SOCIETY FOR TECHNICAL COMMUNICATION

TECHNICAL COMMUNICATION SUMMIT '12

STC's 59th Annual Conference

20–23 May 2012
Rosemont, IL

www.stc.org

PROGRAM

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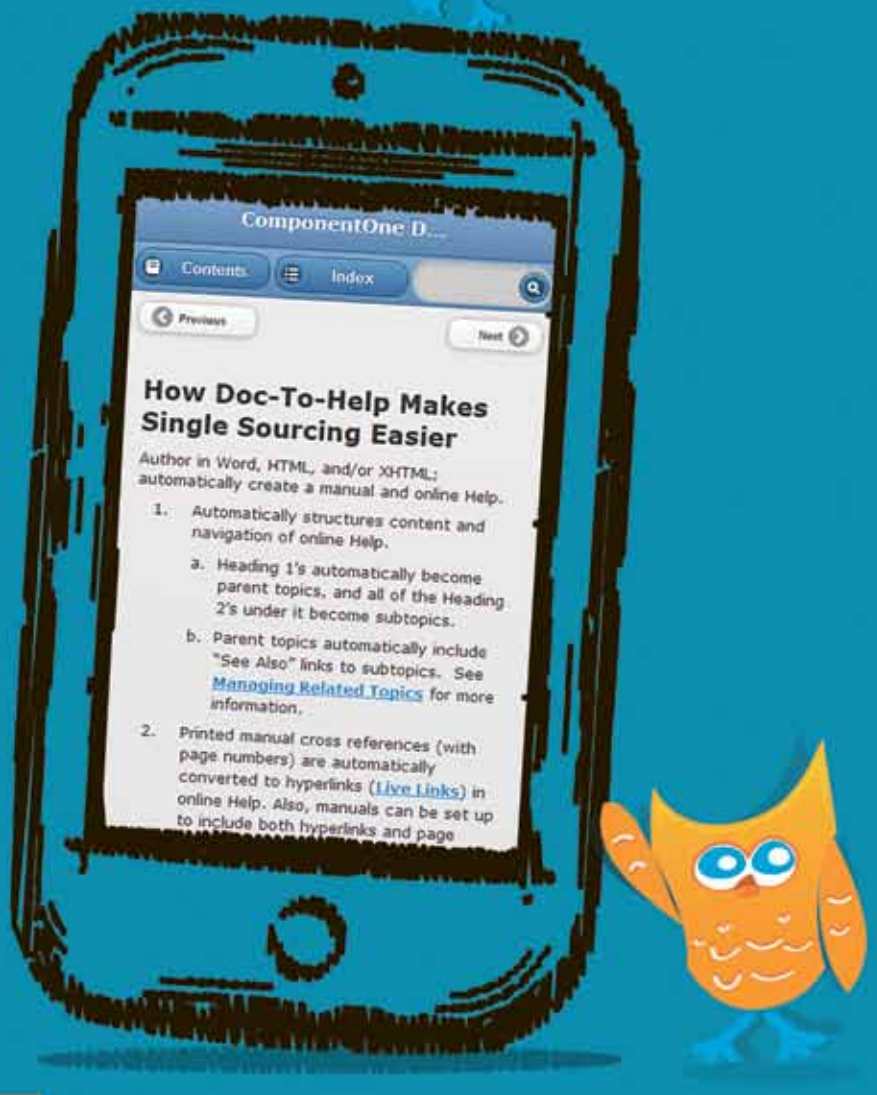

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Welcome to STC's Technical Communication Summit and 59th Annual Conference!

Welcome to the Society for Technical Communication's Summit, our 59th Annual Conference! We have a great lineup of presenters this year, speaking on a myriad of topics and for every level of experience. In the Expo we have over 45 exhibitors ready to show you their newest products. And of course, we offer multiple networking opportunities to help you greet old friends, meet new friends, and perhaps even find your next job. This year, I'm extremely excited to welcome Scott Berkun as our keynote speaker, and I look forward to his speech to kick off the Summit.

As with any conference, a significant part of the value of the Summit is what happens outside of the sessions, as you network with your fellow attendees. You can get even more of an education than just the sessions—spend some time in the exhibit hall, take part in refreshment breaks, attend the Communities Reception, or start casual conversations with any Summit attendee you see around the hotel. Consider networking to be an "unofficial education session" and take advantage of having a collection of top technical communicators all in one place.

The learning opportunities don't end in Rosemont, either. Your Summit experience is going to be even greater once again thanks to SUMMIT@aClick. With SUMMIT@aClick, you can "take home" the sessions and access them all year long at your fingertips. We will capture the content of most of the sessions (not including progressions) and synch the audio and visuals together. These virtual sessions will be available roughly six to eight weeks after the Summit—at no extra charge for attendees! This allows you to "attend" sessions you missed live and return again and again throughout the year as you need a refresher or new information. It also gives greater value to your employer, as you can share these sessions with coworkers who were unable to attend.

We also want to thank our exhibitors and sponsors for their support this year. We appreciate that you recognize STC as the best place to connect with professionals in technical communication.

And finally, thank you to all the attendees. We trust you'll enjoy your time here and we look forward to seeing you in Atlanta next year for our 60th Summit!

With best regards,

Hillary Hart
President, 2011–2012

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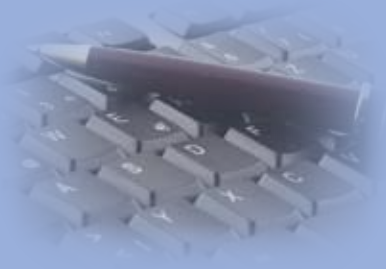

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Opening General Session
The Myths of Innovation

STC is pleased to welcome Scott Berkun as the Keynote Speaker for the 2012 Technical Communication Summit in Rosemont, IL.

Scott Berkun is the author of three bestselling books, *Making Things Happen*, *The Myths of Innovation*, and *Confessions of a Public Speaker*. He managed teams at Microsoft from 1994–2003 on projects, including versions 1-5 (not 6) of Internet Explorer. His work as a writer and speaker have appeared in *The New York Times*, *Forbes*, *The Economist*, *The Washington Post*, *Wired*, NPR, and other media. He contributes to *Harvard Business Review* and *BusinessWeek* and has appeared as an innovation expert on MSNBC and CNBC. He currently works as a team lead on *http://WordPress.com*; writes frequently on creativity, management, and communication at his popular blog, *http://scottberkun.com*; and tweets at *@berkun*.

In Rosemont, Berkun will talk to attendees about "The Myths of Innovation."

Hype and tall tales dominate how we think about new ideas, and without the truth we are set up to fail as creators, progressives, and leaders in our own time. This fun, fast paced, provocative keynote, based on a fresh take from the bestselling book *The Myths of Innovation* (2010, O'Reilly Media), will dissect the mythologies and the hype-laden marketing propaganda, revealing for you the truths about good ideas and progress you can use in your own work.

Please join us for what promises to be a wonderful kick-off to the 2012 Summit.

Sunday, 20 May, 5:30 PM
Grand Ballroom H

Scott Berkun

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All meetings, sessions, and events are in the Hyatt Regency O'Hare

Saturday, 19 May

8:30 AM–4:30 PM
Preconference Certificate Courses
Content Strategy—LAX B
Data Visualization—DFW A
Technical Editing Fundamentals— DFW B

Sunday, 20 May

8:00 AM–12:30 PM
Leadership Program, Part 1
International DEF

8:30 AM–4:30 PM
Preconference Certificate Courses
Content Strategy—LAX B
Data Visualization—DFW A
Technical Editing Fundamentals—DFW B

8:00 AM–Noon
Vendor Workshops
Adobe—Paris
MadCap—Lindbergh AB

Noon–8:00 PM
Registration Open
Grand Ballroom Foyer

1:00–4:30 PM
Workshops
HTML5 Design and Development—Sky Harbor B
Building and Managing Successful Teams—Lindbergh B
Developing User Assistance for Mobile Apps—Lindbergh A

1:30–4:30 PM
Leadership Program Optional Moderated Discussions
International DEF

5:30–6:45 PM
Opening Keynote General Session
Grand Ballroom H

7:00–8:30 PM
Welcome Reception and Expo Open
Grand Ballroom D

Monday, 21 May

7:30 AM–5:00 PM
Registration Open
Grand Ballroom Foyer

8:30–11:00 AM
Education Sessions
Grand Ballroom F, G, and H; International Level

9:30 AM–5:00 PM
Exhibit Hall Open
Grand Ballroom D

11:30 AM–12:30 PM
Student Lunch
Red Bar, Lobby Level

11:30 AM–12:30 PM
SIG Business Meetings
Multiple locations—see page 12

2:00–4:30 PM
Education Sessions
Grand Ballroom F, G, and H; International Level

5:00–6:00 PM
Annual Business Meeting
International F

6:30–8:00 PM
Communities Reception
Grand Ballroom H

8:00–11:00 PM
Music Jam—Hosted by STC Chicago
Grand Ballroom E

Tuesday, 22 May

7:30 AM–5:00 PM
Registration Open
Grand Ballroom Foyer

8:30–11:00 AM
Education Sessions
Grand Ballroom F, G, and H; International Level

9:30 AM–5:00 PM
Exhibit Hall Open
Grand Ballroom D

11:30 AM–12:30 PM
SIG Business Meetings
Multiple locations—see page 12

1:00–5:00 PM
Education Sessions
Grand Ballroom F, G, and H; International Level

7:00–7:30 PM
Honors Reception (free)
Grand Ballroom Foyer

7:30–10:30 PM
Honors Banquet (ticketed event)
Grand Ballroom H

Wednesday, 23 May

8:00–11:30 AM
Registration Open
Grand Ballroom Foyer

8:30 AM–12:30 PM
Education Sessions
International Level

12:30–2:30 PM
Closing Lunch (ticketed event)
Grand Ballroom H

2:30–5:00 PM
Leadership Program, Part 2
Vienna

SUMMIT-AT-A-GLANCE

	Saturday, 19 May	Sunday, 20 May	Monday, 21 May	Tuesday, 22 May	Wednesday, 23 May
8:00 AM	8:30–4:30 Preconference Certificate Courses (additional pricing)	8:00–12:30 Leadership Program, Part 1 (preregister; additional pricing)	9:30–5:00 Expo Open	9:30–5:00 Expo Open	8:30–12:30 Education Sessions
9:00 AM		8:30–4:30 Preconference Workshops and Certificate Courses (additional pricing)	8:30–11:00 Education Sessions	8:30–11:00 Education Sessions	
10:00 AM			11:00–2:00 Lunch Break Visit the Expo Hall!	11:00–1:00 Lunch Break	
11:00 AM					
Noon				1:00–5:00 Education Sessions	12:30–2:30 CLOSING LUNCHEON (additional ticket required)
1:00 PM		1:30–4:00 Leadership Program Optional Moderated Discussions	2:00–4:30 Education Sessions		
2:00 PM					1:30–6:00 Architectural River Boat Tour (additional pricing)
3:00 PM					2:30–5:00 Leadership Program, Part 2
4:00 PM					
5:00 PM	5:30–10:30 Second City Theater show (additional pricing)	5:30–6:45 OPENING KEYNOTE GENERAL SESSION	5:00–6:00 Annual Business Meeting		
6:00 PM			6:30–8:00 Communities Reception	7:00–7:30 HONORS RECEPTION (free)	
7:00 PM		7:00–8:30 Expo Ribbon Cutting & Welcome Reception in the Exhibit Hall			
8:00 PM			8:00–11:00 Music Jam	7:30–10:30 HONORS BANQUET (additional ticket required)	

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The Technical Communication Summit is the annual conference of the Society for Technical Communication. Prior to the start of the conference, on Saturday and Sunday, STC offers optional certificate courses and preconference workshops for an additional fee. You must register for them in advance, as onsite registration is not available for any preconference program.

The conference begins on Sunday evening with the Opening Keynote General Session. Education sessions start at 8:30 AM Monday morning.

The education program is divided into tracks to make it easier to find sessions matching your specific interests. The program also lists the type of presentation and the intended audience.

Most days have 10 sessions offered in each 60-minute period. With more than 80 sessions between Monday morning and Wednesday at 12:30 PM, you'll want to plan how you can get the most education from each day and make time for important networking and fun. All education sessions and Expo events are at the Hyatt Regency O'Hare.

Each day there is unopposed time for visiting the exhibit 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. Several exceptional sessions by selected vendors will be presented at the Vendor Showcase in the exhibit hall (see pages 18–33).

Summit Name Badges

All events during the Summit require either a name badge or ticket. You will be expected to wear your badge at all events except the Honors Banquet, where your ticket will suffice. Admittance to the Expo requires a name badge. If you have brought a guest, you may purchase an EXPO ONLY registration at the registration desk. Should you misplace your badge, there is a $10 replacement fee.

BADGE COLORS:

White: Members and exhibitors.
Pink: One-day registrants.
Yellow: Nonmembers. Please make them feel welcome.

Hey, What's That Number on My Badge?

In the upper-left corner of your badge, you'll find a registration number. Don't worry, it's in no way related to your Member ID. Rather, it's something we've added as a lead retrieval system for exhibitors. If you like what you see from one of our exhibitors and would like to talk more after the Summit, they can enter your conference registration number into their smartphone. With that simple act, they'll automatically receive your contact information to follow up with you after the Summit has ended.

Ribbons

Ribbons detailing your involvement with STC are available on a self-serve basis. Look for the ribbons counter at the Summit Registration in the Grand Ballroom foyer.

Donor Ribbons

STC members who have donated $100 or more to STC since last year's conference are entitled to the special Donor Ribbon. Members who donated $1,000 or more will have a star pin on their ribbon. These ribbons will be available at the registration desk, where there will be a list of donors. You are welcome to donate to STC at the conference and get your own donor ribbon!

Funds donated to STC at the conference will be put in the general asset fund and be used for various programs benefiting members.

