

Society for Technical Communication  
[www.stc.org](http://www.stc.org)



# PROGRAM

5-8 May 2013

Atlanta, GA



Visit the team  
at Booth #200

Free Your Content



**Creating Software Documentation**

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- What Doc-To-Help Does Out-of-the-Box
- Structuring Help and Sample Help Topics
  - Structuring Help
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Creating Software Documentation / Adding Dynamic Help to Your Interface

### Opening Authoring Mode

The software developer determines how you activate and deactivate usually two separate key combinations that are specified when configuring the DynamicHelp control. (Software developers should see the Help included for instructions.)

The Help is mapped using the **Authoring Mode toolbar**:

Information about the control and its mapping is in the **Selected control** panel:

- Control** — Control name : type of control.
- Path** — The path of the control relative to its placement on the form.
- Type** — Type of control.
- Topic** — The Help topic associated with the control. (If no topic has been assigned yet, it will be blank.)

The area below is where the Help will display when mapped.

**Dynamic Help**

Selected control

Control: 4: Label

Path: D2HMainForm.gradientPanel.splitContain

Type: System.Windows.Forms.Label

Topic: WordDocuments/documentpane.htm

Help

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### Opening Authoring Mode

The software developer determines how you activate and deactivate Authoring Mode. It is usually two separate key combinations that are specified when configuring the DynamicHelp control. (Software developers should see the Help included with the control for instructions.)

The help is mapped using the **Authoring Mode toolbar**:

Information about the control and its mapping is in the **Selected control** area of the panel:

- Control** — Control name : type of control.
- Path** — The path of the control relative to its placement on the form.
- Type** — Type of control.
- Topic** — The help topic associated with the control. (If no topic has been assigned yet, it will be blank.)

The area below is where the help will display when mapped.

**Documents pane**

People want to be able to find information where they work, whether it is on the Web, mobile devices, their desktops, or print. The problem is that this information is often locked away in Word documents, networks, & individual PCs. It's time for a change.

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# Welcome to STC's Technical Communication Summit and Our 60th Anniversary!

Welcome to the Society for Technical Communication's Summit as we celebrate our 60th year! 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 four dozen 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 David Pogue back as our keynote speaker and to bring him into our Society as Honorary Fellow, 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 STC members. 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, kick back at the 60th Anniversary Celebration Party, 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. I'd also like to encourage you to keep an eye out for attendees wearing the “First Time Attendee” ribbon. Welcome them to the Summit and ask them if they have any questions! Remember your first time here and reach out.

The learning opportunities don't end in Atlanta, 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 shortly 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 sunny Phoenix next year!!

With best regards,



Alan Houser  
President, 2012–2013

# Do you spend more time managing translations than you do writing?

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HELP



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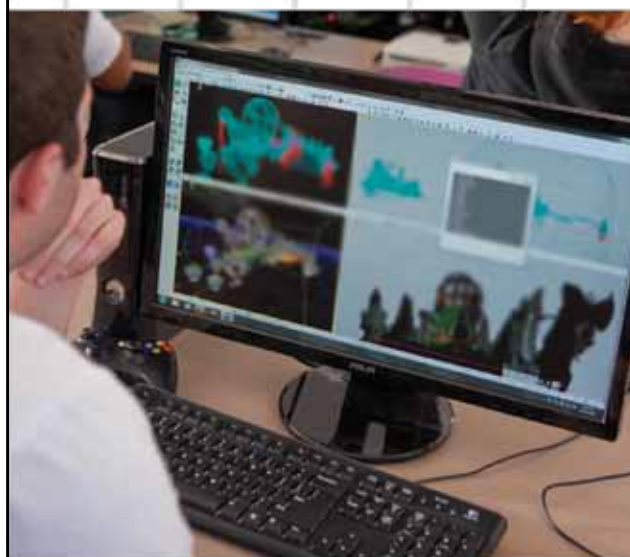
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If you redefined  
**Technical Communication**  
what would it be?

## Information Design & Communication

- online classes
- degree and certificate options
- cutting-edge curriculum

[www.spsu.edu/etcma/redefined.htm](http://www.spsu.edu/etcma/redefined.htm)



Conference Chair  
Paul Mueller  
UserAid



Program Chair  
Chris Hester  
UserAid



EDUCATION AND TRAINING/  
ACADEMIC AND RESEARCH TOPICS  
**Dr. Pam Brewer**  
Track Manager  
*Appalachian State University*



CONTENT STRATEGY AND DESIGN  
**Mark Lewis**  
Track Manager  
*Quark*



USER EXPERIENCE AND  
ACCESSIBILITY  
**Karen Bachmann**  
Track Manager  
*Perficient*



CONTENT DEVELOPMENT AND DELIVERY  
**Bill Swallow**  
Track Manager  
*Content Strategy Consultant*



PEOPLE, PROJECT, AND  
BUSINESS MANAGEMENT  
**Richard Hamilton**  
Track Manager  
*XML Press*



WEB DESIGN AND DEVELOPMENT  
**Michael Opsteegh**  
Track Manager  
*Eyefinity, Inc.*



PROFESSIONAL DEVELOPMENT  
**Louellen Coker**  
Track Manager  
*Content Solutions*

# Opening General Session

## Report from Tech-Documentland

**Sunday, 5 May, 5:30 PM**—Centennial III/IV  
**David Pogue**, Keynote Speaker and Honorary Fellow



STC is pleased to welcome back David Pogue as the Keynote Speaker for the 2013 Technical Communication Summit in Atlanta, GA. It is with even greater pleasure we announce that he has accepted Honorary Fellow status in the Society.

David Pogue writes the tech column for the *New York Times* every week and in *Scientific American* every month. He's the host of *NOVA ScienceNow* and other science shows on PBS, and he's been a correspondent for *CBS Sunday Morning* since 2002.

With over three million books in print, David is one of the world's bestselling how-to authors. He wrote or co-wrote seven books in the "for Dummies" series (including *Macs*, *Magic*, *Opera*, and *Classical Music*); in 1999, he launched his own series of complete, funny computer books called the *Missing Manual* series, which now includes 120 titles.

David graduated summa cum laude from Yale in 1985 with distinction in music, and he spent ten years conducting and arranging Broadway musicals in New York. He's won an Emmy, a Loeb award for journalism, and an honorary doctorate in music. He's been profiled on *48 Hours* and *60 Minutes*. He lives in Connecticut with his three children. His website is <http://davidpogue.com>.

In Atlanta, Pogue will provide attendees with a "Report from Tech-Documentland."

It's been a big couple years for anybody who has to explain technology to the public. David Pogue should know—he's just finished writing books about the iPhone, Mac OS X, and Windows 8.

In this fast, funny session, he'll explore the challenges and triumphs of Microsoft and other companies as they try to communicate even more abstruse topics to lay audiences. In particular, Pogue will share the radical decisions he had to make when writing a book about Windows 8—an OS that introduces radical new interface elements but has no names for them.

Please join us for what promises to be a wonderful kick-off to the 2013 Summit.

## Conference Overview

Celebrate STC's 60th anniversary!

- More than 80 sessions, organized by seven tracks
- Conference begins Sunday evening with the Keynote speaker—David Pogue—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, 7 May; table selection must be made by 5:00 PM on Monday, 7 May (see page 10)
- STC will capture content (audio and visuals) of most sessions (via [SUMMIT@aClick](mailto: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 Summit
- A Speaker Evaluation station will be near the Education Information counter so you can electronically complete your evaluations

Great minds actually  
don't think alike.  
That's sort of the point.

Autodesk is a proud sponsor of the STC  
2013 Summit.





All meetings, sessions and events are in the Hyatt Regency Atlanta

Saturday, 4 May

8:00 AM–5:00 PM

**Preconference  
Certificate Courses**

*Piedmont*—Strategic Information  
Architecture Bootcamp  
*Spring*—Technical Editing  
Fundamentals

Sunday, 5 May

8:00 AM–4:00 PM

**Leadership Program**

*Grand Hall CD*

8:00 AM–5:00 PM

**Preconference  
Certificate Courses**

*Piedmont*—Strategic Information  
Architecture Bootcamp  
*Spring*—Technical Editing  
Fundamentals

8:00 AM–1:30 PM

**Vendor Workshops**

*Regency V*—Adobe Day

1:00–5:00 PM

**STC Workshops**

*Chicago A*—Don't Think—WRITE!  
*Chicago C*—Moving Your  
Documentation to Video  
*Chicago B*—CSS and HTML5  
to the Point

