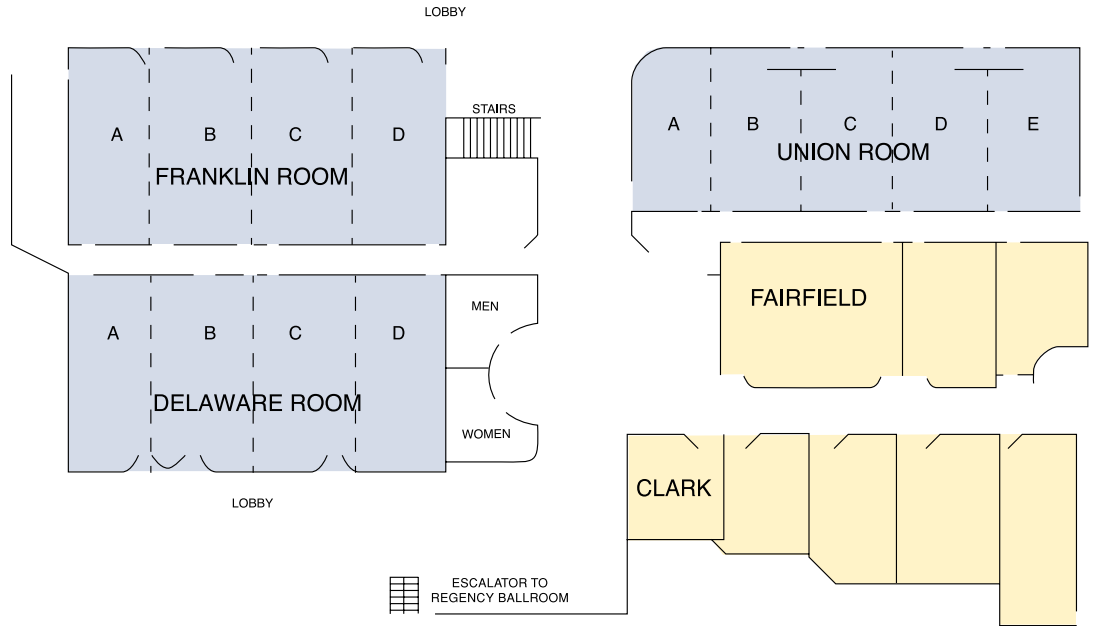
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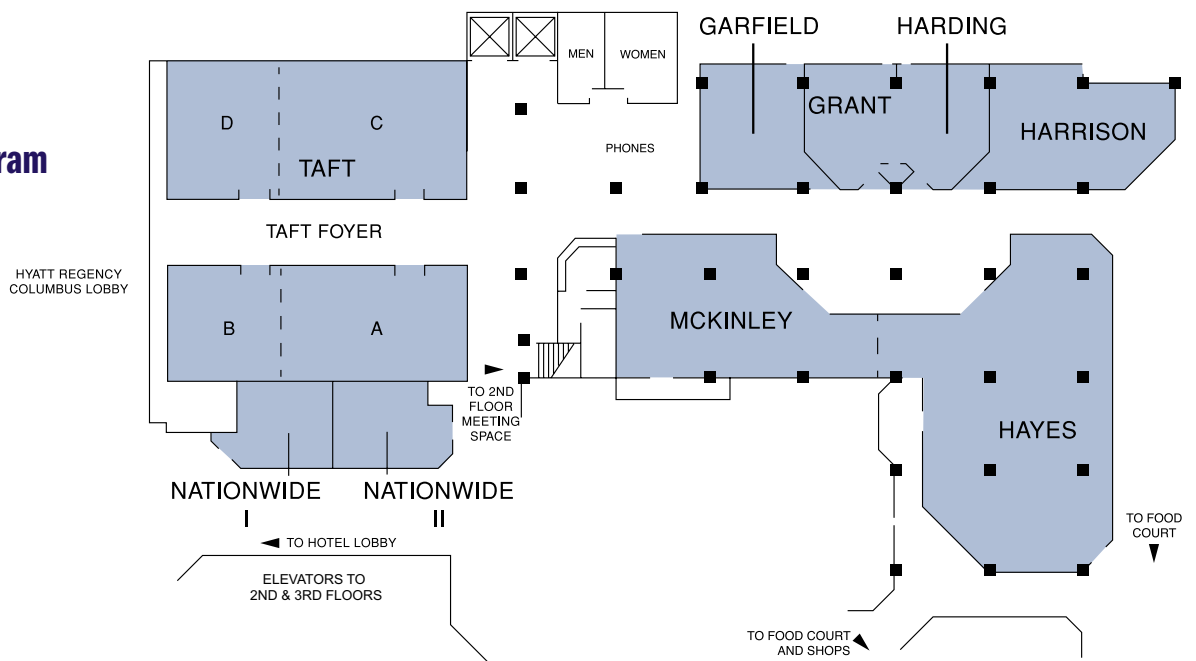