Wireless Service

STC has arranged for wireless Internet connections in areas of the Hyatt. Locations are identified by signage.

REMINDERS

Badges

Unlike the famous line from the movie *Blazing Saddles*, we do need badges! Your badge gives you entrance to all the official Summit events, including the Opening Keynote General Session, all the education sessions, the exhibit hall, and the Communities Reception on Monday evening.

Recording/Videotaping

STC has exclusive recording rights to the conference. Recording or videotaping of any keynote, STC presentation, or session at the conference is not authorized—except as part of our video contest.

You May Be Photographed

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

Meet the Authors

Several authors of books sold in the STC Bookstore will be on hand to sign books and discuss their work. Check out the STC Information Booth or Bookstore for schedules.

Speaker Evaluations

STC has gone green with session speaker evaluation forms. Once again they will be collected electronically. Computers to access the evaluation database are in the registration area.

Summit Evaluation Forms

Immediately following the conference, attendees will receive an email with a link to the online conference evaluation form. We would appreciate you taking a few minutes to provide feedback. All comments are read with an eye toward improving your experience at future conferences.

Child Safety

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

Recharging Stations

STC has set up recharging stations where you can talk with other participants while recharging the battery of your communication device. While we are encouraging you to talk with lots of different people, please be considerate of others who may also need to recharge!

Cyber Cafe

In the STC Central booth in the exhibit hall you'll find two workstations dedicated to checking email. You are welcome to use these anytime the Expo is open. Please be considerate of your fellow participants and limit your time at these stations.

Proceedings

The *Proceedings* of the Summit contains papers written by some of the education session presenters. It is a valuable resource for those who want to continue their learning experience after the conference or refer to the content of a specific session. The *Proceedings* is a Web-based document that has been distributed to all attendees in advance of the meeting.

List of Attendees

A directory of preregistered 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 copy was emailed to you. You may also request one at the registration desk.

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STC will again capture the content (audio and visuals) of almost every session and make it available online to attendees at no additional cost. (Sessions to be recorded are marked.) After the conference, STC will synch the audio with the presentations and make it available for attendees (by passcode) on the STC website. You can then view the sessions at your convenience and "attend" those you missed. ***STC's Summit is the only meeting in the technical communication field that offers this added bonus***.

TICKETS

Guest tickets for receptions may be purchased at the Summit Registration counter. Please purchase tickets in advance of the event. Tickets are not sold at the door for the Communities Reception, Honors Banquet, or the Closing Lunch.

EXPO INFORMATION

The exhibit hall is in Grand Ballroom D. The Expo 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 50 booths showcasing products and services relevant to technical communicators. Refreshment breaks Monday and Tuesday will be set in the exhibit hall.

EXPO HOURS

Sunday: 7:00–8:30 PM
Monday: 9:30 AM–5:00 PM
Tuesday: 9:30 AM–5:00 PM

Vendor Showcase Theater

A number of exhibitors are conducting special presentations about their products. A special Vendor Showcase Theater is set in the Expo for these 60-minute sessions about cutting-edge services, tools, and products. The schedule and details of these presentations are included among the education session listings. The Expo is located in the Grand Ballroom of the Hyatt Regency O'Hare.

STC Consultant's Corner

This year, STC is happy to welcome back the STC Consultant's Corner. Located in the Expo, 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 Giveaway!

Visit the Expo and enter for a chance to win an Apple iPad. Inside your conference tote bag you will find a 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 their corresponding booth space. Once your card is full, fill out your name and contact information, then place it in the raffle bin at STC Central (located at the back of the Expo Hall). The winner of the Apple iPad will be drawn during the Closing Luncheon, 12:30–2:30 PM, on 23 May.

IMPORTANT

Ticket Exchange for Honors Banquet

If you have purchased a ticket for the Honors Banquet, you need to select a table at which to sit by 5:00 PM on MONDAY, 21 MAY at the Banquet Exchange counter in the Summit Registration area. An STC staff person will review the floor plan with you and confirm your selection. Tables are set for eight people. If you wish to gather a group of friends and reserve a full table, you must present all eight banquet tickets to reserve the table. Tickets are priced at $80.00 each. **Tickets are not sold at the door and must be purchased by noon on Monday, 21 May.**

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. The Employment Booth is located in the Expo. Members also benefit by seeing new listings on the online Job Bank 14 days ahead of everyone else.

STC Bookstore

Visit the STC Bookstore to find the best books in the field of technical communication. Many of the books have been reviewed in STC's quarterly journal, *Technical Communication*, by members. Books offered onsite address a range of skill levels from novice to experienced technical communicators. The bookstore is in the exhibit hall and is open concurrent with the Expo.

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All events are in the Hyatt Regency O'Hare

Welcome Reception and Expo—Sunday, 20 May, 7:00 PM, Grand Ballroom D

This event is included in your registration fee. (Guests are welcome, but an Expo Only badge is required and available at the registration desk.) 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 vendor game card!

Student Welcome Lunch—Monday, 21 May, 11:30 AM–12:30 PM, Red Bar

Students are invited to attend this informal gathering offering a perfect opportunity to learn more about STC and the technical communication profession.

SUMMIT OVERVIEW

- More than 80 sessions, organized by 10 tracks
- Conference begins Sunday evening with the keynote speaker—Scott Berkun—and a reception in the Expo
- Registration includes two receptions and morning and afternoon refreshment breaks
- Honors Banquet ticket must be purchased by Noon, Monday, 21 May; table selection must be made by 5:00 PM on Monday, 21 May. See page 10.
- STC will once again capture content (audio and visuals) of most sessions (SUMMIT@aClick) and make it available FREE to all registrants
- Employment Booth in the Expo
- An Education Information counter near the registration area is available for questions about the program, sessions, directions, or general info about the conference
- A Speaker Evaluation station is set up near the Education Information counter so you can electronically complete your evaluations

SIG Business Meetings—Monday and Tuesday, 11:30 AM–12:30 PM

Many of STC's Special Interest Groups (SIGs) have scheduled business meetings during the conference. These meetings are scheduled on Monday and Tuesday during the lunch break. Below is the list of SIGs meeting each day. For additional details about the meeting, contact the manager listed. If you don't see a specific SIG listed they may be having their meeting off-site.

Monday, 21 May 11:30 AM–12:30 PM

Lone Writer
Room: London
Manager: Ed Marshall
Email: *Ed.marshall@verizon.net*

Marketing Communication
Room: Florence
Manager: Deana Morgan
Email: *dcmom01@gmail.com*

Policies and Procedures—combined with QPI
Room: LAX B
Manager: Emily Kowal and Dawn Claessen
Email: *ecelaric@gmail.com* and *mail@dawnell.com*

Single Sourcing
Room: DFW B
Manager: Mollye Barrett
Email: *mollye@clearpath.cc*

Usability and User Experience
Room: LAX A
Manager: David Dick
Email: *davidjdick2000@yahoo.com*

12:30–1:30 PM

Academic
Room: DFW A
Manager: Pam Estes Brewer
Email: *brewerpe@appstate.edu*

Tuesday, 22 May 11:30 AM–12:30 PM

Consulting and Independent Contracting
Room: DFW A
Manager: Robert Frankland
Email: *robf@sockmonkeyconsult.com*

Information Design and Architecture
Room: LAX A
Manager: David Caruso
Email: *dcaruso@cdc.gov*

Instructional Design and Learning
Room: Vienna
Manager: Jamye Sagan
Email: *jamye.sagan@neb.com*

International Technical Communication
Room: DFW B
Manager: Tracy Nathans-Kelly
Email: *kelly@epd.engr.wisc.edu*

Scientific Communication
Room: LAX B
Manager: Joseph Harmon
Email: *harmon_ink@juno.com*

Technical Editing
Room: International D
Manager: Lori Meyer and Carol Lamarche
Email: *meyer.communications@gmail.com* and *clamarche@fittedwrite.com*

Annual Business Meeting—Monday, 16 May, 5:00 PM, International F

STC is required by New York corporation law to hold an annual business meeting. Only members in good standing may vote.

Communities Reception—Monday, 21 May, 6:30 PM, Grand Ballroom H

This reception honors the communities of STC. If you have not yet joined your local chapter, or want to get more information about a particular Special Interest Group, this is the place you want to be. This reception is included with your full conference registration fee and with Monday Only registration.

Music Jam—Monday, 21 May, 8:00 PM, Grand Ballroom E

Immediately following the Communities Reception on Monday, head next door for the Music Jam for music, dancing, and fun, as STC's own Rough Drafts returns! Founding members Tommy Barker (lead guitar & vocals) and Rich Maggiani (drums) anchor the music scene, with new band members Viqui Dill, Robert Hershenow, and others joining in. As with past shows, there will be an ever-flowing group of musicians entertaining you with rock, pop, rockabilly, and of course, the blues! Musicians, bring an instrument to join in. Everyone else, spend the evening hobnobbing with your STC friends and dancing your heads off all evening long!

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Thank you to the sponsors of the Summit Music Jam

Honors Reception and Banquet—Tuesday, 22 May, 7:00 PM, Grand Ballroom H

This popular event honors the Society's newly elected Fellows, Associate Fellows, and award recipients. Business attire is recommended (black tie optional). The reception is open to everyone and does not require a ticket, but the banquet is a ticketed event. Tickets for the banquet must be purchased in advance. Tickets are not available at the door. See the Ticket Exchange notice on page 10 for seating reservations. Tickets are $80.00 each.

Closing Lunch—Wednesday, 23 May, 12:30 PM, Grand Ballroom H

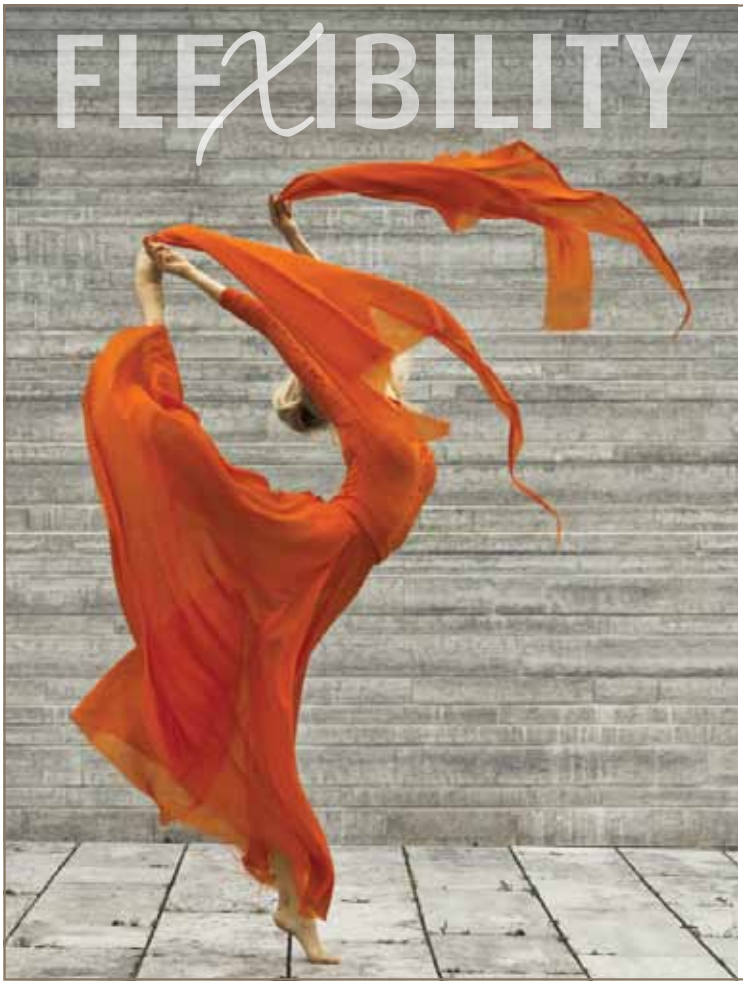
Get together one last time with old friends, new friends, and colleagues. And walk away with a little information about next year's conference. The cost for this event is $10.00 for conference participants. Additional tickets are $35.00. You must purchase tickets by noon on Tuesday, 22 May, for this event.

Coffee Breaks

Monday, 21 May
9:30 AM in Expo
11:00 AM in Expo
3:00 PM in Expo

Tuesday, 22 May
9:30 AM in Expo
11:00 AM in Expo
2:00 PM in Expo
3:30 PM in Expo

Wednesday, 23 May
9:30 AM in Summit Registration area
11:00 AM in Summit Registration area



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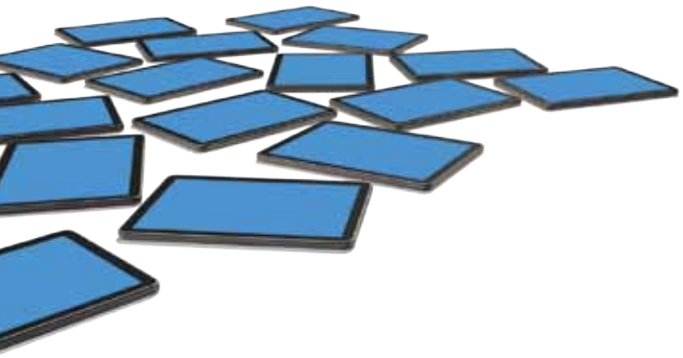

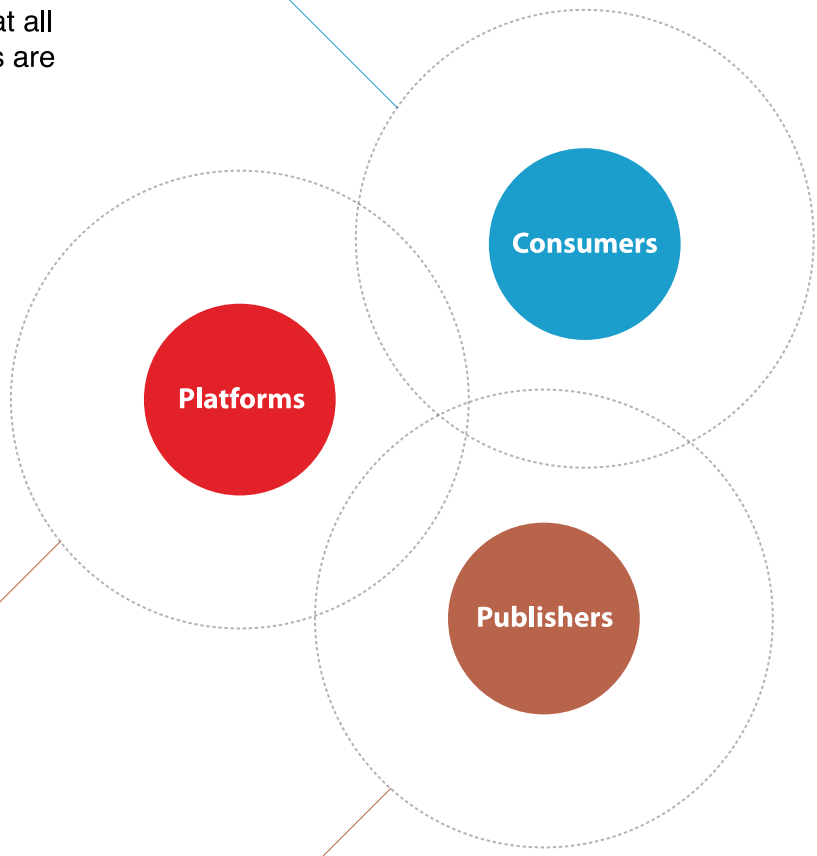

Platforms are multiplying rapidly.