5:30–6:45 PM

**Opening Keynote  
General Session**

*Centennial III/IV*

7:00–8:30 PM

**Welcome Reception and  
Exhibit Hall Open**

*Grand Hall West*

Monday, 6 May

7:15–8:15 AM

**SIG Managers Meeting**

*Chicago AB*

8:30–11:00 AM

**Education Sessions**

*Grand Hall East, Hanover Hall,  
Regency V*

9:30 AM–5:00 PM

**Exhibit Hall Open**

*Grand Hall West*

Noon–1:00 PM

**SIG Business Meetings**

*Multiple locations—see page 12*

12:30–1:30 PM

**Student Volunteer Lunch**

*Lenox*

2:00–4:30 PM

**Education Sessions**

*Grand Hall East, Hanover Hall,  
Regency V*

5:00–6:00 PM

**STC Annual  
Business Meeting**

*Centennial IV*

6:30–8:00 PM

**Communities Reception**

*Centennial III*

8:00–11:00 PM

**60th Anniversary  
Celebration Party—Hosted  
by 60th Anniversary Task  
Force and STC Atlanta**

*Centennial IV*

Tuesday, 7 May

8:30–11:00 AM

**Education Sessions**

*Grand Hall East, Hanover Hall,  
Regency V*

9:30 AM–5:00 PM

**Exhibit Hall Open**

*Grand Hall West*

11:30 AM–12:30 PM

**SIG Business Meetings**

*Multiple locations—see page 13*

1:00–5:00 PM

**Education Sessions**

*Grand Hall East; Hanover Hall,  
Regency V*

7:00–7:30 PM

**Honors Reception (open to all)**

*Centennial Ballroom Foyer*

7:30–10:30 PM

**Honors Banquet**

*(ticketed event)  
Centennial III/IV*

Wednesday, 8 May

8:30 AM–12:30 PM

**Education Sessions**

*Grand Hall East, Hanover Hall*

12:30–2:30 PM

**Closing Lunch**

*Centennial III/IV*

1:30–3:00 PM

**STC Certification Commission  
Evaluator Training**

*Hanover AB*

# SUMMIT-AT-A-GLANCE

	Saturday, 4 May	Sunday, 5 May		Monday, 6 May	Tuesday, 7 May	Wednesday, 8 May
<b>8:00 AM</b>	8:00–5:00 Preconference Certificate Sessions (optional pricing)	8:00–4:00 Leadership Program (preregister; optional pricing)	8:00–5:00 Preconference Workshops and Certificate Sessions (optional pricing)	9:30–5:00 Expo Open	8:30–11:00 Education Sessions	8:30–12:30 Education Sessions
<b>9:00 AM</b>						
<b>10:00 AM</b>						
<b>11:00 AM</b>						
<b>Noon</b>						
<b>1:00 PM</b>	Coffee Break 9:30 AM 11:30 AM 3:00 PM	11:00–2:00 Lunch Break  Visit the Expo Hall!	Coffee Break 9:30 AM 11:00 AM 2:00 PM 3:30 PM	1:00–5:00 Education Sessions	12:30–2:00 Closing Luncheon (additional ticket required)	
<b>2:00 PM</b>						
<b>3:00 PM</b>						
<b>4:00 PM</b>	5:30–6:45 Opening Keynote General Session	5:00–6:00 Annual Business Meeting	7:00–7:30 Honors Reception (free)	7:30–10:30 Honors Banquet (additional ticket required)		
<b>5:00 PM</b>						
<b>6:00 PM</b>						
<b>7:00 PM</b>	7:00–8:30 Expo Ribbon Cutting & Welcome Reception in the Exhibit Hall	6:30–8:00 Communities Reception	8:00–11:00 60th Anniversary Celebration Party			
<b>8:00 PM</b>						

## View the Summit Proceedings on Your Smartphone!



Reading *Proceedings* has never been easier! All attendees were emailed a copy prior to the Summit, but here are a few more ways. All attendees received a flash drive in their registration bag, and you can scan this QR code to get it on your smartphone. Or just visit <http://summit.stc.org/proceedings>.

STC thanks Doc-To-Help for sponsoring *Proceedings* and making it available to our attendees in multiple ways.



The Technical Communication Summit is the annual conference of the Society for Technical Communication. Prior to the start of the Summit, 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 Summit 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 six 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 Atlanta.

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 education schedule).

### Summit Name Badges

All events during the Summit require either a conference 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.

### New this Year: QR Codes on Your Badge

STC has added a QR code to your badge to make it even easier to network and stay in touch with your fellow attendees. Simply scan a QR code with an app on your smartphone and you'll download an attendee's name, email address, and company name. Note: If you do not wish to share your information through the QR code on your badge, pick up a sticker at the Registration Desk to cover it.

### Hey, What's That Number on My Badge?

At the top of your badge, you'll find a conference 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.

### Anniversary Pins

All attendees will receive a special pin celebrating STC's 60th anniversary! Our thanks to WebWorks for sponsoring these diamond anniversary keepsakes. Pick up your pin at the Registration Desk.



### Ribbons

Ribbons detailing your involvement with STC are available on a self-serve basis. Look for the ribbons counter at the Summit Registration area 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 a Donor Ribbon. Members who donated \$1,000 or more will receive a star pin for their ribbon. These ribbons will be available at the registration desk, where there will

## REMINDERS

### Badges

You are more than a number to us. 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 authorized only for use in the Summit 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.

### Speaker Evaluations



Speaker evaluations will be collected electronically.

Computers to access the evaluation database

are in the registration area. Or go to [www.surveymonkey.com/s/STC13sessions](http://www.surveymonkey.com/s/STC13sessions). Use the QR code above, too, or on the session signs.

### Conference 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 conference education sessions, the Expo, or other conference events.

## SUMMIT GENERAL INFORMATION

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 Marian Norby Scholarship Fund to be used for various programs to help members, such as scholarships to the conference, recovery packages, and the 24/7 Marian Norby Live Learning Center.

### Wireless Service

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

### 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! Sponsored by UserAid.



### Conference Proceedings



**Doc·To·Help®**

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* will be distributed to all attendees on a thumb drive with their registration package. Sponsored by Doc-To-Help. (See the ad on page X for a QR code to access the mobile version of *Proceedings*.)

### List of Attendees

A directory of preregistered conference participants who have consented to have their names and contact information listed is available to attendees in electronic format. If you registered in advance, a copy was emailed to you. You may also request one at the registration desk.

### SUMMIT@aClick

STC captures the content (audio and visuals) of almost every session and makes it available online to attendees at no additional cost. (Sessions to be recorded are marked.) After the conference, STC will sync 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 either the Closing Lunch or the Honors Banquet.

### 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, 6 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.**

### EXPO INFORMATION

The exhibit hall is on the Grand Hall level of the Hyatt Regency Atlanta. 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 adjacent to 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 Hall West of the Hyatt Regency Atlanta.

### STC Consultant's Corner

The STC Consultant's Corner is 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 with Retina display. 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 8 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 in Booth #114. Members also benefit by seeing new listings on the online Career Center 14 days ahead of everyone else.

# When depending on mobile content, why go with a jalopy?

## RoboHelp Says:

“Multiscreen HTML5 in RoboHelp 10”

### The Facts

Each different screen size or device requires a separate template. For each new device that is released, you have to set up a brand new template for that device, or it may not display your information correctly. Sound responsive?

## ePublisher Says:

“Truly responsive output in a single click”

### The Facts

ePublisher’s secret sauce is the ability to mold any content to any screen size, without the need to create separate templates. All of ePublisher’s outputs are truly responsive, ready for any current or future device, and can be published in one click from FrameMaker, Word, or DITA.



get all the facts at [webworks.com/thefacts](http://webworks.com/thefacts)

**ePublisher**  
webworks.com

## NETWORKING AND SPECIAL EVENTS

All events are in the Hyatt Regency Atlanta

### Welcome Reception and Expo—Sunday, 5 May, 7:00 PM, Grand Hall West

This event is included in your registration fee. (Guests are welcome, but a ticket is required and can be purchased in advance.) 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 Lunch—Monday, 6 May, 12:30–1:30 PM, Lenox

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

### SIG Meetings—Monday and Tuesday

Many of STC's Special Interest Groups (SIGs) have scheduled business meetings during the Summit. Most of these meetings are scheduled on Monday and Tuesday during the lunch break. Below is the list of SIGs meeting each day. All meetings listed below are at the Hyatt Regency. 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, 6 May Noon–1:00 PM

#### Academic (11:30 AM–12:30 PM)

Room: Lenox  
Contact: Pam Brewer  
Email: [brewerpe@appstate.edu](mailto:brewerpe@appstate.edu)

### AccessAbility

Room: Hanover AB  
Contact: Karen Mardahl  
Email: [k.mardahl@gmail.com](mailto:k.mardahl@gmail.com)

### Consultants & Independent Contractors

Room: Hanover E  
Contact: Mike Starr  
Email: [mike@writestarr.com](mailto:mike@writestarr.com)

### Policies and Procedures

Room: Kennesaw  
Contact: Dawnell Claessen  
Email: [mail@dawnell.com](mailto:mail@dawnell.com)

### Quality Process Improvement and Management (combined)

Room: Inman  
Contact: Audrey Bezner  
Email: [stcqi2013@gmail.com](mailto:stcqi2013@gmail.com)

**THE**  
**LavaCon Conference**

Stop by **Booth 215**  
and enter to win a  
free registration!