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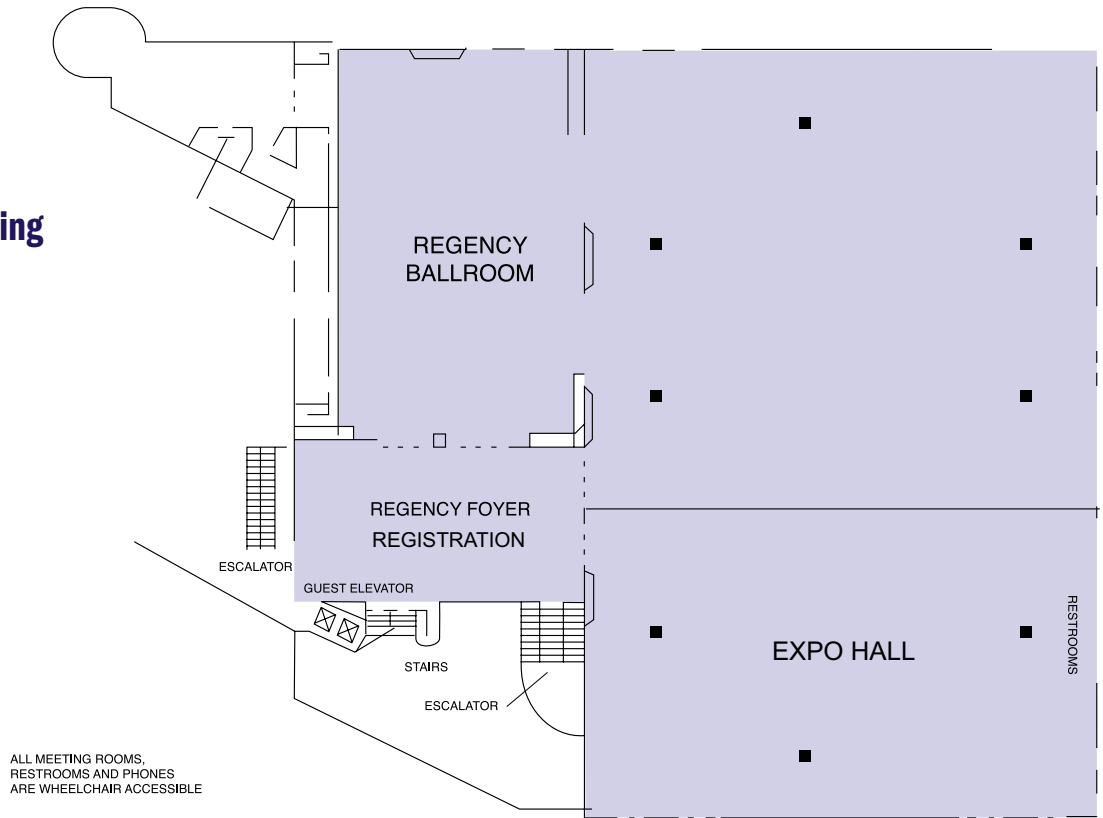
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