With 300 million tablets and other devices projected to be in the market by 2015, rapid digital adoption will change the way enterprises deliver content.

We're all publishing content now.

Virtually every organization creates, manages and distributes information. Innodata helps companies adapt to the growth of digital adoption and uncover dramatic opportunities to grow their business.

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What is STC Central?

Located in the Expo, STC Central is where you can learn about what's going on in the Society and also meet up with friends and colleagues. STC Central is open during all Expo hours.

New this Year!

Various STC committees will be holding "mini-sessions" in STC Central during breaks from the education sessions. This will give attendees the opportunity to hear a short presentation from the committee and ask questions. When there are no mini-sessions being held in STC Central, a television display will be showing PowerPoint presentations from the committees as well.

Monday, 21 May

9:40–9:55 AM, Publications/ Meet the Editors

Meet the editors of *Technical Communication*, Menno de Jong, and *Intercom*, Liz Pohland, who will discuss how to get published, the editorial calendar for the upcoming year, and answer any questions you may have about submitting articles to STC publications.

11:10–11:25 AM, Recognition

Learn about the individual and community awards and honors in STC. Details will include eligibility, qualifications, applications, and deadlines.

3:10–3:25 PM, Nominating Committee

Learn about the various elected positions in STC, and how to apply or nominate someone to run for Society office. You'll learn what qualifications the Nominating Committee look for, and the election process from nomination to ballot box.

4:40–4:55 PM, Summit Program Committee

The Summit Program Committee will discuss the annual Call for Proposals, including what they look for in a proposal, the selection process, and forming each year's final program. Attend this talk and get a head start on your 2013 proposal.

Tuesday, 22 May

9:40–9:55 AM, Certification Commission

Steve Jong, head of the STC Certification Commission, explains what CPTC™ certification is, how to get it, and why you should.

11:10–11:25 AM, Competitions

Learn about the local and international competitions in STC. Find out where you can enter your projects, how to enter, and how projects move from local competitions to the International Summit Awards.

2:10–2:25 PM, Community Affairs Committee

Members of the Community Affairs Committee will be present for Q&A on issues of importance to leaders of chapters and SIGs.

3:40–3:55 PM, STC Treasurer

The Board of Directors is considering alternatives to the community funding model now in place for chapters and SIGs. STC Treasurer Aiessa Moyna will explain the options being considered and collect your input.

It's All Fun and Games …

STC will have a Nintendo Wii hooked up to a big-screen television and available for play during all hours the Expo is open. (Note: the Wii will be turned off during the STC Central presentations.) Come hang out and have some fun! The high score for the Summit will take home the Wii. The winner will be announced at the Closing Lunch.

Additionally, various board games will be on the tables in STC Central. Catch up with colleagues and relax over a fun game.

Summit Video Contest

Do you have a knack for video production? ***Would you like to win a free registration to the 2013 Summit in Atlanta?*** STC is seeking submissions for the Summit 2012 Video Contest. Entrants are asked to create a video during this year's Summit to be used in the promotion of the 2013 STC Summit and STC's 60th anniversary, which will be celebrated next year. Creativity is encouraged. The theme for this contest is "Why I Love the STC Summit!"

See *http://summit.stc.org* for full details and rules. Two winners will be selected—an STC Staff Favorite and an STC Fan Favorite—and both will receive a complimentary registration for the 2013 STC Summit. See the Summit website for full details of the contest. We look forward to your participation!

Also located in STC Central are:

STC Member Services

Are you aware of the full value of your STC membership? Your membership includes much more than just the publications. The STC staff will be available periodically to answer questions.

STC International Summit Award Winners

The Distinguished Technical Communication winners from STC International Summit Awards will be on display. Take a break between sessions to view the most outstanding work in technical communication.

STC Imprint

STC is partnering with publishers to highlight works that advance the theory and practice of technical communication globally. The Imprint is an STC-branded collection of publications vetted by an editorial review board. If you are interested in participating in the program as either a publishing partner or editorial reviewer, sign up in STC Central.

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Progressions

Multiple Discussion Topics Led by Industry Innovators

Progressions are an interactive session format that facilitates a conversational exchange of ideas about a topic. Each progression session offers 6–10 simultaneous discussion topics. Each speaker presents their brief topic to a table of attendees, and then leads a discussion about that topic for about 18 minutes total. Then, attendees have a few minutes to select another discussion topic table. Within the one-hour session, speakers present their topic three times and attendees can select three topics to attend. Since these sessions are interactive, they are not recorded as part of SUMMIT@aClick.

In the past, these progressions were organized by special interest group (SIG). This year, we have grouped topics by areas of interest that, in some cases, have combined areas of several SIGs and, in other cases, have allowed us to create progressions for new and different areas of interest. See below for general descriptions of each progression and review the following pages of the program for dates, times, and presenters.

Contracting and Consulting Progression

Several speakers will present and lead discussions about contracting, consulting, and business management topics. These topics include Is There Anyone Out There? Working Virtually; How to be Famous in Your Profession; Personal Content Strategy; Working Successfully as a Consultant; Transform a Prospect Meeting into a Signed Contract; and Virtual Partnerships: New Ways of Working.

Education Progression

Several speakers will present and lead discussions about instructional design and academic topics. Topics include The Learning Resource Metadata Initiative (LRMI); Designing Student Projects for the TC BOK, Tutorial Pacing; Information Design in Undergraduate Posters; Practitioner-Student Interaction: From Classroom to Cloud; eLearning Audio Simplified: Understanding Noise, Distortion, and Gain; and Experiences in Making Experiential Learning Work.

Management Progression

Several speakers will present and lead discussions about people and project management topics. This session is intended for anyone who is working in a management role or who aspires to do so. These topics include Innovate to Motivate: Managing Global Teams; Using Meta-Communication to Manage Successful Online Teams; Under Resourced? Use Agile Components to Increase Productivity; Mentoring 101: Other Duties As Assigned By Manager; Skeleton Key: Growing Influence Beyond Your Department; Managing More Than Tech Comm; and Project Management and Personality Type.

Professional Development Progression

Several speakers will present and lead discussions about topics to help you further your career. Some of these topics are also referred to as soft skills. These topics include SMM 101: 5 C's of Managing Your Presence; Keeping Your Job on Track During Life Transitions; Driving Change: Empowering Yourself to Empower Your Organization; Building the New Resume; Clutch and Cool Tech Comm: How to Train; Expanding Your Sphere of Influence; Greatly Exceeds Expectations; Tips and Tricks for Communicating with Remote Teams; and Break It! A Methodology for INSTANT Innovation.

Usability, User Experience, and AccessAbility Progression

Several speakers will present and lead discussions about usability and user experience, and how these areas relate to technical communication. Topics will include How to Encourage Good Use of SharePoint; Card Sort Your Way to Better Information Architecture; Recent ISO Standards and Usability Testing; Getting Started with Personas; Setting up an Eye Tracker System; Is 2012 "Accessibility Armageddon" for Technical Communicators?; and Quantify Your Qualitative Research: Adding Rigor to Heuristic Review.

Writing and Editing Progression

Several speakers will present and lead discussions about creating and refining information through the development workflow. These topics include Style Guide without Tears; Improving Processes Using Business Transformation Tools; Writing for Global Audiences; Developing Yourself as a Policies and Procedures Professional; APIs and SDKs: Breaking into a Specialty Market; Excellence, No Drama; How to Merge Two Corporate Style Guides; Selecting Technology to Support your Content Reuse Strategy; Using Checklists for More Efficient Editing; It's All MarComm: A Tech Writer Goes Fluffy; and Our Users (Sort of) Help Write Our Documentation.

21 May

8:30–9:30 AM

CONTENT DELIVERY

Why Not DocBook?

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

With all the hype about DITA, DocBook sometimes gets forgotten. However, it is still alive, well, and a great choice for many applications, including some that DITA is known for. This talk will make the case for DocBook.
Richard Hamilton, XML Press

CONTENT DEVELOPMENT

Developing for the Unknown

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

Today, we create content for output as online help and PDF. But what about tomorrow? Because we don't know, it's increasingly important to create content that's technically clean, consistent, and maintainable or future-proofed. That requires the correct design philosophy and the correct use of control mechanisms—the subject of this presentation.
Neil Perlin, Hyper/Word Services

CONTENT DEVELOPMENT

Editing Evaluation Workshop

ROOM: Florence
FORMAT: Mini-workshop
SKILL LEVEL: All

This session offers a 25-minute, one-on-one discussion with an experienced editor who will evaluate your editing of a short document or section of a document. In addition, a written evaluation will be provided.
Lisa Adair, Rockwell Automation
Pat Moell, SAS Institute Inc.
Michelle Corbin, IBM
Rebekka Andersen, University of California, Davis
Linda Oestreich, OMNITEC/SPAWAR
Kelly Schrank, Med Communications

CONTENT STRATEGY AND DESIGN

Adapting Ourselves to Adaptive Content

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

Why do we waste time and money creating and recreating content instead of planning for content reuse? Why are we still letting content authors plan where their content will "live" on a Web page? What worked for the desktop Web simply won't work for mobile. As our design and development processes evolve, our content workflow has to keep up. Karen will talk about how we have to adapt to creating more flexible content.
Karen McGrane, Bond Art + Science

CONTENT STRATEGY AND DESIGN

Taxonomy: Do I Need One?

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: New to Topic

A solid taxonomy can be the key to optimizing your content for search, indexing, and gap analysis. It can be your roadmap for the future. Learn what a taxonomy is, how it can benefit you, and how to start developing one.
Leigh White, ElementalSource, LLC

PROGRESSIONS

Education Progression

ROOM: International Ballroom D/E
FORMAT: Progression
SKILL LEVEL: All

Speakers will present and lead discussions about instructional design and academic topics.
Phylise Banner, American Public University System
The Learning Resource Metadata Initiative (LRMI)
Thomas Barker, Texas Tech University, and **Pam Estes Brewer,** Appalachian State University
Designing Student Projects for the TC BOK
Viqui Dill, American Woodmark Corp
Tutorial Pacing
Gail Emily Fey, The University of Arizona, and **Sue Smith,** The University of Arizona
Information Design in Undergraduate Posters
Ann Jennings, University of Houston-Downtown
Practitioner-Student Interaction: From Classroom to Cloud
Robert Hershenow, RDH Communications
eLearning Audio Simplified: Understanding Noise, Distortion, and Gain
Joel Kline, Lebanon Valley College
Experiences in Making Experiential Learning Work

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

This symbol indicates sessions that include academic and research topics.

PROFESSIONAL DEVELOPMENT

Bulletproofing Your Career Online

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: All

What are the 10 key steps to building and securing your online reputation? A security professional and a career sherpa provide their perspectives on how to create an online presence that enhances and promotes your career safely and effectively.
Ben Woelk, Rochester Institute of Technology
Hannah Morgan, Career Sherpa.Net

SPONSORED BY ADOBE

Does WYSIWYG Really Have a Place in the XML Table?

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

Does XML editing have to be generic looking and disconnected from a possible published format to be "real XML"? Learn what XML really is, how you can create and edit it without programming knowledge, and how you can publish this content without costly transforms for fastest go-to-market. Through live demonstrations, see the source XML content that Adobe FrameMaker 10/Adobe Technical Communication Suite 3.5 creates, and all the different output formats to which this content can be seamlessly published.
Tom Aldous, Adobe

SPONSORED BY AUTODESK

Create Stunning Visual Documentation from 3D Design Data

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

If a picture is worth 1,000 words, and video is worth 1,000 pictures, then how many words are interactive 3D animations of product documentation worth? Learn how multiple areas of your company can benefit from reusing your 3D engineering (CAD) data to explain your products more visually and engage your audiences in new ways.
Tyler Barnes, AutoDesk

10:00–11:00 AM

CONTENT DELIVERY

Creating ePubs: What's the Best Tool for Me?

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

So you've decided that making your documentation available as ePub files is the way to go. But with so many tools available, how do you decide which is best?
Scott Prentice, Leximation, Inc.