**October 21–23, 2013**  
**Portland, Oregon**

### Single Sourcing

Room: Hanover FG  
Contact: Mollye Barret  
Email: [molley@clearpath.cc](mailto:molley@clearpath.cc)

### Tuesday, 7 May

7:15 AM

#### Europe

Room: Sway Restaurant, Hyatt lobby  
Contact: Karen Mardahl  
Email: [k.mardahl@gmail.com](mailto:k.mardahl@gmail.com)

### Tuesday, 7 May

11:30 AM–12:30 PM

#### Instruction Design & Learning

Room: Hanover CD  
Contact: Cindy Pao  
Email: [cindy@paofamily.com](mailto:cindy@paofamily.com)

#### International Technical Communication

Room: Hanover FG  
Contact: Gina Wadley  
Email: [gina\\_wadley@bmc.com](mailto:gina_wadley@bmc.com)

#### Lone Writer

Room: Hanover AB  
Contact: Ed Marshall  
Email: [ed.marshall@verizon.net](mailto:ed.marshall@verizon.net)

#### Online and Emerging Technologies (combined)

Room: Chicago AB  
Contact: Ann Wiley  
Email: [ann@annwiley.com](mailto:ann@annwiley.com) or [jenna.moore@sas.com](mailto:jenna.moore@sas.com)

#### Scientific

Room: Hanover E  
Contact: Hillary Ziols  
Email: [hziols@gmail.com](mailto:hziols@gmail.com)

#### Technical Editing

Room: Lenox  
Contact: Lori Meyer  
Email: [meyer.communications@gmail.com](mailto:meyer.communications@gmail.com)

#### Usability & User Experience

Room: Regency V  
Contact: David Dick  
Email: [ddick@infopro.net](mailto:ddick@infopro.net)

### Annual Business Meeting— Monday, 6 May, 5:00 PM, Centennial IV

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

### Communities Reception— Monday, 6 May, 6:30 PM, Centennial III

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. The reception will start following STC's Annual Business Meeting on Monday evening. This reception is included with your full conference registration fee and with Monday Only registration. Tickets for guests may be purchased. STC Atlanta will be giving out prizes!

### 60th Anniversary Celebration Party—6 May, 8:00 PM, Centennial IV

As part of the 60th anniversary celebration, the 60th Anniversary Task Force and the STC Atlanta Chapter are proud to host the 60th Anniversary Celebration Party on Monday night following the Communities Reception.

Join in for a night of live music, karaoke, dancing, singing, and fun. All interested members are invited to sign up to sing or play a live song with STC's "unofficial official" band, The Rough Drafts (Rich Maggiani, Viqui Dill, Robert Hershenow, and Steven Adler), or to sing one of your favorites during the karaoke times. Together, we will have a blast and dance all night long while we celebrate the 60th anniversary!

### Honors Reception and Banquet—Tuesday, 7 May, 7:00 PM, Centennial III/IV

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, 8 May, 12:30 PM, Centennial III/IV

Get together one last time with old friends, new friends, and colleagues. And walk away with a little information about next year's Summit. The cost for this event is \$10.00 for conference participants. Additional tickets are \$35.00. You must purchase tickets by Noon on Tuesday, 7 May, for this event.

### Refreshment Breaks

#### Monday, 6 May

9:30 AM in Expo  
11:30 AM in Expo  
3:00 PM in Expo

#### Tuesday, 7 May

9:30 AM in Expo  
11:00 AM in Expo  
2:00 PM in Expo  
3:30 PM in Expo

#### Wednesday, 8 May

9:30 AM in Summit Registration area  
11:00 AM in Summit Registration area

## WHAT IS STC CENTRAL?

### Summit Video Contest

Do you have a knack for video production? Would you like to win a free registration to the 2014 Summit in Phoenix? STC is seeking submissions for the Summit 2013 Video Contest. Entrants are asked to create a video during this year's Summit to be used in the promotion of the 2014 STC Summit. 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 2014 STC Summit. See the Summit website for full details of the contest. We look forward to your participation!

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. It's also where you'll turn in your Expo Bingo game card! STC Central is open during all Expo hours.

### New this Year!

Many of STC's committees and departments will have a "boothlet" in the back of STC Central. These boothlets will contain important information from our various areas, and periodically will be staffed by members to answer your questions. Stop by, say hello, and find out more about these areas of STC:

- Body of Knowledge
- Community Affairs Committee
- Membership
- Nominating Committee
- Publications

### 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 is available to answer questions about member benefits and the membership online database where you can update your member record.

#### STC International Summit Award Winners and Best of Show

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.



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## Engage with SDL

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Catch SDL's STC Summit 2013 educational session!

*Solving Problems Before They Happen: Putting Personalized Tech Docs  
on the Front Line of Customer Support*

Andrew Thomas, Product Marketing Director  
SDL Content Management Technologies

Tuesday, May 7, 2:30pm  
Grand Hall East B

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# Monday, 6 May

## 8:30–9:30 AM

### CONTENT DEVELOPMENT AND DELIVERY

#### *Editing as an Extreme Sport*

ROOM: Regency V  
 FORMAT: Mini-Workshop  
 SKILL LEVEL: All



Forget bungee-jumping and rock climbing: are you bold enough to take on the challenge of Extreme Editing? It takes nerves of steel, quick reflexes, and razor-sharp intellect. Learn how to fearlessly cut through the fluff, boldly slash vague prose, and bravely restructure to improve usability. No safety equipment required!

**Leah Guren**, Cow TC

### CONTENT DEVELOPMENT AND DELIVERY

#### *Embedding User Assistance Using DITA*

ROOM: Grand Hall East C  
 FORMAT: Demonstration  
 SKILL LEVEL: All



This presentation demonstrates a real (and ongoing) DITA implementation at a small, startup company, on a single application at very low cost. The project is a “just in time” layered user assistance system. Ample time is provided for interactive discussion and comment on technique and design principles.

**Ray Gallon**, Culturecom

### CONTENT STRATEGY AND DESIGN

#### *Collaborative Single-Source Development of Documentation and Training*

ROOM: Grand Hall East B  
 FORMAT: Presentation  
 SKILL LEVEL: All



This session provides a fast-paced exploration of how the presenter’s company developed and implemented a multi-author, single-source (non-DITA) workflow into a project mid-stream to provide a flexible, well-received set of documentation and training materials for the world’s largest prison system. He will discuss general principles, getting buy-in from management and team members, challenges, and the pay-offs.

**R. N. Homer Christensen**, Dynamics Research Corporation

### EDUCATION AND TRAINING

#### *User Assistance, Tech Comm, and Learning*

ROOM: Grand Hall East D  
 FORMAT: Panel  
 SKILL LEVEL: All



This panel will explore the role of user assistance in learning for the workplace and why this is important. We will invite the audience to join us in a conversation about how learning happens through UA and techniques we can use to make our UA a more effective learning resource.

**Nicky Bleiel**, ComponentOne, a division of GrapeCity, inc.

**Saul Carliner**, Concordia University

**Kevin Siegel**, IconLogic, Inc.

**Matt Sullivan**, roundpeg, inc.

### PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

#### *Bending Without Breaking: Info Dev Flexibility in Agile*

ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



This session helps technical communicators face challenges in agile planning and execution. It’s increasingly common for writers to work on multiple agile teams. The session includes tips for better communication and teamwork on your agile team, with the goal of a “whole team approach” in mind.

**Alyssa Fox**, NetIQ Corporation

### PROFESSIONAL DEVELOPMENT

#### *Empowering the Introvert Within: Becoming an Outstanding Leader*

ROOM: Hanover CD  
 FORMAT: Presentation  
 SKILL LEVEL: All



Introverts possess a quiet confidence that commands respect. When you leverage the innate strengths of introverts—self-awareness, concern, and communication—you gain recognition as a leader. Discover how you can become an outstanding leader.

**Ben Woelk**, Rochester Institute of Technology

**Hannah Morgan**, Career Sherpa.Net



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

## Reanimating the Body of Knowledge: TCBOK 1.4

ROOM: Hanover AB  
 FORMAT: Presentation  
 SKILL LEVEL: All



Technical communication has long needed a Body of Knowledge to be recognized as a profession. Come and see the latest development of the beta knowledge portal known as the TCBOK (Technical Communication Body of Knowledge). A team of STC members and staff has been redeveloping the TCBOK; reinvigorating its design, content, and delivery; filling in gaps in content; and integrating the development site with the STC website. This presentation reveals a portion of the new beta version and explains how we got there. Come and see how you can use and contribute to this important resource.