CONTENT DEVELOPMENT

Five+ Ways to Add Interactivity to Online Help

ROOM: Grand Ballroom H
FORMAT: Demonstration
SKILL LEVEL: New to Topic

Content is king, but adding a measured dose of interactivity to your online Help will increase readability and usability, as well as make it more compelling. This session will demonstrate a number of simple ways to improve your Help, even if you are single sourcing.
Nicky Bleiel, ComponentOne

CONTENT DEVELOPMENT

Information Product Evaluation Workshop

ROOM: Florence
FORMAT: Mini-workshop
SKILL LEVEL: All

Advance sign-up required to receive a 30-minute analysis of your information product by an expert. Your product will be evaluated for organization, style, layout, and use of graphics. Bring your product and supply your own laptop if your information product is in an online format.
Sally Spahn, Spahn and Associates
Connie Kiernan, United States Mint
Linda Mikkelsen, Cray Inc.

CONTENT STRATEGY AND DESIGN

Make Your Content Matter

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

Learn how doing content differently will bring you different results. See how a health, a travel, and a finance organization tried a new approach to their content and will never go back to the old one. A health company changed its content from a sales problem into a sales asset. A hotel company transformed editorial content into a mobile touchpoint. A finance company stopped presenting products as a features list and started explaining their value. Learn more about the results of these new approaches—and what had to change behind the scenes along the way. Get inspiration and advice to make your content matter!
Colleen Jones, Content Science

LIGHTNING TALKS

Lightning Talks, Session 1

ROOM: London
FORMAT: Lightning Talk
SKILL LEVEL: All

This session features a series of "Lightning Talks"—five-minute talks on topics of interest to technical communicators. Each speaker gets 20 slides, displayed for 15 seconds per slide. Timing is strictly enforced. Expect presentations that are insightful, thought-provoking, humorous, and possibly controversial. Expect to see oratory skills tested, and expect to have fun.
Alan Houser, Group Wellesley, Inc.
Moderator
Scott Abel, The Content Wrangler, Inc.
What? Another XML Schema?
David Caruso, NIOSH
Where Did That Idea Come From?
David Dick, InfoPro
Enhance Your Writing by Critical Reading
Alan Houser, Group Wellesley, Inc.
Beyond the Gutenberg Parenthesis
Tammy Rice-Bailey, Rice-Bailey Consulting
Virtual Teams, Real Meetings: How We Compensate
Bill Swallow, LinguaLinx
MySTC: Present Case, Future Considerations

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

Project Tracking and Metrics Using SharePoint

ROOM: International Ballroom A
FORMAT: Case Study
SKILL LEVEL: All

The speakers explain how, by recording more than 40 pieces of metadata for every project, Rockwell Automation created a unique system in SharePoint that allows them to monitor technical communication projects using a variety of views.
Liz Gardipee, Rockwell Automation
Kathleen Ruggeri, Rockwell Automation

PROFESSIONAL DEVELOPMENT

Reorganizing the Technical Communication Body of Knowledge Project

ROOM: Gatwick
FORMAT: Presentation
SKILL LEVEL: All

Come and share your ideas for continuing to develop the TC Body of Knowledge still under construction on a development wiki.
Hillary Hart, University of Texas at Austin

PROFESSIONAL DEVELOPMENT

Understanding and Overcoming Resistance to Change

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: All

This presentation demonstrates how technical communicators can benefit from seeking to understand why specific groups of people resist new technologies and innovations. Resistance can convey important information about client values and commitments, and thus understanding resistance can help to strengthen the communication strategies implemented by technical communicators.
James Conklin, Concordia University

SPONSORED BY ADOBE

Migration to Structured Authoring: Deriving the Highest ROI

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

Content development managers today are realizing the benefits of structured, topic-based authoring. Migrating to topic-based structured content can result in significant cost savings and return on investment (ROI). Learn the key factors when considering which tool/solution to use to be most successful and how an Adobe FrameMaker–based solution can help you derive the highest ROI.
Kapil Verma, Adobe

SPONSORED BY NET-TRANSLATORS

Advanced Localization for Technical Communicators

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

This presentation is intended for technical writers and communicators who are involved in the localization process in their organization and would like some clarity on the processes and costs, both hidden and explicit, as well as how they can create more value in their companies by being more involved in the end-to-end process. The attendee should come away being empowered to take a more proactive role in this process.
David Sommer, Net-Translators

USER EXPERIENCE AND ACCESSIBILITY

Mobile Usability Guidelines You Need to Implement Now

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

Jump-start your mobile offerings by learning what you need to do to deliver usable user assistance. Hear an overview of current mobile usability guidelines, and understand key requirements for user assistance on mobile devices, including tablets such as iPad and smartphones such as Android and iPhone.
Marta Rauch, Oracle

VENDOR SHOWCASE

Simplify Your Workflow: Consistent Mobile Technical Documentation

ROOM: Vendor Showcase Theater, Exhibit Hall
FORMAT: Presentation
SKILL LEVEL: All

Companies that deploy different programs to publish their documents should use Finalyser TERM CHECK. George Eck of SQUIDDS will demonstrate that it is no longer required to resort to expensive external terminology systems. Looking at the technical documentation, mobility becomes one of the most essential criteria. WebWorks REVERB enables every user to build its own app.
SQUIDDS

WEB DESIGN AND DEVELOPMENT

Building a Developer Documentation Wiki

ROOM: International Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

A wiki for developer documentation: How we designed and built a new site to host the API documentation, tutorials, and toolkits for our development community.
Sarah Maddox, Atlassian

2:00–3:00 PM

CONTENT DELIVERY

No Drama: Selecting the Right CMS for You

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

Make selecting a CMS a decision without emotion and without vendor hype. Develop a set of requirements, narrow the field of candidates, organize a proof of concept, and evaluate all the results to select a CMS that best fits your team.
Leigh White, ElementalSource, LLC
Mollye Barrett, ClearPath, LLC

CONTENT DEVELOPMENT

Index Evaluation Workshop

ROOM: Florence
FORMAT: Mini-Workshop
SKILL LEVEL: All

This session offers a 25-minute, one-on-one discussion with an experienced indexer who will evaluate an index you have created or are currently creating. Indexes are submitted to the coordinator two weeks in advance of the Summit so that the assigned evaluator has ample time to prepare comments.
Thea Teich, Teich Technical and Marketing Communications
Cheryl Landes, Tabby Cat Communications
Richard Shrout, Potomac Indexing
Sally Spahn, Spahn and Associates
Ed Marshall, Marshall Documentation Consulting
Karen Lane
Pilar Wyman, Wyman Indexing

CONTENT DEVELOPMENT

Panel Discussion: Why Technical Editors Are Still Relevant

ROOM: International Ballroom A
FORMAT: Panel Discussion
SKILL LEVEL: All

In the Internet age, customers won't wait for content. Is there room for editors in a world of good enough documentation? How is the role of the editor evolving?
Pat Moell, SAS Institute Inc.
Michelle Corbin, IBM
Linda Oestreich, OMNITEC/SPAWAR
Carol Lamarche, Healing Tree Communications
Mary Jo David, Write Away Enterprises
Jenifer Servais, IBM

CONTENT STRATEGY AND DESIGN

Content Strategy: Changing the Face of a City

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

How does a team of content strategists rework a 60,000-page municipal website to bring it down to a fraction of the size while increasing its effectiveness? Bailie discusses the framework for the project, and the processes and tensions that drove the project to a successful launch.
Rahel Bailie, Intentional Design Inc.

CONTENT STRATEGY AND DESIGN

Wireframing 101: From Ideas to Communication

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: New to Topic

Get a look at the design processes that are practiced by two different designers. One produces static content in detailed wireframes with annotations and the other utilizes functional prototypes to convey meaning to their clients. Learn how to prepare your content for review. Regardless of your end result, the core components for creation will be covered by the two designers. Get started on the basics of wireframing and go from there.
Todd Zaki Warfel, Inflection

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

Tales of Terror: Avoiding Project Disasters

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

New to the field or tackling a new challenge? Learn to avoid these classic blunders (based on true project disasters).
Leah Guren, Cow TC

POSTER SESSION

Students' Perspectives on Technical Communciation

ROOM: Vienna
FORMAT: Poster Presentation
SKILL LEVEL: All

View the winners of the STC Academic SIG student poster competition. Posters will be presented through Adobe Connect Pro
Heather L. Kfoury, University of Houston-Downtown
Have a Very Merry Recession: A Rhetorical and Ethical Analysis of a Corporate Holiday Card during the Recession)
Adaline Haseltine and **Samantha Gale,** Appalachian State University
Social Media Marketing for Technical Communication Professionals

SPONSORED BY MADCAP

MadCap Flare 8—Tips, Tricks, and Insider Tactics

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

Every time a new version of software is released, the users are left to figure out the new functionality for themselves. This session will look at the new Flare version 8 release and will provide techniques and scenarios for how to best use the new capabilities and when they would be appropriate. This will *not* be a "feature demonstration" session, but will look much deeper. Why was certain functionality added? When is it appropriate to use? What improvements to work flow, authoring experience, or customer experience can be expected? Attend this session to have MadCap Flare version 8 demystified.
Mike Hamilton, MadCap Software

USER EXPERIENCE AND ACCESSIBILITY

Think-Aloud Protocols: Does Age Make a Difference?

ROOM: International Ballroom C
FORMAT: Research Report
SKILL LEVEL: All

In a usability study of the American FactFinder website, (part of *Census.gov*) we analyze how age and think-aloud protocol (concurrent and retrospective) relate to usability performance measures of effectiveness, efficiency and subjective satisfaction ratings. We also review the quality of comments participants make when using the different think-aloud protocols.
Erica Olmsted-Hawala, U.S. Census Bureau
Jennifer Romano Bergstrom, Fors Marsh Group

VENDOR SHOWCASE

Structured Writing with Information Mapping: What Is It? How Can It Help Me?

ROOM: Vendor Showcase Theater, Exhibit Hall
FORMAT: Presentation
SKILL LEVEL: All

Do you want to find out more about Information Mapping and what's in it for you? This presentation is the perfect opportunity for you to get acquainted with the method and see how you can use it to analyze, organize, and present information clearly and consistently.
Information Mapping

WEB DESIGN AND DEVELOPMENT

Getting Started with HTML5

ROOM: London
FORMAT: Presentation
SKILL LEVEL: New to Topic

In this session, Peter will explain why HTML5 is going to have a tremendous impact on technical communication. He will introduce you to the most relevant HTML5 features and show you practical tools, tips, and tricks so you can start using HTML5 in your technical communication projects right away.
Peter Lubbers, Kaazing Corporation

3:30–4:30 PM

CONTENT DELIVERY

Migrating Content: How to Tackle the XML-L10N Beast

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

Learn how to guide your team into XML and CMS and how to transition from a legacy system into a state-of-the-art content development and publishing system. You can let the languages get in the way or tame the XML-L10N beast by using tried and true methods and best practices to make this migration smoother.
Jean-Luc Mazet, Hewlett-Packard

CONTENT DEVELOPMENT

Translation Technology: MT, TM, and Translation Reuse

ROOM: London
FORMAT: Presentation
SKILL LEVEL: All

This presentation will explore the differences between Machine Translation (MT), Translation Memory (TM), and Tech Comm industry tools that effectively support translation reuse. See how these tools work, how translation companies use them, how translators use them, and how they impact the quality, cost, and timing of your translation projects. Through case studies and examples, you will also learn how to assess which types of tools will best support your translation efforts.
Lisa Pietrangeli, ThirtySix Software

CONTENT STRATEGY AND DESIGN

Beyond the Bleeding Edge, Session 1

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

As technical communication becomes increasingly technical, and as the pace of change accelerates, it's important for technical communicators to stay informed about new technologies, tools, and trends. That's the job of Beyond the Bleeding Edge, a session that provides an early warning system for STC members.
Neil Perlin, Hyper/Word Services
Moderator

Don't Make Me Look: User-Focused Delivery of Web Content

The City of Vancouver website vision is to deliver information to citizens, before they ask, and in context, to increase transparency and accountability to city residents, by aggregating content onto neighborhood pages. The challenge was to create City Council agendas and minutes that could be delivered within the new CMS framework. The path to success came from the world of tech comm, adapted to a Web CMS schema.
Rahel Bailie, Intentional Design Inc.

Developing an iPhone App Tutorial on a Budget

"We need to get users to download and use our free iPhone App, but it's a non-revenue generating project so the budget it is tight." Sound familiar? If so, join me as I explain how I went from script and screen images to a 2.5-minute tutorial in 53 hours of billable time. I'll explain the steps, tools, and challenges, and show you the end result.
Kate Carver, Docs-to-You, LLC

Xinfo

Customers, partners, and industry analysts tell us that our technical information needs to be leaner, easier to search, focused on user scenarios that apply to day-to-day roles, and take advantage of Internet delivery options. To address these issues, the Xinfo initiative was created to focuses on: end-to-end view, new technical information roles, scenario-based content, interactive content community, and agile scrum development methodology.
Brian Everett, CA Technologies

CONTENT STRATEGY AND DESIGN

Turning Technical Documentation into Profit

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

By thinking differently about technical documentation, retailers can become leaders in their market. In this session, Scott will explore how one retailer became a publisher of online repair manuals designed to teach "do-it-yourselfers" how to fix things, while selling them the goods they need to do the job. Sales are driven completely by visually engaging, standardized instructional content delivered to the Web, to smartphones, and to mobile devices. Return on investment was no longer a wild guess, directly tied to pieces of content. The strategy is so successful that other retailers of products that require assembly, sometimes break, or need occasional maintenance are clamoring to replicate it.
Scott Abel, The Content Wrangler, Inc.

EDUCATION AND TRAINING

Training Evaluation Workshop

ROOM: Florence
FORMAT: Mini-workshop
SKILL LEVEL: All

In this workshop, participants can pre-submit course materials for evaluation by one of our expert instructional designers. Each participant will receive both written and verbal comments on their materials. Comments cover all aspects of instructional design and are aimed to provide strengths and opportunities for improvement.
Jackie Damrau, T-Mobile USA
Karen Baranich, SCANA
Jamye Sagan, H-E-B Pharmacy

PROFESSIONAL DEVELOPMENT

What Should Technical Communicators Do When Products "Just Work"?

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: All

One of the challenges technical communicators face is the sometimes-held belief that "no one reads the manual," and that the technical documentation budget would be better spent on improving the usability of product itself. We'll look at how to deal with this belief, and what it means for our future.
Ellis Pratt, Cherryleaf

SPONSORED BY ADOBE

Multiscreen Publishing Formats and New Ways of Monetizing Content

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

How can you create, distribute, and monetize content? The proliferation of computer tablets, smart phones, and eBook readers has changed customer expectations. Customers expect content output to multiple devices. Emerging digital technologies, publishers, and technical communicators now have the opportunity to make content accessible on multiple screens and reach customers anywhere, anytime, on any device. Content and context! Learn how create and distribute ePub and Kindle formats using Adobe Technical Communication Suite, and best practices to follow for smaller screens.
Ankur Jain, Adobe

USER EXPERIENCE AND ACCESSIBILITY

Getting Started in Eye Tracking: A Primer

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: New to Topic

This presentation introduces practitioners considering eye tracking to basic principles they need to know before making that leap. Specifically, we cover: 1) types of eye tracking technologies available, 2) fundamental principles of eye movement, 3) methods for displaying data, and 4) issues with calibration.
Tharon Howard, Clemson University
Daniel Liddle, Clemson University Usability Testing Facility
Shawn Stowe, Clemson University Usability Testing Facility
Kimberly Sulak, Clemson University Usability Testing Facility
Abigail Johnson, Clemson University Usability Testing Facility

WEB DESIGN AND DEVELOPMENT

Goodbye, Arial and Verdana. Hello, Web Fonts!

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

Web fonts is an emerging technology that enables you, as a designer, to break away from the trappings of such "safe" fonts as Arial and Verdana. Learn how to use alternative typefaces that make your content stand out and promote your brand while your text remains search-engine friendly and screen-reader ready.
Michael Opsteegh, Eyefinity

22 May

8:30–9:30 AM

CONTENT DELIVERY

Open Source Automated Documentation in a Development Environment

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

This presentation discusses free, portable tools and techniques for automating documentation in hardware or software development environments.
Neale Morison, CSIRO Astronomy and Space Sciences

CONTENT DEVELOPMENT

Global-Ready Content NOW!

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

We all know that translation costs can quickly get out of control. Val Swisher from Content Rules will present eight simple rules you can apply to tame your content and make it cheaper, better, and faster to translate. This fast-moving session is based on Val's experience working with global 50 technology companies.
Val Swisher, Content Rules, Inc.

CONTENT STRATEGY AND DESIGN

Content Strategy for Reaching Customers Anywhere

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

Today's customers want content anywhere, anytime, and on any device. Designing for multiple devices means designing responsive content, content that adapts to the device and the customer's needs. This session provides an understanding of the multi-device world and provides guidelines on developing a responsive content strategy.
Charles Cooper, The Rockley Group, Inc.
Ann Rockley, The Rockley Group Inc.

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

How Writers Can Thrive in Agile Software Development

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

Many writers are trying to figure out how to meet deadlines, write quality documentation, and stay sane as their software companies switch from the traditional "waterfall" method of development to the popular Agile methodology. Learn strategies and best practices to help you thrive as a writer in an Agile environment.
Gavin Austin, Salesforce.com

PROGRESSIONS

Contracting and Consulting Progression

ROOM: International Ballroom E/F
FORMAT: Progression
SKILL LEVEL: All

Speakers will present and lead discussions about contracting, consulting, and business management topics.
Kit Brown-Hoekstra, Comgenesis, LLC
Is There Anyone Out There? Working Virtually
John Hedtke, JVH Communications
How to be Famous in Your Profession
Kristi Leach, Independent
Personal Content Strategy
Ed Marshall, Marshall Documentation Consulting
Working Successfully as a Consultant
Teresa Stover, Stover Writing Services
Transform a Prospect Meeting into a Signed Contract
Thea Teich, Teich Technical and Marketing Communications, and
Richard Shrout, Potomac Indexing
Virtual Partnerships: New Ways of Working

PROFESSIONAL DEVELOPMENT

Communication Culture: Resolving Conflict and Leveraging Feedback

ROOM: London
FORMAT: Mini-workshop
SKILL LEVEL: All

Resolving conflict and responding to feedback are core professional survival skills. In our current economy, our ability to master soft skills can be more important than mastery in technical communication and project management skills. Participate in scenario-based negotiations and skill-building exercises to learn how communication culture impacts conflict resolution.
Barrie Byron, Independent Consultant
Ann Grove, Logical Writing Solutions, Inc.

SOCIAL MEDIA

Don't Suck at Social Media

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

If you aren't sure why people are always talking about social media, or just not sure if you're "doing it right," this session is for you. We'll be exposing social media for what it really is, and talking about how to keep from sucking at it.
Robert Armstrong, RouteMatch

SPONSORED BY WEBWORKS

Analytics for Web-Based User Docs

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: All

Last year Patricia talked about analytics for developer docs. This year, she'll talk about analytics for user docs. Four new features make analytics the must-have tool for documenters: in-page analytics, content grouping (beta), flow visualization, and SEO optimization. Advanced segments, a great way to get your own insights into your users, will also be covered.
Patricia Boswell, Google, Inc

USER EXPERIENCE AND ACCESSIBILITY

Modeling Information Experiences: A Recipe for Consistent Architecture

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

Need to deliver a consistent information experience across a broad set of content, audiences, or business requirements? Learn how user-centered experience modeling can help you deliver world-class information architecture. Explore examples from IBM's work with abstract models and discover methods for using experience models at the team and enterprise level.
Alyson Riley, IBM
Andrea Ames, IBM

10:00–11:00 AM

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

Adapt, Innovate, Expand—How to Stay Relevant

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

Technical publications group have sometimes suffered from a lack of respect. This has often led to a company's decision-makers targeting such groups for downsizing or budget cuts. This session will use real-life examples from a group that has dramatically changed how it is perceived within its company.
Greg Parikh, Oracle Corp.

PROGRESSIONS

Management Progression

ROOM: International Ballroom E/F
FORMAT: Progression
SKILL LEVEL: All

Speakers will present and lead discussions about people and project management topics. This session is intended for anyone in a management role or who aspires to do so.
Francisco Abedrabbo, Oracle
Innovate to Motivate: Managing Global Teams
Pam Estes Brewer, Appalachian State University
Using Meta-Communication to Manage Successful Online Teams
Julie Garrison, Datacert, Inc.
Under Resourced? Use Agile Components to Increase Productivity
Deb Lockwood, CSG Systems International, Inc.
Mentoring 101: Other Duties As Assigned By Manager
Bill Swallow, LinguaLinx
Skeleton Key: Growing Influence Beyond Your Department
Kirsty Taylor, Content Project Manager
Managing More Than Tech Comm
Andrea Wenger, Schneider Electric
Project Management and Personality Type

PROFESSIONAL DEVELOPMENT

Building Your Professional Network—Beyond the Social Media Maze

ROOM: London
FORMAT: Mini-workshop
SKILL LEVEL: New to Topic

Learn how to create and maintain your professional network by building on your current contacts, meeting new contacts, helping others, and increasing your exposure.
Jenna Moore, SAS Institute

SOCIAL MEDIA

Surfing the Perfect Storm

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: All

Communication methods are transforming at an alarming rate. With rapid advances in global, mobile, and social dialog, how can technical writers keep up? This session will explain the fundamental shifts taking place and provide practical instruction on how information developers can prepare, respond, and succeed.
Tristan Bishop, Symantec Corporation

SOCIAL MEDIA

Technical Writing: New Horizons and Frontiers

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

Changes in technology and user paradigms have had a profound impact on the way Help content is written, delivered, and shared. This session discusses how writers can use the power of data-analytics and social networking to create relevant Help content, engage user communities, and build a business case for themselves.
Preran Kumar Kurnool, Adobe India Pvt. Ltd.

SPONSORED BY AUTHOR-IT SOFTWARE CORPORATION

The Benefits of a SaaS Enterprise Authoring Platform

ROOM: International A
FORMAT: Presentation
SKILL LEVEL: All

Software service providers are increasingly moving their products to software as a service (SaaS), and we can expect SaaS to impact our lives even more than it currently does. A cloud-based enterprise authoring platform provides all of the benefits of SaaS, but holds the promise of much more.
Steve Davis, Author-it Software Corporation

SPONSORED BY NET-TRANSLATORS

Improving Deliverables by Measuring Translation Quality

ROOM: Florence
FORMAT: Presentation
SKILL LEVEL: All

This presentation will enable those who are involved in the translation process within their organizations to better understand how to control the quality of their translations by implementing an effective method of measuring the output of their translators. In addition, process improvement will be discussed and demonstrated.
David Sommer, Net-Translators

USER EXPERIENCE AND ACCESSIBILITY

Destroy the Box: Frank Lloyd Wright's UX Lessons

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

Through three Wright landmarks—Fallingwater, the Pope-Leighy house, and Taliesin West—we investigate inspiration that he brings to experience architects. We'll look at pictures and principles, exploring analogs to our practice through the elements of context, clients, connections, and construction.
Joe Sokohl, Regular Joe Consulting, LLC

VENDOR SHOWCASE

HelpServer—Deliver the Right Content to the Right People

ROOM: Vendor Showcase Theater, Exhibit Hall
FORMAT: Presentation
SKILL LEVEL: All

HelpServer is a Web- and server-based authoring environment to manage documentation. HelpServer can be installed on your server or is available as SaaS. During this session we will show you how authors can collaborate in real time to create personalized variations, translate content, make help and documentation available over the Internet, or single source to files.
4.ST—HelpServer

VISUAL DESIGN

Using Graphics in Real-World Tech Comm

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

The presentation discusses screen captures, photographs, Web images, illustrations, and logos. Attendees learn which formats are better for deliverables. Topics include rasters, vectors, RGB and CMYK, resolution, and popular software. Attendees will come away with real-world knowledge and techniques that they can immediately apply to graphics in their workplace.
Sean Brierley, Accenture Software

VISUAL DESIGN

Video-Based Training Can Be Great/Expensive

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

Matt Sullivan shares the strategies he uses in recorded meetings, computer simulations, and "PowerPoint" sessions to get better results in less time. Matt discusses strategies for improving end user retention and for streamlining the creation process itself. These techniques will not be vendor-specific, but they help with any software you choose for module creation. Specific examples, however, will draw from Adobe software titles.
Matt Sullivan, roundpeg, inc.

1:00–2:00 PM

CONTENT DEVELOPMENT

Speech Intelligibility: Purpose and Scope in Technical Communication

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

The presentation provides an introduction to speech intelligibility and makes the argument that technical communicators are in a position to provide guidance in the design of audio interactions in technological environments.
Halcyon Lawrence, Illinois Institute of Technology

CONTENT STRATEGY AND DESIGN

Design through Progressive Prototyping

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

Todd will show how prototyping with HTML5, CSS3, and jQuery is easier than you think. Whether you're an HTML novice or a presentation-layer pro, you'll learn a number of practical tips and techniques for prototyping with HTML5, CSS3, and jQuery. You'll walk away with a number of techniques that will help.
Todd Zaki Warfel, Inflection

EDUCATION AND TRAINING

Making Sense of It All: Analyzing Qualitative Data

ROOM: London
FORMAT: Mini-workshop
SKILL LEVEL: All

This workshop examines the types of data produced in qualitative research and explores a technique for analyzing and interpreting qualitative results. Includes extended workshop activity.
James Conklin, Concordia University
George Hayhoe, Mercer University

PROGRESSIONS

Writing and Editing Progression

ROOM: International Ballroom E/F
FORMAT: Progression
SKILL LEVEL: All

Speakers will present and lead discussions about development workflow and topics on writing and editing.
Valerie Ball, Oregon Institute of Technology, and **Debbie Kerr**
Style Guide without Tears
Audrey Bezner, Nissan North Americas
Improving Processes Using Business Transformation Tools
Barbara Jungwirth, reliable translations llc
Writing for Global Audiences
Emily Kowal, Walgreen Co.
Developing Yourself as a Policies and Procedures Professional
Ed Marshall, Marshall Documentation Consulting
APIs and SDKs: Breaking into a Specialty Market
Karen Mulholland, PeopleAdmin, Inc.
Excellence, No Drama
Elizabeth Navarro, NetIQ Corporation
How to Merge Two Corporate Style Guides
Lisa Pietrangeli, ThirtySix Software
Selecting Technology to Support your Content Reuse Strategy
Kelly Schrank, Med Communications
Using Checklists for More Efficient Editing
Joe Staples, Prowess Consulting
It's All MarComm: A Tech Writer Goes Fluffy
Ryan Williams, ExactTarget, and **Adam Evans,** ExactTarget
Our Users [Sort of] Help Write Our Documentation

PROFESSIONAL DEVELOPMENT

Virtual vs. Local Teams—Communication Success and Failure

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: All

We increasingly interact online; we increasingly collaborate across time zones with colleagues who can be near-strangers. Learn project and team factors to help decide when to bond long-distance and when to keep work local.
Kathleen Moore, Reaction Design

SPONSORED BY INNODATA

Enhancing Customer Engagement in the Post-PC Age

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

There will be 300 million tablets in the market by 2015. This creates an opportunity to transform your digital content into a true competitive advantage. How do the world's most successful product companies take advantage of rapid digital adoption? Learn how to solve the six critical challenges of enhancing customer engagement in the post-PC age.
Kevin Perry, Innodata

Project Showcase Sessions

1:00–2:00 PM
Grand Ballroom Foyer

Showcase presenters will share their projects with groups of attendees as they walk from table to table. These small groups and discussions will allow technical communicators to share their experiences and project solutions.