**Hillary Hart**, The University of Texas at Austin

**Liz Pohland**, Society for Technical Communication

**Craig Baehr**, Texas Tech University

**Joel Kline**, Lebanon Valley College

## SPONSORED BY ADOBE

## Creating Adaptive Content for Multi-screen Devices



ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



Consumers are spending more time on smartphones and tablets than on PCs, so it has become increasingly important for organizations to reach their customers by offering content on these new devices. However, it is easier said than done, as the traditional output formats such as Webhelp are ill-suited for these devices because of their varying screen sizes. In this session, you will learn how organizations are adapting to the multi-device era and best practices for creating content for these devices.

**Vikram Verma**, Adobe

## 10:00–11:00 AM

## CONTENT DEVELOPMENT AND DELIVERY

## EPUB and Techcomm—Are We Ready?

ROOM: Grand Hall East C  
 FORMAT: Presentation  
 SKILL LEVEL: Experienced with Topic



This presentation will bring you up to speed on the current state of EPUB tools and technologies, and show you how to make the most of this new content delivery option. EPUBs, ebooks, and technology are changing the way people consume information. Can the tech comm industry make efficient use of this technology? What type of content is it best suited? Does it really make your documentation available on every device and platform? Is it really ready, and if so how do you get started? Come see.

**Scott Prentice**, Leximation, Inc.

## CONTENT STRATEGY AND DESIGN

## Big Content: Content Strategy as a Design Framework

ROOM: Grand Hall East B  
 FORMAT: Presentation  
 SKILL LEVEL: Experienced with Topic



Content becomes the linchpin around which the rest of the design, technology, and user experience revolve. Good content is the logical nexus of the user experience; it makes sense to start a project with the content. Content strategy promises to upend the framework used for development projects.

**Rahel Bailie**, Intentional Design, Inc.

## LIGHTNING TALKS

## Lightning Talks, Session 1

ROOM: Hanover CD  
 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.

*All You Need Is ... Accessibility*

**Karen Mardahl**

*Changing the World*

**Katherine (Kit) Brown-Hoekstra**, Comgenesis, LLC

*Management Munchies: Nibbles of Leadership Advice*

**Alyssa Fox**, NetIQ Corporation

*Motivational Editing*

**Marcia Wood**, Marcia Wood Information Design

*The Hairball of Content*

**Ray Gallon**, Culturecom

*To Serif or Not to Serif*

**Michael Opsteegh**, Eyefinity

*What's in a Nametag*

**Nathaniel Lim**, Elekta, Inc.

## PROFESSIONAL DEVELOPMENT

## Interviewing SMEs: Covering the Bases and Hitting Homers

ROOM: Grand Hall East D  
 FORMAT: Panel  
 SKILL LEVEL: All



Is it only an urban legend that brownies will guarantee that a Subject Matter Expert will make time to meet with you? And when s/he does agree to meet, how do you make good use of that time? Come learn SME-handling tips from this multi-industry, multi-generational panel of experts.

**Barbara Giammona**, Invensys

**Jennifer Anthony**, Invensys

**Carrie Chambers**, Eyefinity

**Frances Gambino**, Information Builders

PROFESSIONAL DEVELOPMENT

*LEGO Lean Process for Communication*

ROOM: Regency V  
 FORMAT: Mini-Workshop  
 SKILL LEVEL: All



This session clarifies how measurement sets a clear communication expectation. Communication is constant in our personal and professional lives. But, we work on it less than our other skills. A few key things to keep in mind during your communication process: Listen, Repeat, Document, Respect Preferred Modes, Be Timely, Add Value. The object is to make sure all parties are on the same page when communicating.

**Renee Shull**, Integrated Play

SPONSORED BY ADOBE

*Cisco Tech Comm: Providing Business Value and Customer Experience in Digital Communications Age*



ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



In planning for our transformation, Cisco Technical Communications is building an infrastructure of process management and governance to enable content-driven evolution for engaging user experience. Web analytics and related customer data empower process management changes. Social networking tools and a collaborative content consumption paradigm form the driving factors for user experience.

**Sonali Natarajan**, Cisco

USER EXPERIENCE AND USABILITY

*Storytelling the Results of Heuristic Evaluation*

ROOM: Hanover AB  
 FORMAT: Presentation  
 SKILL LEVEL: All



Despite the popularity of low-cost usability testing methods, heuristic evaluation continues to be a popular UX research method. This session reviews the basics and sheds light on new approaches to conducting an expert review and reporting the results.

**Carol Barnum**, Southern Polytechnic State University

VENDOR SHOWCASE

*Generating Revenue across Multiple Screens*

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

By the year 2013, mobile devices will outnumber PCs five to one. This presentation provides advice for building a proper workflow that leverages the growth in mobile devices, turning your documentation group into a key business asset that generates revenue. It covers topics from information gathering to multi-screen publishing. This presentation will give the audience a look at the right mindset so you can avoid pitfalls and incorporate the right mobile workflow for your business strategy making content the most pivotal aspect to a company's success.

**WebWorks ePublisher**

WEB DESIGN AND DEVELOPMENT

*Every Page Is Page One*

ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



In a world in which readers arrive at content by doing a search or following a link, every page is page one. Content must not only be findable, it must work once found. Is your content ready for a world in which every page is page one?

**Mark Baker**, Analecta Communications, Inc.

**2:00–3:00 PM**

CONTENT DEVELOPMENT AND DELIVERY

*Using Semantic Technology to Create Process-Driven Documentation*

ROOM: Hanover FG  
 FORMAT: Demonstration  
 SKILL LEVEL: Experienced with Topic



Online documentation often requires users to search for information and interpret it within their context. This session demonstrates how, by using semantic technologies, instructions can be embedded in a process and made actionable, providing users the right information at the right time and making their actions reproducible.

**Kees van Mansom**, Be Informed

## CONTENT STRATEGY AND DESIGN

## Flexible Content Demands Future-Ready

ROOM: Grand Hall East BD  
 FORMAT: Presentation  
 SKILL LEVEL: All



Your users are mobile and they expect your content to be. But locked into inflexible pages and documents, today's content isn't ready for the world of responsive sites, apps, APIs, and read-later services. Instead of scrambling to make more content, you need content that does more: Content that's structured so it can travel and shift while keeping its meaning intact. But structured content isn't just about your CMS. It affects your whole organization.

**Sara Wachter-Boettcher**

## PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

## Less Pain, More Gain: Personality and Change Management

ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



Humans are the most adaptable species on earth. Yet when change is imposed on us in the workplace, it can create stress and resistance. This session offers insight into how you can leverage knowledge of personality type to effectively manage change, whether in a supervisory or staff position.

**Andrea Wenger**, Schneider Electric

## PROGRESSION

## Professional Development Progression

ROOM: Regency V  
 FORMAT: Progression  
 SKILL LEVEL: All



Speakers will present and lead discussions about professional development.

*Building and Maintaining Your Personal Brand*

**Larry Kunz**, Systems Documentation, Inc.

*Carpe Opportunitas! Seize the (Professional Development) Opportunity!*

**Roger Renteria**

*Shock-Proofing Your Use of Social Media*

**Ben Woelk**, Rochester Institute of Technology

*Strategic IA Careers: Skills and Knowledge for Success*

**Andrea Ames**, IBM

*Technical Communication: A Map to Better Understanding*

**Anna Parker-Richards**, Seneca College

*The Retirement of Technical Communicators*

**William (Bill) Leavitt**, Write On Technical Writing, Inc.

**Andrew Malcolm**, Retired from Rochester Institute of Technology

*Growing Opportunities in Content Management and Social Media*

**David Caruso**, NIOSH

## SPONSORED BY MADCAP



## Social Media and Your Documentation: Why Should You Care?

ROOM: Hanover CD  
 FORMAT: Presentation  
 SKILL LEVEL: All



You provide information, but your audience also wants conversation. Embracing social media can be intimidating, exhausting, and difficult, but in this session we'll explore the reasons why incorporating a social layer into your documentation is well worth the effort.

**Jennifer White**, MadCap Software

## USER EXPERIENCE AND USABILITY

## Accessibility in Documentation, Media, and Web Design

ROOM: Hanover AB  
 FORMAT: Presentation  
 SKILL LEVEL: All



The emergence of HTML5, rich Internet applications, content management systems, and mobile platforms have resulted in widespread passage of technical standards addressing requirements for users with disabilities and older adults. Learn how advances in national and international standards are designed to help content producers ensure an accessible user experience. This session features advances in standards, including U.S. Federal Standards Section 508, 21st Century Communication and Video Accessibility Act, and the W3C's Web Content Accessibility Guidelines 2.0.

**Mike Paciello**, Paciello Group, LLC

## VENDOR SHOWCASE

## Selecting the Right Approach When Converting Legacy Content to DITA

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

When undertaking legacy content conversion, documentation teams have traditionally chosen between using in-house resources or outsourcing the work to external consultants/conversion specialists. Stilo's Migrate cloud conversion service now provides a radically different approach that combines the best of in-house and outsourced alternatives to help convert DocBook, FrameMaker, Word, InDesign, and RoboHelp documents to DITA in real-time, on-demand. Whether a conversion is 85% or 95% effective makes a massive difference to the amount of manual clean-up that may be required, as well as the corresponding impact on the total project time and costs. A poor conversion can create more problems than it solves. Learn how to find the approach that will work best for you with a live demonstration and review of Migrate.