Improving Large-Scale Retailer's Intranet via a Content Audit

Challenge: Audit 60,000 intranet pages with 300+ associated owners to identify content appropriate for an improved intranet experience. Understand how we did it and leverage our learning in your organization.
Jen O'Brien, Manifest Digital

Technical Communication in Non-Computing Worlds

So many discussions about technical communications focus on writing for hardware and software markets. What about the rest of tech comm? In this session you follow a case study of a mining company that needed to create industry leading documentation and training materials, and learn how this was done.
Bernard Aschwanden, Publishing Smarter

A Tool Conversion from the Trenches

A case study about tool conversion for online help. Covers the planning process, implementation, and the "gotchas" encountered afterwards.
Rachel Houghton, Sage

21st-c. Communication Studio for a College of Engineering

Traditional instruction in writing and speech are necessary, but not sufficient skills for the 21st-century engineer. This presentation describes the University of Kentucky's eStudio, which provides space for students to compose and present in various media (flat print, face-to-face, digital) and includes instruction in writing, speech, team-building, design, and marketing.
Janet Eldred, University of Kentucky, and **Emily Dotson**, University of Kentucky

What to Do With a Useless 5K-page Document

Yikes! You have a document with missing information, incorrect grammar/punctuation, and riddled with errors! Find out how a 5K-page document was reduced 70% and transformed into a usable, accurate guide.
Helen Staveley, Airvana, and **Taryn Light**, University of New Hampshire

When Your Product is the Size of a House, Docs Matter!

Manufacturing company Curt G. Joa creates and updates machine-specific documentation deployed on manufacturing equipment sold worldwide. Get a glimpse of how content reuse, conditional text, and rich media improve documentation. See how a machine's wireless network allows operators access to machine-specific help on a mobile device right where it's needed.
Matt Sullivan, roundpeg, inc.

SPONSORED BY MADCAP

Publishing to Mobile Devices—Best Practices and Strategies

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

Your mobile publishing strategy should be more in-depth than simply dumping your existing documentation to a new format and hoping for the best. This session will explore the unique attributes of the mobile device as a delivery channel for your authored content. What are the mobile platform weaknesses? What are the mobile strengths? What techniques can be used to leverage those strengths while maximizing the reuse of existing content? Specific areas covered will be types of devices, content reuse techniques, optimizing content for mobile, and selecting the best deployment/distribution technology.
Mike Hamilton, MadCap Software

SPONSORED BY SDL STRUCTURED CONTENT TECHNOLOGIES DIVISION

A Writer's Firsthand Account of DITA in the High Tech Workplace

ROOM: Florence
FORMAT: Presentation
SKILL LEVEL: All

Technology disruption. Who among us has not experienced it at some point? From the good old days of unstructured FrameMaker, to IBM's early DITA days, to XMetaL and Component Content Management, Arte Kenyon has navigated the changing landscape. In this interactive session, Andrew Thomas will interview Arte about the key lessons learned along the way to structured content, including DITA and the technology tools that support it. You'll also learn best practices for writing structured content and how they might help you in your organization.
Andrew Thomas, SDL Structured Content Technologies Division
Arte Kenyon, SDL Structured Content Technologies Division

USER EXPERIENCE AND ACCESSIBILITY

Delivering Accessible Content With WCAG 2.0

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

Accessible Web content is no longer a simple matter of ensuring images include alternative text! The emergence of HTML5, rich Internet applications, content management systems, and mobile platforms have created new accessibility challenges. Learn how the W3C's WCAG 2.0 are designed to help content producers ensure an accessible user experience.
Mike Paciello, Paciello Group, LLC

VENDOR SHOWCASE

Deep Dive into the Author-it Cloud Enterprise Authoring Platform

ROOM: Vendor Showcase Theater, Exhibit Hall
FORMAT: Presentation
SKILL LEVEL: All

Author-it Cloud brings you all of the power of Author-it's end-to-end enterprise authoring platform, "On-Demand" over the Internet. It simplifies and speeds the creation and management of your critical business content. Nowhere else will you find an end-to-end Enterprise Authoring Platform on the Cloud built from the ground up, by one company.
Author-it Software Corporation

VISUAL DESIGN

Using YouTube Videos to Enhance "Traditional" Documentation

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: New to Topic

The way users consume information is becoming increasingly visual. Technical communicators can address this need and increase user satisfaction by creating videos tutorials.
Fer O'Neil, ESET
Ben Johnson, Hewlett Packard

2:30–3:30 PM

CONTENT DELIVERY

Using DITA

ROOM: Grand Ballroom H
FORMAT: Presentation
SKILL LEVEL: All

From simple authoring to complex reuse and conditional publishing, DITA provides a standard for industry best practices implemented in a broad range of tools. This session will introduce you to the basic capabilities of DITA, and show how they scale to enterprise-level content challenges, including a preview of IBM's latest uses of DITA.
Michael Priestley, IBM

CONTENT DEVELOPMENT

Plain Language for the Technical Writer

ROOM: International Ballroom B
FORMAT: Demonstration
SKILL LEVEL: All

Many government agencies, companies, and institutions face mandates to present content such as regulations, specifications, and instructions in plain language. This presentation explains what that means, and what's in it for technical writers.
Bruce Poropat, Technical Communications

CONTENT STRATEGY AND DESIGN

Content Tactics: Putting Your Strategy into Action

ROOM: Grand Ballroom F
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

Your strategy is your plan. Your tactics are how you implement that plan. This session shows you how to implement your content strategy, taking it beyond planning and into action with effective tactics. Learn how to use content tactics to ensure that your content strategy delivers as promised.
Pamela Kostur, Parallax Communications

EDUCATION AND TRAINING

Developing Engaging (and Effective!) Technical Training

ROOM: London
FORMAT: Mini-workshop
SKILL LEVEL: All

Often, technical training consists of pure PowerPoint prison. Research indicates this environment is not an effective method to promote learning. Rather, training becomes more successful when instruction includes a variety of methods, including group discussion and interactive exercises. This session provides strategies to develop effective technical training.
Katrina Pigusch, Schlumberger
Patty Murdock, Schlumberger
Sarah Wakefield, Schlumberger
Nicole Dyles, Schlumberger

PROGRESSIONS

Usability and User Experience Progression

ROOM: International Ballroom E/F
FORMAT: Progression
SKILL LEVEL: All

Several speakers will present and lead discussions about usability and user experience and how these areas relate to technical communication. Topics include how to deliver accessible content and the related considerations.
David Dick
How to Encourage Good Use of SharePoint
Patrick DiMichele, Manifest Digital
Card Sort Your Way to Better Information Architecture
George Hayhoe, Mercer University
Recent ISO Standards and Usability Testing
Chris Hester, UserAid
Getting Started with Personas
Tharon Howard, Clemson University, and **Kim Sulak**
Setting up an Eye Tracker System
Mike Paciello, Paciello Group, LLC
Is 2012 "Accessibility Armageddon" for Technical Communicators?
Joe Sokohl, Regular Joe Consulting, LLC
Quantify Your Qualitative Research: Adding Rigor to Heuristic Review

PROFESSIONAL DEVELOPMENT

Portfolios for Tech Comm Professionals

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

Your portfolio is your most important tool to show your talents, abilities, and breadth of experience. We'll discuss different types of portfolios, what types of projects to include, branding through your portfolio, leveraging social media, and using your portfolio to get a job, project, or client.
Louellen Coker, Content Solutions

SOCIAL MEDIA

Brave New World: Tapping Enterprise Communities

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

Online communities are the new online help. To future-proof your career, it's time to build to build your online community skills. We share our experience working with two enterprise communities, and provide strategies, tips, and best practices for success with managing online communities, curating content, and encouraging community participation.
Marta Rauch, Oracle

SPONSORED BY ADOBE

Customizing a FrameMaker Structured Application—You Can Do It!

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

If you're working with DITA, FrameMaker is an ideal tool to create high-quality PDFs. In order to publish XML content to PDF through FrameMaker, you need a structured application that applies the necessary formatting to that XML structure. Join this interactive presentation and learn the process of cloning an existing structured application, then customizing that structured application's template and EDD, to get just the right layout for your XML.
Scott Prentice, Adobe

SPONSORED BY AUTODESK Autodesk

Creating Interactive 2D and 3D Product Documentation

ROOM: Florence
FORMAT: Presentation
SKILL LEVEL: All

Want to see your next technical publication as a 3D interactive animation on an iPad? Learn how Autodesk Inventor Publisher, a 3D documentation software application, allows you to use your company's 3D engineering (CAD) data to create highly visual and interactive 2D and 3D technical documentation—without having to know how to use CAD!
Justin Hoey, Autodesk
Timera Hart, Autodesk

VENDOR SHOWCASE

SmartDocs Is Content Reuse and Content Management in MS Word

ROOM: Vendor Showcase Theater, Exhibit Hall
FORMAT: Presentation
SKILL LEVEL: All

Write once. Approve once. Use everywhere. Experience all of the benefits of component content reuse, powerful conditional text functionality, and content management without leaving your Microsoft Word environment. With SmartDocs, content is authored once, approved once, and then reused over and over again. Track, share, search, find, and reuse your content across documents and across departments.
ThirtySix Software

VISUAL DESIGN

Bite the Bullet—Creating Multimodal Presentations

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

Presentations are more powerful when a theme ties them together. Learn how to select a theme, find images to support that, and integrate diagrams and graphics that tell your story. All without bullet points!
Beth Lisberg Najberg, Beginnings

WEB DESIGN AND DEVELOPMENT

Understanding Web Technologies

ROOM: Grand Ballroom G
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

With the rapid adoption of HTML5 and CSS3, and the proliferation of mobile devices, we're in the midst of the largest Web revolution since the 1990s. Learn how and why these new Web technologies came to fruition, and how these new technologies are transforming the delivery of TC and other content.
Alan Houser, Group Wellesley, Inc.

4:00–5:00 PM

CONTENT DELIVERY

Publishing in a New Media Landscape

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

This talk will provide an overview of the biggest challenges publishers face as they determine the impact of digital content and technologies (eBooks, mobile, iPads, etc.) and strategize for adapting to that impact—evolving into profitable, integrated, and collaborative media publications.
Liz Pohland, Society for Technical Communication

CONTENT DEVELOPMENT

Reactive Writing Techniques for Retaining and Rewarding Users

ROOM: London
FORMAT: Mini-workshop
SKILL LEVEL: New to Topic

Much of the content currently available to our users is produced by user communities, bloggers, and support professionals reacting to specific, urgent problems. Compare those writers' reactive approach with the preemptive, comprehensive approach professional technical writers take, and learn techniques for merging the two approaches to improve your users' experience.
Geri Rebstock, salesforce.com

CONTENT STRATEGY AND DESIGN

Improving the User Experience by Applying Progressive Information Disclosure

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

You know there is more to technical communication than developing traditional deliverables, that the experience need not be discontinuous or redundant, and that you can positively impact product experiences through content. How? Through progressive information disclosure. Learn how to improve users' experiences using this information architecture and design technique.
Andrea Ames, IBM

EDUCATION AND TRAINING

Technical Writing Meets Instructional Design

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

This presentation will talk about how technical writing and instructional design are not as different as they appear to be, and attendees will hear about a company that understands how a person can perform both functions effectively. We will also talk about how to transition between technical writing and instructional design.
Sharon Jendrisak, GOJO Industries, Inc.
Jennifer Beaujon, Radcom, Inc

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

Learning Lessons from a Completed Communications Project

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

Now that your technical communication project has launched, you need to conduct a project review. Learn how to conduct a positive, non-threatening lessons-learned or post mortem meeting with your team. Understand the elements of an effective lessons-learned report that can be used to improve future technical communication projects.
Teresa Stover, Stover Writing Services

PROGRESSIONS

Professional Development Progression

ROOM: International Ballroom E/F
FORMAT: Progression
SKILL LEVEL: All

Speakers will present and lead discussions about topics to help you further your career. Some of these topics are also referred to as soft skills.
Louellen Coker, Content Solutions
SMM 101: 5 C's of Managing Your Presence
Stephanie Donovan, NetIQ Corporation
Keeping Your Job on Track During Life Transitions
Jamie Gillenwater, Capsugel
Driving Change: Empowering Yourself to Empower Your Organization
Brenda Huettner, P-N Designs, Inc.
Building the New Resume
Carol Lamarche, Healing Tree Communications
Clutch and Cool Tech Comm: How to Train
Jack Molisani, Prospring Technical Staffing / The LavaCon Conference
Expanding Your Sphere of Influence
Karen Mulholland, PeopleAdmin, Inc.
Greatly Exceeds Expectations
Elizabeth Navarro, NetIQ Corporation
Tips and Tricks for Communicating with Remote Teams
Donte Ormsby
Break It! A Methodology for INSTANT Innovation

PROFESSIONAL DEVELOPMENT

What is Certification?

ROOM: Florence
FORMAT: Presentation
SKILL LEVEL: All

Are you certifiable? Join us for a frank discussion about your future and the future of our profession with Steve Jong, chairman of the STC Certification Commission. Learn how STC certification will transform our profession and how you can join the ranks of our professional, certified workforce by becoming a Certified Professional Technical Communicator™.
Steve Jong, Tekelec

SPONSORED BY ADOBE

Managing Documentation and Developing an Enterprise Collaboration Strategy

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

In today's collaborative world of social media, end-user-generated content, analytics, and search, your documentation is critical for improving the customer experience. Learn the key ingredients of a comprehensive enterprise collaboration strategy from the technical communication perspective. Understand the importance of engaging end users and subject matter experts, soliciting and incorporating their feedback to ensure delivery of the most useful and usable documentation. Learn how feedback report analytics can be used as a way to make your content more targeted and relevant.
Ankur Jain, Adobe

23 May
8:30–9:30 AM

CONTENT DEVELOPMENT

Functional Design: Developing a Standard That Fits Your Needs

ROOM: International Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

The Functional Design Method is based on a useful linguistic approach that guides you in defining all the rules which are necessary for consistent documentation. And if you work with DITA, it helps you develop an authoring guide which guarantees that DITA can keep its promises.
Jurgen Muthig, Karlsruhe University of Applied Sciences

CONTENT DEVELOPMENT

Pattern Recognition for Technical Communicators

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

Pattern recognition is an essential mental strategy for acquiring and disseminating knowledge, though most of us are not aware of it. When applied consciously, technical communicators can employ pattern recognition processes to develop effective documentation more efficiently and help readers orient themselves.
Kai Weber, SimCorp GmbH

CONTENT STRATEGY AND DESIGN

Exploring the Information Ecosystem

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

Take a journey into the information ecosystem where you will discover how structured information lives within your organization. Content is all around you—in places you may least expect. It exhibits predictable properties and behaviors that will help you capture and classify information for better management of your content.
Rob Hanna, Innovatia Inc.

CONTENT STRATEGY AND DESIGN

Mobile App Design—The Language of Tiny and Touch

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

The rapidly increasing popularity of smartphones and tablets has even corporate enterprise applications developers scrambling to go mobile. We can definitely play a role in the creation of effective mobile apps through our knowledge of language. Key areas of involvement include working with user interface text and embracing the new mobile vocabulary.
Joe Welinske, WritersUA

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Develop Content that Educates, Informs, and Satisfies

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

The good news is users today are searching for *your* content. The challenge is that your eLearning content has to be not only educational and informative, it also has to be served on *their* terms: via Web, mobile devices, and tablets. This means that your content has to be less structured and more flexible than ever before. Are you prepared to deliver content to meet this demand? Learn how to develop and deliver content that meets the demands of a new audience, driven by rapid digital adoption.
Kevin Perry, Innodata

USER EXPERIENCE AND ACCESSIBILITY

Create Meaningful Online Experiences

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

What makes one website memorable and another wholly forgettable? What drives you to return to a site repeatedly? The answers are often surprising and decidedly low-tech. We'll examine the concepts and intentions driving several compelling online experiences with a focus on uncovering ideas worth putting to work at your organization.
Patrick DiMichele, Manifest Digital

WEB DESIGN AND DEVELOPMENT

CSS3, Media Queries, and Responsive Design

ROOM: London
FORMAT: Presentation
SKILL LEVEL: New to Topic

It's no longer possible to build separate sites for all the different devices that your audience uses. Media queries along with liquid/fluid layout techniques allow you to easily make a single site that automatically adapts its design to each user's device so that it looks good and works well in whatever screen space is available.
Zoe Mickley Gillenwater, AT&T

10:00–11:00 AM

CONTENT DEVELOPMENT

ISO/IEC 82079 - The International Standard for Technical Communication

ROOM: International Ballroom F
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

ISO/IEC 82079 is the one and only international standard covering instructions for use for all kinds of products including software. In his presentation, Michael will explain some of the main requirements of the recently revised standard.
Michael Fritz, tekom/tcworld GMbH

CONTENT DEVELOPMENT

Body Work: Rebuilding Documentation Car Wrecks

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: New to Topic

When handed a documentation wreck, can you make it run? Rebuilding poorly written content is both art and skill. Learn to salvage useful content out of mangled heaps of text.
Karen Murri, km-wordsmith

CONTENT STRATEGY AND DESIGN

Intelligent Content Strategies

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

This session will introduce the basic principles behind intelligent content and explain how it can be used to dramatically improve business processes. An array of case studies will be used to illustrate how intelligent content is designed, created, managed, and leveraged.
Joe Gollner, Gnostyx Research

LIGHTNING TALKS

Lightning Talks, Session 2

ROOM: London
FORMAT: Lightning Talk
SKILL LEVEL: All

This session features a series of "Lightning Talks"—five-minute talks on topics of interest to technical communicators. Each speaker gets 20 slides, displayed for 15 seconds per slide. Timing is strictly enforced. Expect presentations that are insightful, thought-provoking, humorous, and possibly controversial. Expect to see oratory skills tested, and expect to have fun.
Paul Mueller, UserAid
Moderator
Robert Armstrong, RouteMatch
My Dog is Smarter than Me
Ray Gallon, Culturecom
Communication, Culture, Technology
Richard Hamilton, XML Press
Wikis and Structure: Perfect Together
Larry Kunz, Systems Documentation, Inc.
Making Your Content Less Flabby
Ben Woelk, Rochester Institute of Technology
Shockproofing Your Use of Social Media 2012

PROFESSIONAL DEVELOPMENT

How Personality Type Affects Negotiating Style and Tone

ROOM: Florence
FORMAT: Mini-workshop
SKILL LEVEL: All

As crafts-persons, technical communicators need to be aware of how personality type triggers a negotiating style, which controls tone. Tone can skew the reader's acceptance of the communication in a desired or entirely undesirable direction. Inappropriate tone in email, for example, can scuttle months of solid work.
Mary Knepper, Ryba Associates, Inc.
Chance Longo, Dalton State College

PROFESSIONAL DEVELOPMENT

The TC's Role in Developing High Reliability Organizations

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

High reliability organizations organize for high performance where the potential for error is high. Technical communication is a critical component for appropriate decision making in HROs. This presentation uses the results of Dr. Glick-Smith's doctoral research to illustrate how TCs can be instrumental in facilitating the development of effective HROs.
Judith Glick-Smith, MentorFactor, Inc.

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Working in the "Real World" Does Not Have to be Painful

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

Do you deal with multiple file formats like PDF, HTML, MS Word, FrameMaker, and XML in your daily life? Are you asked to pull it all together for publishing in multiple output formats like PDF, print, HTML, WebHelp, and EPUB (for mobiles, tablets, and smartphones)? Do you also need to also make edits to the source content while ensuring consistency and accuracy? Are you asked to let SMEs review your work and suggest changes? And all this with little time and no budget? The real world does not have to be this difficult. Attend this interactive session and Tom will show you how to do it all with one simple tool!
Tom Aldous, Adobe

USER EXPERIENCE AND ACCESSIBILITY

From TechComm to UX: Are You a Designer?

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: All

Tell (and believe) the story of your transition! Learn to assess your transferable skills, position yourself in the local market, and hold your head high in pursuit of UX jobs.
Kristi Leach, Independent

11:30 AM–12:30 PM

CONTENT DEVELOPMENT

Introduction to Global English

ROOM: International Ballroom A
FORMAT: Presentation
SKILL LEVEL: All

This session gives you a thorough introduction to guidelines that should be followed by all technical writers and editors, but especially those whose content will be translated/read by non-native speakers of English. Abundant examples will illustrate how the Global English guidelines can eliminate ambiguities and improve readability.
John Kohl, SAS Institute Inc.

CONTENT STRATEGY AND DESIGN

Beyond the Bleeding Edge, Session 2

ROOM: London
FORMAT: Presentation
SKILL LEVEL: All

As technical communication becomes increasingly technical, and as the pace of change accelerates, it's important for technical communicators to stay informed about new technologies, tools, and trends. That's the job of Beyond the Bleeding Edge, a session that provides an early warning system for STC members.
Neil Perlin, Hyper/Word Services

DITA, 25 Roles, 10 Clients, No Conditions, One Help System

Learn how to use DITA and metadata to create complex help systems without using conditional text. Attendees should be familiar with DITA basics. You will learn how to use ditaval files to create a help page for a particular user role and software version.
Rob Frankland, Sock Monkey Consulting

Bursting Open HTML5 Video with Popcorn Maker

Web video has historically been a black box, isolated from other content. HTML5 breaks that box by enabling interaction among media, other content, and the user. See examples of the potential of HTML5 video for techcomm. See a demo of Popcorn Maker, an alpha-release Web-based GUI tool that enables non-programmers to harness the interactive power of HTML5 video.
Janet Swisher, Mozilla

Dozuki: The End of Manual Manuals. Guides That Work

Standard documentation is text heavy, picture short, and confusing. Dozuki refused to accept those wear-worn standards. They rewrote the rules and built their own software platform that companies, like O'Reilly Media and Crucial, are flocking to. Share in Wiens's vision and give technical communication the modern update it deserves.
Kyle Wiens, Dozuki

EDUCATION AND TRAINING

Correlation between Educators' Communication and Learning Styles

ROOM: Paris
FORMAT: Presentation
SKILL LEVEL: All

How do educators apply their communication and learning styles when engaged in the three stages of a lesson: development, delivery, debriefing? Learn how information regarding the correlations between these two styles can be used to guide educators in developing successful and creative lesson plans and lessons.
Lucille Mazo, Grant MacEwan University

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

Collaboration in Decentralized Culture: Developing a Single Voice for Microsoft

ROOM: International Ballroom C
FORMAT: Presentation
SKILL LEVEL: All

After seven years, Microsoft is releasing a new version of the Microsoft Manual of Style. Join the managing editor of this project to learn how a virtual team collaborates across business groups to determine and drive corporate-wide standards, track emerging language trends, get stakeholder buy-in, and publish an industry-standard resource.
Elizabeth Reese, Microsoft Corporation

PEOPLE, PROJECT, AND BUSINESS MANAGEMENT

Launching Your Tech Communication Business—Both Sides Now

ROOM: Vienna
FORMAT: Presentation
SKILL LEVEL: Experienced with Topic

As employers have to do more with less money and fewer people, the opportunities increase for technical communicators who yearn to escape the corporate environment and launch their own businesses. Find out what it takes to launch a successful technical communication business or a one-person venture.
Ruth Thaler-Carter, I can write about anything!
Judith Shenouda, Shenouda Associates Inc.

PROFESSIONAL DEVELOPMENT

How Do I Become Certified?

ROOM: Florence
FORMAT: Presentation
SKILL LEVEL: All

So we've determined that you're certifiable—now what? Rob Hanna, vice-chair of the STC Certification Commission, will walk you through the application processes. He will describe the submissions and explain how the commission is evaluating candidates' qualifications for certification. Please consider attending the introductory session on Tuesday, "What is Certification?"
Rob Hanna, Innovatia Inc.

PROFESSIONAL DEVELOPMENT

Technical Communication Training in China Today

ROOM: International Ballroom F
FORMAT: Presentation
SKILL LEVEL: All

This session focuses on a recent research on the status of technical communication in mainland China. Chinese national academic, organizational, corporate, and institutional leaders were contacted face-to-face and by telephone as were Chinese members of STC. This session reviews the results of this contact and highlights the status and challenges of developing the field in China.
Philippa Benson, The Charlesworth Group (USA)

USER EXPERIENCE AND ACCESSIBILITY

A Pleasure Doing Business

ROOM: International Ballroom B
FORMAT: Presentation
SKILL LEVEL: All

What makes something emotionally engaging? Is there a place for delight in business applications? Find out as we redesign a familiar business tool using ideas from behavioral economics, neuroscience, and game mechanics. During this session, Stephen P. Anderson guides you through specific examples of sites who've designed serendipity, arousal, rewards, and other seductive elements into their applications, especially during the post-signup period, when it's so easy to lose people. He'll demonstrate how to engage your users through a process of playful discovery, which is vital whether you make consumer applications or design for the corporate environment.
Stephen Anderson, PoetPainter