**Stilo International**

## 3:30–4:30 PM

## CONTENT STRATEGY AND DESIGN

*The Art of Explanation*

ROOM: Grand Hall East BD

FORMAT: Presentation

SKILL LEVEL: All

Professional communicators explain ideas every day, but we rarely take a step back and think about the skill of explanation and what it can mean to our audience. Lee LeFever, the author of *The Art of Explanation*, will help you take a fresh look at what makes explanations work, how to plan an explanation and use media to make your explanations remarkable.

Lee LeFever, Common Craft



## PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

*How to Build a Business Case and Influence*

ROOM: Regency V

FORMAT: Mini-Workshop

SKILL LEVEL: All

In this workshop, the presenter will address the information and tools necessary to influence change and present a case for improvements at your company. Through use of an actual case study and practical tools, you will explore how to start building a case as a group.

Lisa Pietrangeli, ThirtySix Software



## PROFESSIONAL DEVELOPMENT

*And then There Was One ... Documentation Team*

ROOM: Hanover CD

FORMAT: Presentation

SKILL LEVEL: All

This session discusses keeping your sanity in a merger. In the past year, the presenter's team of technical communicators has been merged with another global team due to being acquired. Kirsty will look at the facets of a doc team merger—culture, standards, time differences, and multiple Englishes.

Kirsty Taylor, Ventyx



## PROFESSIONAL DEVELOPMENT

*Meet the Editors*

ROOM: Hanover AB

FORMAT: Panel

SKILL LEVEL: All

A panel of editors from diverse TC research and educational journals, magazines, and book series will share their thoughts on published content and dispel myths about the publishing process. Who should attend? From doctoral students seeking avenues for their work, to practitioners who want to stimulate their professional development by publishing, to professors and authors seeking new avenues to present their research, this session is structured to create a useful and interactive forum.

Liz Pohland, Moderator, Intercom

Michael Albers, Communication Design Quarterly

Saul Carliner, IEEE Transactions on Professional Communication

Menno de Jong, Technical Communication

Jim Dubinsky, Journal of Business Communication and Business Communication Quarterly

Joe Dumas, Journal of Usability Studies

Miles Kimball, Ashgate Studies in Technical Communication, Rhetoric, and Culture

Kirk St. Amant, CPTSC Programmatic Perspectives



## SPONSORED BY ADOBE

*The Future of Technical Communication Is Here—Are You Ready for It?*

ROOM: Hanover E

FORMAT: Presentation

SKILL LEVEL: All

This session will look at the state of and the key trends in the technical communication industry. The field is evolving rapidly and these developments are changing the way we do our work. Today's technical communicators are being asked to look for efficiencies in content development and to reduce time to market; to make content “intelligent” so that it can be reused and repurposed; to make content “adaptive” to the user and now their device; to engage with the end users in a richer way; and to curate content to make available to the end users the “best of the content.” To make things even more challenging, they are being asked to do all of this with fewer or same resources at best!

The presenter will try and gaze into his crystal ball to paint a picture of what the future of technical communication may look like and what it means for the professionals today. As part of this presentation, he will also be sharing some interesting findings from a survey done with the technical communication community.

Kapil Verma, Adobe



## USER EXPERIENCE AND USABILITY

*Formalizing the Technical Communication and User Experience Relationship*

ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



We must move beyond collaborative synergy and matrixed teaming of technical communication and user experience to a more formalized relationship, where dedicated user experience skill becomes required staffing for tech comm projects. The user experience must drive the optimal information experience and the required information architecture and design.

**Lori Fisher**, IBM

## VENDOR SHOWCASE

*What You Need to Know About the Math Stack: MathML, MathJax, HTML5, and EPUB 3*

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

MathML is a well-known and widely used standard for encoding mathematics within XML workflows, but what you may not know is that MathML is not just a standard that affects your internal workflow, used only for storage and converted to images when you need to present your content to your audience. MathML is a key part of the digital publishing revolution toward enriched content. Its recent inclusion into the HTML5 and EPUB 3 standards is helping to bring to fruition the promise of interactive content for math-based industries around the world. We'll discuss how the Math Stack, consisting of MathML, MathJax, HTML5, and EPUB 3, can enhance your math content in this exciting digital publishing era.

**Design Science, Inc.**

## Tuesday, 7 May

### 8:30–9:30 AM

## CONTENT DEVELOPMENT AND DELIVERY

*Conveying Messages with Graphs*

ROOM: Grand Hall East C  
 FORMAT: Presentation  
 SKILL LEVEL: All



Graphical displays are still poorly mastered by technical communicators and other professionals. They seldom think of using graphs to communicate about data; when they do, they often use the wrong graphs or in the wrong way. Based on Doumont's book *Trees, Maps, and Theorems*, about "effective communication for rational minds," this session discusses how to select the right graph, how to optimize the graph's construction, and how to phrase a useful caption.

**Jean-luc Doumont**, Principia

## CONTENT STRATEGY AND DESIGN

*The 10 Golden Rules of Global Content Strategy*

ROOM: Grand Hall East B  
 FORMAT: Presentation  
 SKILL LEVEL: All



A global content strategy is a structure for managing all of your content that is consumed by people in languages other than the source. Take the best of unified content strategy and Web strategy, put them into a blender, puree, and garnish with many languages. Voila!

**Val Swisher**, Content Rules, Inc.

## EDUCATION AND TRAINING

*Technical & Professional Communication: Student Research*

ROOM: Hanover AB  
 FORMAT: Poster Session  
 SKILL LEVEL: All



View the winners of the STC Academic SIG student poster competition. Students will present their findings on-site or virtually through Skype.

**Sally Henschel, Moderator**, Midwestern State University

## PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

*Documentation Thrives in an Agile Methodology*

ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: New to Topic



The agile software development methodology offers new opportunities for documentation teams to integrate schedules, eliminating many traditional blocks that have stood in the way of timely and accurate information development. When documentation is included in the agile schedule, everybody wins. Learn how to make your agile documentation project thrive.

**Jenna Moore**, SAS Institute

## USER EXPERIENCE AND USABILITY

*Content for Everyone: Making Information and Multimedia Accessible*

ROOM: Grand Hall East D  
 FORMAT: Presentation  
 SKILL LEVEL: All



Information is critical, whether reading an article or using an application. And content authors are critical to accessibility. From informative headings to links that make sense to meaningful alternatives for images or multimedia, making content understandable and perceivable is the front line of accessibility. If the audience can't read and understand the information, then it might as well not be there. Come learn how to make sure that your documents, websites, help, and application content are accessible for everyone.

**Whitney Quesenbery**, WQusability



## USER EXPERIENCE AND USABILITY

*Customer Journey Maps: Visualizing an Engaging Customer Experience*

ROOM: Hanover CD  
 FORMAT: Demonstration  
 SKILL LEVEL: All



Customer journey maps visually illustrate your customer's experience using your product. We'll define customer journey maps, their components, and how to create them. We'll discuss the benefits of customer journey maps and how we can measure success. Finally, we'll create a customer journey map for a real-world situation.

**Donn DeBoard**, Vertex, Inc.

## WEB DESIGN AND DEVELOPMENT

*Going Mobile? How to Optimize Content and Format*

ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



This session will cover an overview of the mobile space. A one-size-fits-all approach will never be optimal, and with the correct techniques and strategies your content can be optimized for multi-device publishing. We will cover content techniques, CSS techniques, and the various publishing formats available.

**Mike Hamilton**, MadCap Software

## WEB DESIGN AND DEVELOPMENT

*Screen Video: Best Practices, Regardless of the Tool*

ROOM: Regency V  
 FORMAT: Presentation  
 SKILL LEVEL: All



Screen videos are used for tutorials or sharing any type of information. Come practice skills that everyone should use before creating a screen recording. Discussion will include concepts of how to create great videos through the editing process and how to choose the file format right for you.

**Matthew Pierce**, TechSmith

## 10:00–11:00 AM

## CONTENT DEVELOPMENT AND DELIVERY

*Doc Sprints: The Ultimate in Collaborative Document Development*

ROOM: Grand Hall East C  
 FORMAT: Presentation  
 SKILL LEVEL: All



Learn how to plan and run a successful doc sprint. The result? High-quality documentation, happy customers, and an enhanced reputation for your tech comm team.

**Sarah Maddox**, Atlassian

## CONTENT DEVELOPMENT AND DELIVERY

*Functional Design: Developing a Standard That Fits Your Needs*

ROOM: Hanover AB  
 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 STRATEGY AND DESIGN

*Defining and Evaluating Success: Metrics for Information Architects*

ROOM: Grand Hall East B  
 FORMAT: Presentation  
 SKILL LEVEL: All



Demonstrate your impact on your customers and business! Make better design decisions! Discuss and learn to define metrics, evaluate, and articulate the value of your strategic architecture and content initiatives.

**Alyson Riley**, IBM

**Andrea Ames**, IBM

## EDUCATION AND TRAINING

*Create Learning that Lasts with Interactive Documents*

ROOM: Grand Hall East D  
 FORMAT: Presentation  
 SKILL LEVEL: All



Take a lesson from the trainer's handbook: Engage your users with interactive chunks of information. Learn how to apply adult learning styles through various tools.

**Jamie Gillenwater**, Capsugel

PROGRESSION

Communication and Translation Progression

ROOM: Regency V  
 FORMAT: Progression  
 SKILL LEVEL: All



Speakers will present and lead discussions about communication and translation.

*Is Your Content Ready for Localization?*

**Mary Dulin**, Sound View Technical Writing

*Localization Is Key to Going Global*

**Melanie Flanders**, Jiangsu Sunyu Translation Company, Ltd.

*Traditional Executive Summary versus the Videogame Proposal One-Sheet*

**Ann Jennings**, University of Houston Downtown

*New International Standard for Content Management*

**Annette Reilly**, Lockheed Martin

*Plain Language: Accessibility for Content*

**Whitney Quesenbery**, WQusability

*SME>Me>E—Screencast Creation and Collaboration*

**Christopher Bartis**, ReadSoft

*There's Nothing Simple About Simplified Technical English*

**Bernie Koontz**, Lycoming Engines

*You Want That in Chinese—Yesterday??*

**Kirsty Taylor**, Ventyx

*When Words are Not Enough*

**Alan Porter**, 4Js Group, LLC

USER EXPERIENCE AND USABILITY

Usability Testing to Evaluate Web & Mobile Content

ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



How can you use usability testing to assure that your Web/mobile content is appropriate for your target audience? This session will outline the methods for conducting usability studies with a particular emphasis on assessing the appropriateness of content.

**Cory Lebson**, Lebsontech, LLC

VENDOR SHOWCASE

How Is SmartDocs Unique?

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

SmartDocs makes Word better for all of your company's writers. SmartDocs is the only content management solution that allows your company's writers to author, track, manage, and reuse content without leaving their Microsoft Word environment. It's easy to learn and use, affordable and scalable for any size company, and unifies all writers: technical, proposal, policy and procedure, instructional design, etc. 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. Attend this demonstration to learn how SmartDocs allows writers to take advantage of content reuse directly in MS Word by incorporating its many features.

**ThirtySix Software**

SPONSORED BY ADOBE

Efficient and Graceful Multi-Channel Content Authoring and Publishing



ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



More and more content is being consumed on devices other than the long-standing traditional desktop/laptop. As this trend inevitably continues, technical communicators need to consider how to adjust their content for the ever-expanding universe of computing devices. This session demonstrates the use of responsive design and adaptive content to provide your customers with a better user experience across disparate devices. You will learn techniques to gracefully adapt words, images, and layout for any number of screen sizes. The session will include a discussion of the appropriate language choices to use for emerging interaction types like touch, voice, and hand gestures.

**Joe Welinske**

WEB DESIGN AND DEVELOPMENT

Make High-Quality Voice Recordings with Simple Equipment

ROOM: Hanover CD  
 FORMAT: Presentation  
 SKILL LEVEL: All



Increase the quality of your voice recordings, easily and at low cost. Learn about microphones, room acoustics, effective techniques, and why audio quality matters—all in simple, nontechnical language.

**Robert Hershenow**, RDH Communications

# Project Showcase Session

## Tuesday, 1:00–2:00 PM, Grand Hall

The Project Showcase debuted at the 2011 Technical Communication Summit and has been growing in popularity as more and more attendees learn about this session. The format is much less structured than a program session and allows presenters to discuss and share their projects and approaches with attendees. This highly interactive session allows you to explore projects that use approaches you may want to learn about and possibly adopt.

On Tuesday afternoon, each Project Showcase presenter sets up his or her project at a table in the session area. Attendees are free to roam in and out during the one-hour session period. Presenters share their projects with groups of attendees as the groups

walk from table to table. Attendees who are interested in a topic will stop and listen, and hopefully discuss the project in greater detail.

Presenters often prepare a short (5-10 minute) presentation, and they provide a handout with additional details. In many cases, attendees get an idea that they can explore and use. The implementation details can be secondary, and presenters may choose to invite people who are interested in more details to contact them after the session. These small group discussions allow technical communicators to share their experiences, ideas, and solutions. Presenters have 60 minutes to share their project multiple times, as new people come to learn more.

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### Creating and Cultivating Community Via CHM

Many of us are still supplying Compiled HTML Help (CHM) with our products. Until now, it has been difficult to create community while using this format. However, a new product by Ioratech enables us to create community by adding the relevant functionality to CHM.

**Eileen Palsson**, ReadSoft AB

### From Confusion to Cohesion: Process-Oriented Documentation

The presenters discuss the lifecycle of a large, yet incomplete documentation set from unwieldy guides to a user-friendly, searchable Web-based database. Learn how technical communicators worked with other roles to develop a way to make documentation an integral part of the software implementation and development processes.

**Erin Brennum**, Epic

**Celia Groff**, Epic

### Gamifying Your Content

Gamification has become an industry buzzword, but it's a process that has the potential to completely change how we view user content, business processes, and learning. Learn about a gamification project with Translators without Borders that could potentially revolutionize translator training and help save lives.

**Katherine (Kit) Brown-Hoekstra**, Comgenesis, LLC

### How Tos: Creating a Quick Path to Success!

Have you ever been asked to make a complex product simple to its users? Using the How Tos, you can get users set up and running in less than an hour. We will demonstrate the practical use of How Tos in technical communication.

**Laura Hartman**, Oracle Corporation

**Judy Hall**, Oracle Corporation

### MotoDawg: A Case Study in Native App Development

What's involved in creating mobile apps? Can non-programmers do it? This session discusses the creation of MotoDawg, an iPhone and Android motorcycle maintenance app. We'll look at the concept, design, conversion of that design to 36 app screens, database design, and lessons learned. You don't have to be a programmer.

**Neil Perlin**, Hyper/Word Services

### Role of Attitudes in Assessing TC Instruction Feasibility

This research project examines how an attitude survey of the type used in this study could be a valid and generalizable tool for others to use in assessing the feasibility of teaching technical communication and designing courses or programs in technical communication.

**Xiling Wang**, Texas Tech University

1:00–2:00 PM

CONTENT DEVELOPMENT AND DELIVERY

*Multiple Roads to Knowledge Management*

ROOM: Grand Hall East C  
 FORMAT: Presentation  
 SKILL LEVEL: All



Taking the wrong road can be dangerous. If you go too far without making sure you are in the right direction, you might end up somewhere that can be harmful to your organization, your team, or even to yourself.

**Rhyme Armstrong**, RouteMatch

CONTENT DEVELOPMENT AND DELIVERY

*Using Foreign-Accented Speech: To Localize or Not?*

ROOM: Hanover AB  
 FORMAT: Research Report  
 SKILL LEVEL: All



There are currently more non-native speakers of English in the world than native speakers, yet existing speech-mediated applications marginally reflect this fact, in part because not enough is known about how people will respond to accented speech-mediated technologies. This presentation addresses the conditions best suited for use of foreign-accented speech.

**Halcyon Lawrence**, Illinois Institute of Technology

CONTENT STRATEGY AND DESIGN

*Embedded User Assistance 101*

ROOM: Grand Hall East B  
 FORMAT: Presentation  
 SKILL LEVEL: All



In this session, the presenter will share examples of real-world embedded UA and discuss how you can get started creating embedded UA for your new or existing projects.

**Scott Deloach**, ClickStart

PROGRESSION

*Management Progression*

ROOM: Regency V  
 FORMAT: Progression  
 SKILL LEVEL: All

Speakers will present and lead discussions about management.

*A Manager's Guide to Acquiring Technology*

**Richard Hamilton**, XML Press

*Avoiding Project Disasters: Top Tips for Tech Pubs Managers*

**Leah Guren**, Cow TC

*Building a Business Case for Content Initiatives*

**Jack Molisani**, Prospring Technical Staffing/The LavaCon Conference

*Content Roles in the Mobile World*

**Ann Rockley**, The Rockley Group, Inc.

*Flow-Based Management: Facilitating Optimal Experience*

**Judy Glick-Smith**, MentorFactor, Inc.

*Making the Argument for Content Strategy*

**Rahel Bailie**, Intentional Design, Inc.

*Our Processes Are a Mess!*

**Larry Kunz**, Systems Documentation, Inc.

*How Project Management Services Help You*

**Louellen Coker**, Content Solutions

SPONSORED BY ADOBE

*eLearning & Help Systems: A Marriage Made in Heaven*



ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



Gone are the days when a Help System that is long on text and short on images or multimedia will successfully provide help for a stressed-out, distracted user. Users are looking for a Help System that not only delivers the Help, but delivers it quickly, efficiently, and with content the user will be able to remember and use. Attend this session and learn how to incorporate interactive eLearning simulations created in Adobe Captivate within Help System content created by Adobe RoboHelp.