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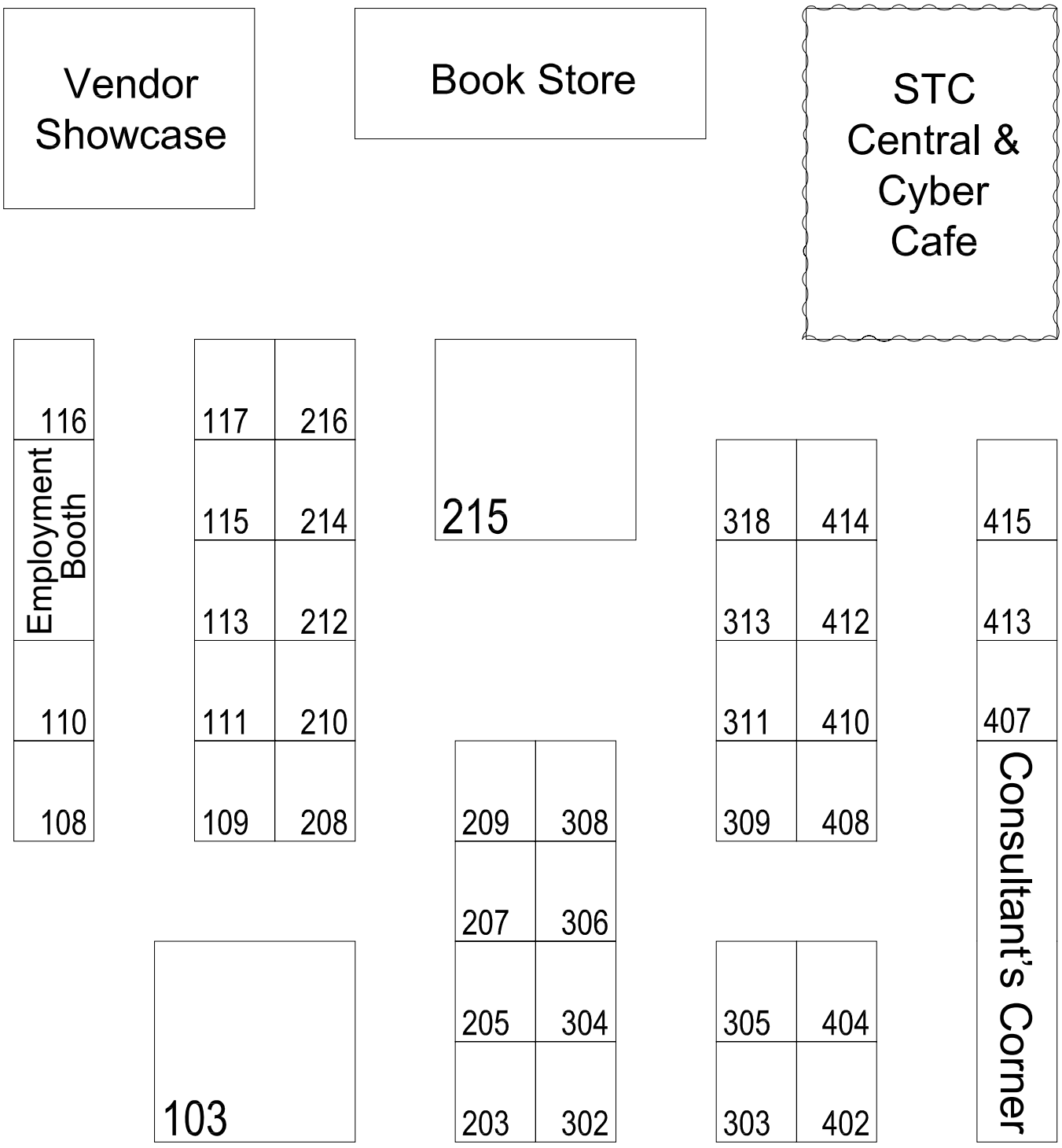
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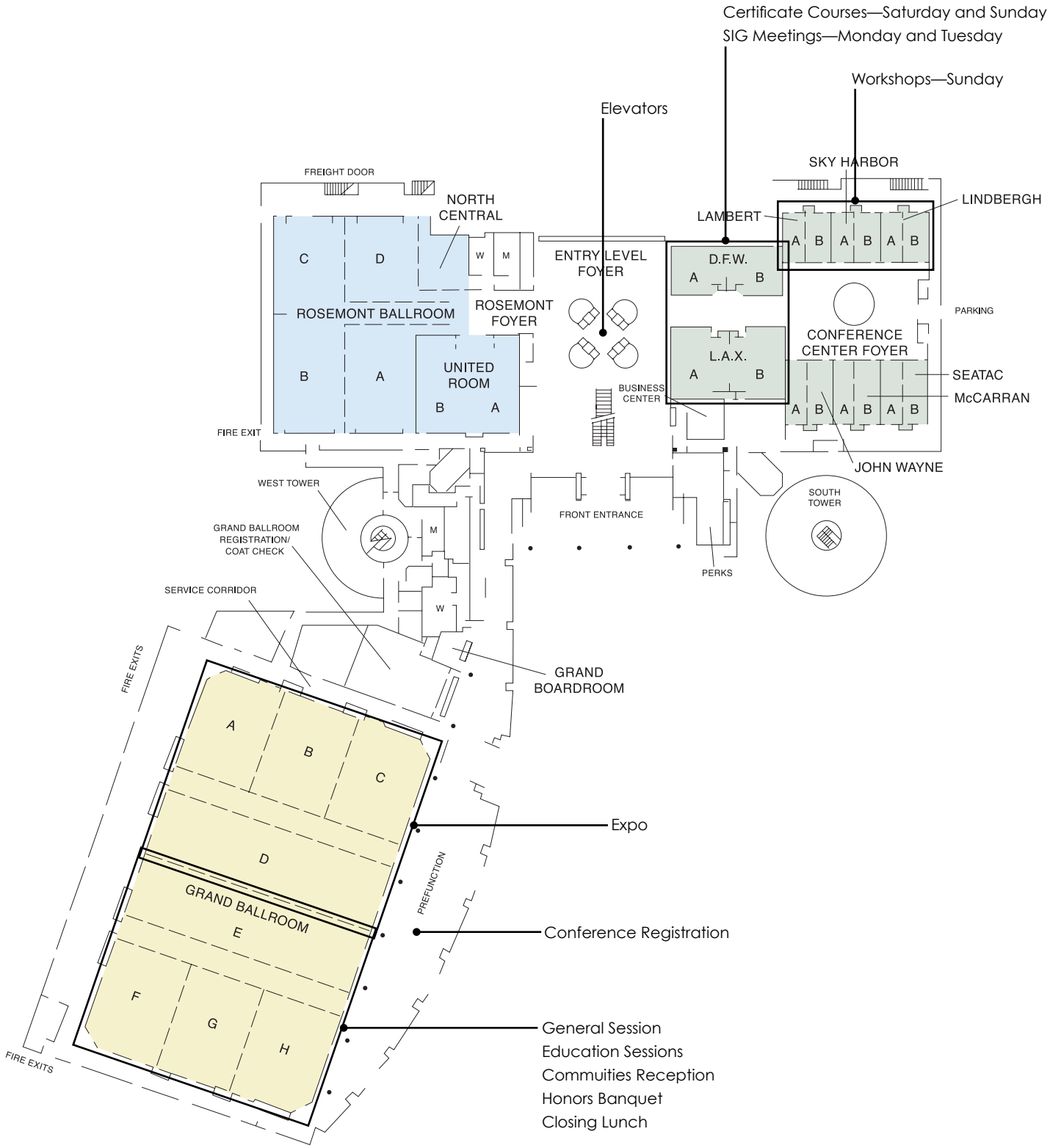

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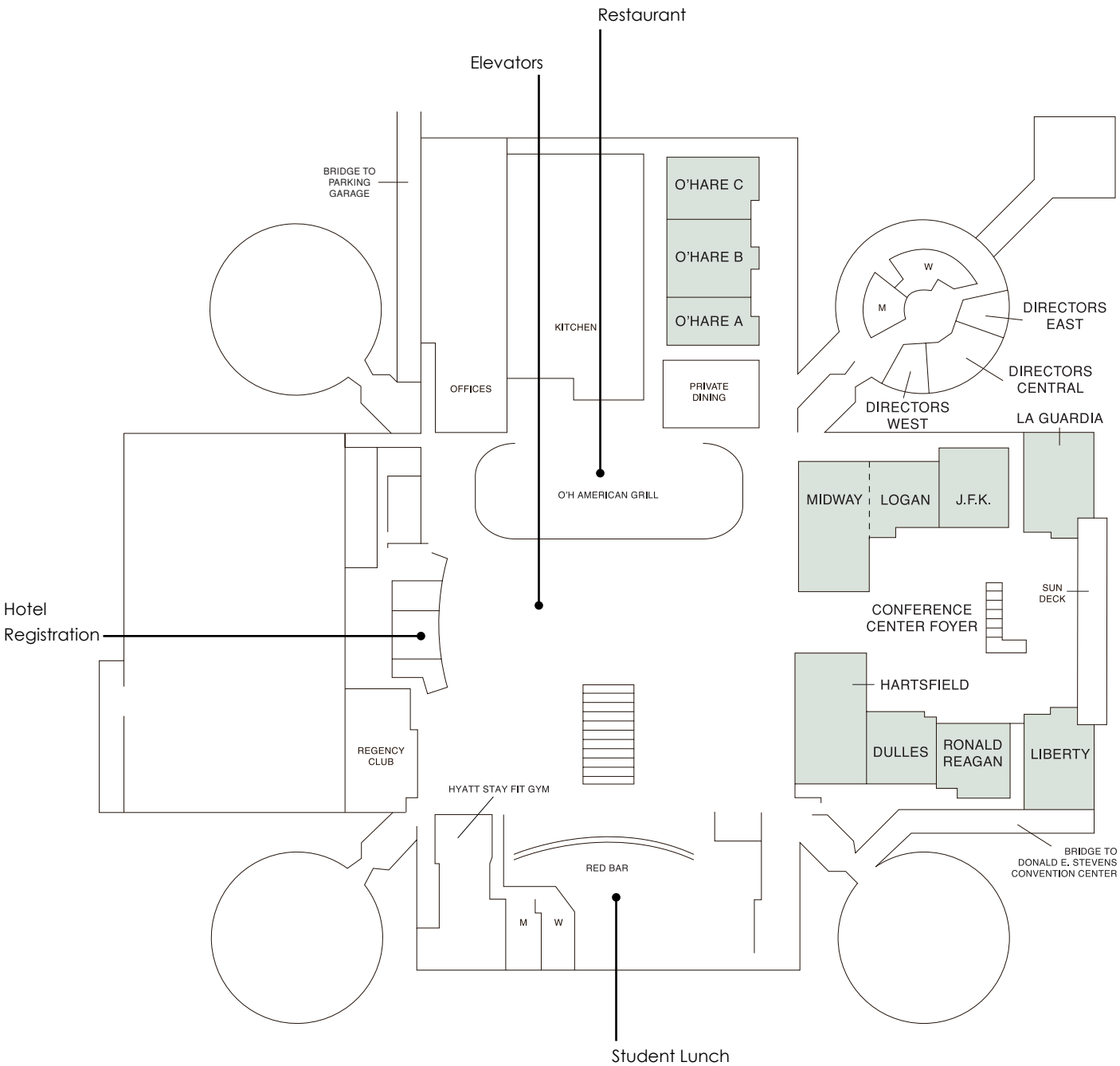

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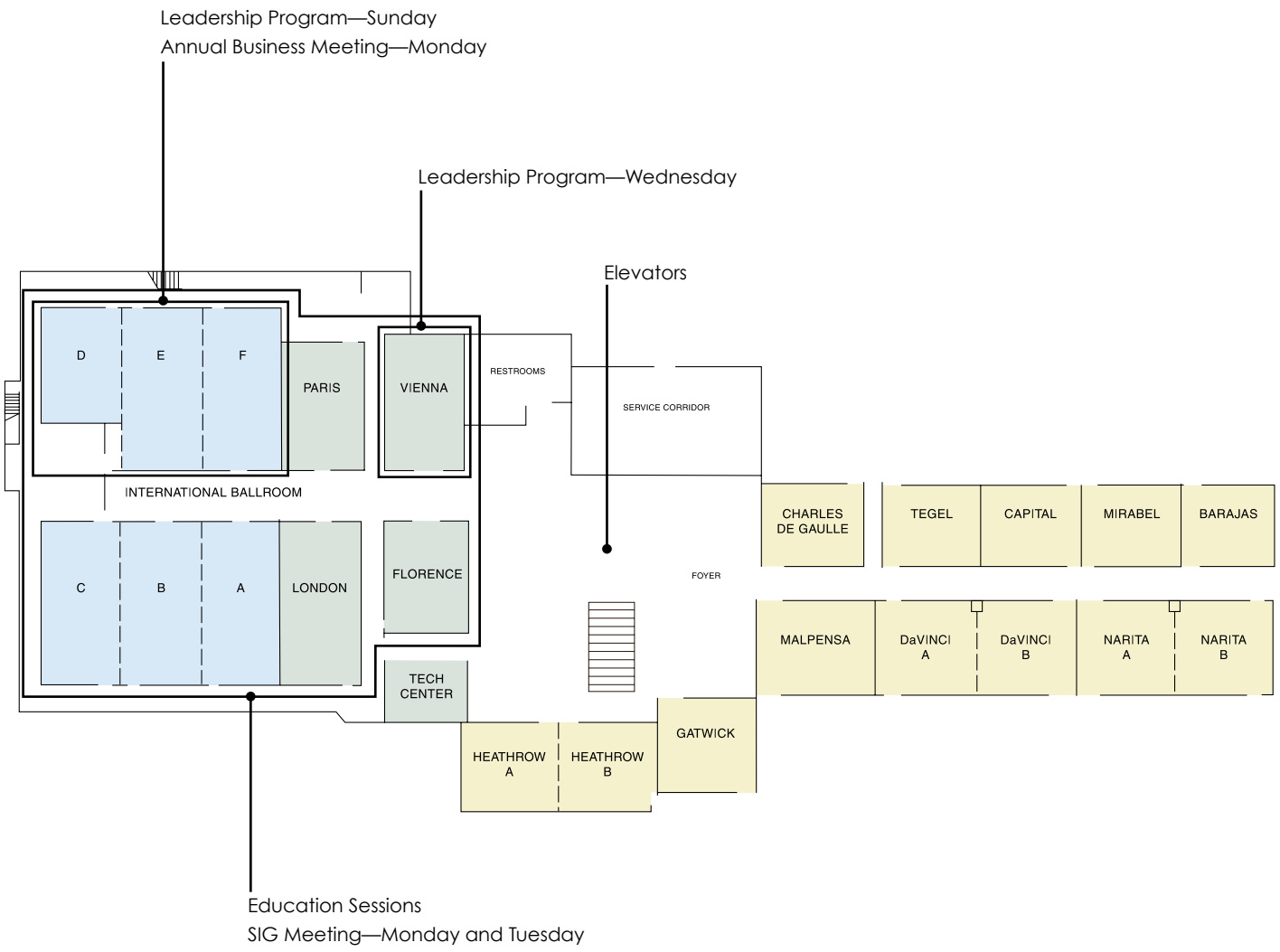

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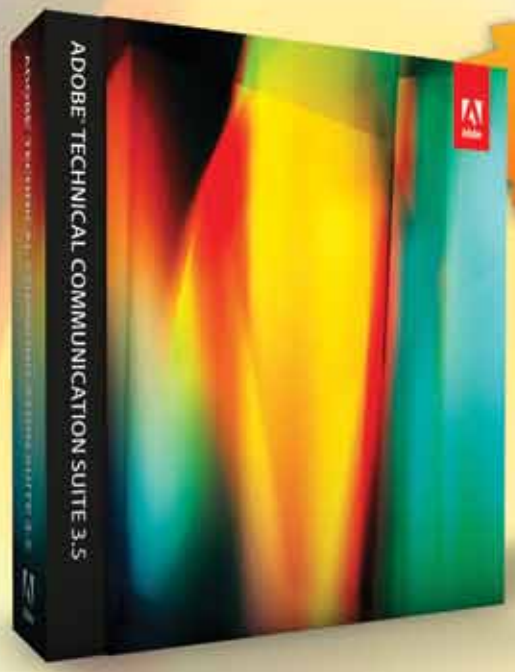

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