**Kevin Siegel**, IconLogic, Inc.

SPONSORED BY NET-TRANSLATORS



*Introduction to Multilanguage Terminology Management*

ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



This session deals with managing multilingual terminology and will touch on best practices. It will also demonstrate how, even if your company is currently localizing or translating its documentation, you can still start to effectively manage your terminology. The session will cover basic concepts and benefits as well as introduce a terminology jumpstart program aimed at helping improve your translation quality.

**David Sommer**, Net-Translators

## USER EXPERIENCE AND USABILITY

## Purposes, Personas, Conversations

ROOM: Grand Hall East D

FORMAT: Demonstration

SKILL LEVEL: All



Learn and practice making purposes, personas, and conversations as a way to successfully plan, create, and evaluate your work. With examples and a fun practice exercise, you'll see the power of writing specific, measurable, user-focused purposes; creating mini-personas; and conversing with them through your writing.

**Ginny Redish**, Redish & Associates, Inc.

## VENDOR SHOWCASE

## Information Mapping: What Is It? How Can It Help Me?

ROOM: Vendor Showcase Theater, Exhibit Hall

FORMAT: Presentation

SKILL LEVEL: All

Have you heard about Information Mapping and want to find out more about what it is and what's in it for you? Then this is the perfect opportunity. Information Mapping is a research-based, structured authoring Method. It is used as a content standard internationally to help make information, faster to write, easier to read, and simpler to understand. This session will help you learn how the human mind reads and remembers information; discover how the Method makes content easier to find and use; learn how you can analyze, organize, and present information clearly and consistently; and see the benefits of using the Method.

**Information Mapping**, US

2:30–3:30 PM

## CONTENT STRATEGY AND DESIGN

## Content Strategy for Mobile Devices

ROOM: Grand Hall East C

FORMAT: Presentation

SKILL LEVEL: All



Mobile has forever changed the way people access and interact with your content. This session introduces the concepts of mobile content strategy and design and the tools you need to address the requirements of the customer, the content to be delivered, and the ever-changing array of devices for delivery.

**Charles Cooper**, The Rockley Group, Inc.

**Ann Rockley**, The Rockley Group, Inc.

## EDUCATION AND TRAINING

## Massive Open Online Learning

ROOM: Hanover CD

FORMAT: Presentation

SKILL LEVEL: All



This session will explore design strategies and delivery processes related to Massive Open Online Courses (MOOCs). Focus will be on using the MOOC as a framework for professional development and workplace learning.

**Phylise Banner**, American Public University System

## PROFESSIONAL DEVELOPMENT

## Staking Your Claim in the Social Media Frontier

ROOM: Grand Hall East D

FORMAT: Presentation

SKILL LEVEL: All



This session explores the roles for technical communicators in social media. The presenter will engage participants with the critical intersections of tech comm and social media competencies for risk management, tone/style development, communication strategies, training, SME knowledge, and strategic integration of multiple social media channels.

**Laura Palmer**, Southern Polytechnic State University

## PROGRESSION

## Writing and Editing Progression

ROOM: Regency V

FORMAT: Progression

SKILL LEVEL: All

Speakers will present and lead discussions about writing and editing.

*Career Development for Policies & Procedures Writers*

**Dawnell Claessen**, ASM Research

*Cultivating In-House Sources of Documentation*

**Eileen Palsson**, ReadSoft AB

*Defining Policy, Procedure, and Other Governing Documents*

**Emily Kowal**, Walgreen Co.

*Every Topic Is Page One*

**Viqui Dill**, American Woodmark Corp.

*Managing Technical Knowledge: Overcoming Roadblocks*

**Liz Herman**, GDIT

*PlainTalk: Get the Marbles Out of Your Message*

**Eric Koup**, Vanguard

*The Proactive Editor: Involved Throughout the Project Lifecycle*

**Meredith Kinder**

*Technical Editors and Converting Documentation to DITA Content*

**Louise Galindo**, VMware, Inc.

## USER EXPERIENCE AND USABILITY

## Game On! Creating User Experience for Gamified Products

ROOM: Hanover E

FORMAT: Presentation

SKILL LEVEL: All



Gamification is coming soon to a product near you. Are you prepared?

In 2015, market research predicts that 70% of enterprises will have

at least one gamified product. Attend this session to understand

gamification's impact on documentation, and gain strategies and best

practices for creating gamified user experience.

**Marta Rauch**, Oracle

## SPONSORED BY MADCAP



## Single Source/ Content Management Beyond Text—Dealing with Graphics & Multimedia

ROOM: Hanover FG  
FORMAT: Presentation  
SKILL LEVEL: All



For most authors, the concepts of content reuse are not new. Whether you work under the labels of “single-source publishing,” “content management,” or “topic-based authoring,” it all boils down to writing content once, maximizing reuse, and (hopefully) never resorting to content duplication to achieve your publishing goals. In this session, Mike Hamilton explores concepts and techniques to bring graphic and multimedia elements into the content management workflow.

**Mike Hamilton**, MadCap Software

## SPONSORED BY SDL



## Solving Problems Before They Happen: Putting Personalized Tech Docs on the Front Line of Customer Support

ROOM: Grand Hall East B  
FORMAT: Presentation  
SKILL LEVEL: All



Using personalized, targeted, technical information, companies can solve customer problems before they escalate to more traditional support options. By anticipating their needs, satisfying their desire to learn in various ways, and making it easy to find answers to their questions, quality technical information can truly improve customer satisfaction and lower support costs. Tune in to learn some best practices around optimizing problem resolution for your customers.

**Andrew Thomas**, SDL Structured Content Technologies Division

## VENDOR SHOWCASE

## HelpServer, the CMS to Create and Organize Help and Documentation

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

HelpServer is a Web- and server-based component content management system for creating, managing, reusing, and delivering multilingual documentation and contextual help via the Web in true real time.

HelpServer’s Web and server-based approach allows authors to work together from anywhere in the world and continuously update and improve content that is stored in a database on a Web server without the need to export and FTP static files each time content did change.

**4.ST—HelpServer**

## WEB DESIGN AND DEVELOPMENT

## Introduction to XSL Transforms

ROOM: Hanover AB  
FORMAT: Presentation  
SKILL LEVEL: New to Topic



Learn one technology and you soon find you need to learn another that sits on top of it! Examples abound: HTML/CSS, JavaScript/DHTML, and of course XML/XSL. In this session, you will discover XSL, the XML stylesheet language, and learn some coding basics. You will explore transforms (the T in XSLT), and how they interact with XML documents that transform XML documents into renderable HTML pages, and choose not only what to display, but how to display it—without scripting!

**Dave Gash**

**4:00–5:00 PM**

## CONTENT DEVELOPMENT AND DELIVERY

## Collaborating in DITA

ROOM: Grand Hall East C  
FORMAT: Presentation  
SKILL LEVEL: All



In 2012, easyDITA conducted a survey of the current state of collaboration in information development organizations. Despite widespread DITA adoption, most review happens in PDF. This presentation discusses DITA-based collaboration best practices and demonstrates emerging technologies that improve the speed and effectiveness of review and collaboration.

**Paul Wlodarczyk**, Jorsek, LLC (easyDITA)

## CONTENT STRATEGY AND DESIGN

## From Technical Writer to Content Strategist

ROOM: Grand Hall East B  
FORMAT: Presentation  
SKILL LEVEL: All



Content strategy is a hot topic right now. The rise in corporate awareness of the value of content represents a great opportunity for technical writers to leverage their skills and experience. This session will help you position yourself to take advantage of that opportunity.

**Alan Porter**, 4Js Group, LLC

## PROGRESSION

## Education and Training Progression

ROOM: Regency V  
 FORMAT: Progression  
 SKILL LEVEL: All



Speakers will present on the topics of education and training.

*Creating Community in Massive Open Online Courses*

**Phylise Banner**, American Public University System

*Helping Others Hone Their Skills*

**Ginny Redish**, Redish & Associates, Inc.

*Preparing for Gamification*

**Marta Rauch**, Oracle Corporation

*Teaching a College-Level Editing Class*

**Jonathan Arnett**, Kennesaw State University

*Teaching and Training with Global Virtual Teams*

**Pam Brewer**, Appalachian State University

*Why Technical Writing Is Always About Training*

**Mary Knepper**, Ryba Associates, Inc.

*Using Mentoring Programs to Collaborate With Industry*

**Herb Smith**, Southern Polytechnic State University

## SPONSORED BY NET-TRANSLATORS

## Man versus Machine in the Translation World



ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



Machine-based translation is nothing new to our generation, *Star Treks'* "universal communicator" was the promise of a new way to communicate across species and galaxies, yet the future is not here for most of us. David will share some of his experience in the area of machine translation and endeavor to give you the tools to decide if it is right for you.

**David Sommer**, Net-Translators

## SPONSORED BY WEBWORKS

## Documentation: It's Not a Business Expense, It's a Revenue Generation Tool



ROOM: Hanover FG  
 FORMAT: Presentation  
 SKILL LEVEL: All



Technical content is a commodity. Technical writers must think of themselves as knowledge brokers and communicate the value they provide, which includes increased revenue and improved customer retention. This presentation will show you the right mindset to build business cases that get your company to invest in technical communication/publications as a revenue generator.

**Christopher Ward**, WebWorks

## USER EXPERIENCE AND USABILITY

## Addicted to Meaning: Mental Models for Technical Communicators

ROOM: Hanover AB  
 FORMAT: Presentation  
 SKILL LEVEL: All



This presentation explores how "meaning" works in technical communication, why it fails, and how you can create meaningful documentation. Drawing on the cognitive psychology of mental models and user experience design, Kai shows with examples why minimalism works but FAQs don't, and how to write for users without irritating them.

**Kai Weber**, SimCorp GmbH

## USER EXPERIENCE AND USABILITY

## Effectively Communicating UI and Interaction Design

ROOM: Grand Hall East D  
 FORMAT: Presentation  
 SKILL LEVEL: All



Effective design documentation helps ensure the final UI matches the original user goals and informs required changes that are inevitable during a project. Learn what content to include in design documentation as well as different delivery approaches to help communicate effectively with the project teams.

**Karen Bachmann**, Perficient

## VENDOR SHOWCASE

## Introducing Author-it Group Edition: Enterprise Software Comes to the Small-to-Medium Business

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

**Author-it**

## WEB DESIGN AND DEVELOPMENT

## How to Build a Referral Machine

ROOM: Hanover CD  
 FORMAT: Presentation  
 SKILL LEVEL: All



What do successful websites do that others do not? The presenter will reveal the common traits all successful websites share and how you can duplicate their techniques. Learn the common pitfalls that prevent websites from succeeding and the simple steps you can take today to start converting visits into referrals.

**Donte Ormsby**, Profit Website Management

## Wednesday, 8 May

### 8:30–9:30 AM

#### CONTENT DEVELOPMENT AND DELIVERY

### *A Technical Writer's Trip to Hollywood*

ROOM: Grand Hall East C

FORMAT: Presentation

SKILL LEVEL: All

While getting a certificate in screen writing through UCLA, the presenter discovered that an understanding of how to craft scenes and characters improved her technical writing. She will summarize key information provided in screen-writing curriculum, and how it relates to information architecture and addressing the needs of our technical audiences.

**Elisa Sawyer**, Independent Contractor



#### CONTENT DEVELOPMENT AND DELIVERY

### *Planning and Creating Engaging Infographics*

ROOM: Hanover CD

FORMAT: Presentation

SKILL LEVEL: New to Topic

Infographics are a powerful way of communicating large amounts of disparate data to inform or persuade your audience in a manner that is often more engaging than text alone. This presentation covers the different methods of displaying data, planning and wireframing, tools that can be used, and ethical considerations.

**Michael Opsteegh**, Eyefinity



#### CONTENT STRATEGY AND DESIGN

### *Managing and Optimizing Unstructured-to-Structured Conversions*

ROOM: Grand Hall East B

FORMAT: Presentation

SKILL LEVEL: All

This session describes steps to manage and optimize conversions from unstructured content to XML. It includes planning strategies and pre-conversion tasks, tips, and tools that save time and yield more accurate conversions.

**Edna Elle**, Oracle



#### PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

### *Building Effective IA Teams in Resource-Challenged Times*

ROOM: Hanover AB

FORMAT: Presentation

SKILL LEVEL: All

How do you build a world-class team of information architects? Adopt a collaborative, community-based approach with corporate-level sponsorship. Learn techniques to break down organizational barriers, lead with a common vision and set of goals, navigate tricky political waters, drive change with metrics, and grow IA skills.

**Alyson Riley**, IBM



#### PROFESSIONAL DEVELOPMENT

### *Career Lessons I Learned from Selling Ginsu Knives*

ROOM: Hanover FG

FORMAT: Presentation

SKILL LEVEL: All

The presenter was laid off in the 1990s and a friend offered him a summer job selling Ginsu knives. Fifteen years later, he now has his own technical writing and staffing company, but will always remember seven career lessons he learned from selling Ginsu knives—and shares them in this session.

**Jack Molisani**, Prospring Technical Staffing/The LavaCon Conference



#### SPONSORED BY MADCAP

### *MadCap Flare— What's New in Version 9*



ROOM: Hanover E

FORMAT: Presentation

SKILL LEVEL: All

This session will be an overview of the latest technologies and capabilities available in MadCap Flare. A mixture of overview, theory of operation, and live demonstration will help to explain the latest functionality available. Not just a simple demo, but deeper explanations than what you find on the brochure. The session will include success factors and best practices to get the most out of your authoring.

**Mike Hamilton**, MadCap Software



#### WEB DESIGN AND DEVELOPMENT

### *Cascading Style Sheets: Beyond the Basics*

ROOM: Grand Hall East D

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic

You have an idea of what a Cascading Style Sheet does in an HTML page and how to write basic rules to modify text appearance. But there's so much more you can do with CSS. This session opens up new CSS techniques you can use immediately, like controlling property inheritance, tweaking the cascade order, and using multiple style sheets. The session will explore dependent, independent, and contextual selectors, and how to use CSS to create your own personalized HTML tags as well as CSS troubleshooting techniques.

**Dave Gash**





## 10:00–11:00 AM

## CONTENT DEVELOPMENT AND DELIVERY

*DITA Proof-of-Concept Publishing System*

ROOM: Grand Hall East C

FORMAT: Case Study

SKILL LEVEL: New to Topic



This presentation describes how the presenter's team developed a proof-of-concept DITA publishing system using existing tools (Structured FrameMaker 8 and inexpensive plug-ins) and without a CMS or a dedicated DITA resource. The presenter's company used the system to produce several 140-page user manuals, some in 10 languages, and to save a substantial amount in translation costs.

**Matso Limtiaco**, Intermecc Technologies Corporation

## CONTENT STRATEGY AND DESIGN

*The Content Life Cycle: A Strategic Compass*

ROOM: Grand Hall East B

FORMAT: Presentation

SKILL LEVEL: All



Use the content life cycle to help identify business requirements for how content must be treated, handled, and processed. This session will demonstrate how to analyze the content life cycle for workflow improvements, automation, and ways to measure cost, and provide the basis for identifying hardware, software, and human requirements.

**Mollye Barrett**, ClearPath, LLC

## LIGHTNING TALKS

*Lightning Talks, Session 2*

ROOM: Hanover CD

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. This second session also includes the hilarious "Ninja Talk," where one person prepares the slides while another leads the presentation without knowing what slides are used.

*Oh, the Crap I've Seen*

**Rhynne Armstrong**, RouteMatch

*101 Reasons We Love Tech Comm*

**Jamie Gillenwater**, Capsugel

*Inspiration Redux: Move In The Right Direction*

**David Caruso**, NIOSH

*Marketing Copy is Dead*

**Richard Hamilton**, XML Press

*Quality Recordings: Quick and Clean*

**Robert Hershenow**, RDH Communications

*The Mars Science Laboratory Tweetup From Close Up*

**Brenda Huettner**, P-N Designs, Inc.

*Ninja Talk*

**Alan Houser**, Group Wellesley, Inc.

## PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

*Service-Oriented Management*

ROOM: Grand Hall D

FORMAT: Presentation

SKILL LEVEL: All



Through research-based concepts, explore how managers can facilitate environments where employees do their best work. Managers who take a service-oriented approach to leadership proactively coach, encourage, and create targeted opportunities for employees. When people are able to work in a flow state environment, they are happier, more productive, and make better decisions.

**Judy Glick-Smith**, MentorFactor, Inc.

## PEOPLE, PROJECTS, AND BUSINESS MANAGEMENT

*Supporting Customers: Onsite and Online*

ROOM: Hanover AB

FORMAT: Presentation

SKILL LEVEL: All



The presenters discuss two key ways technical communicators can directly support customers: helping clients process and manage our documentation set and crafting training materials on-the-fly at software go-lives. Connecting writers with clients provides consistent feedback about our documentation set and gives technical communicators real-world insight into their industry.

**Kate Fletcher**, Epic

**McKenzie Zeiss**, Epic

## PROFESSIONAL DEVELOPMENT

*A Marketing Communications Career: Making the Transition*

ROOM: Hanover FG

FORMAT: Presentation

SKILL LEVEL: New to Topic



Your technical writing skills can enable you to move into the lucrative and exciting career of marketing communications. Learn about the pros and cons and how to grow your career in this direction from people who've made the change.

**Barbara Giammona**, Invensys Operations Management

**Victoria Koster-Lenhardt**, self-employed

**Eric Koup**, Vanguard

**Rich Maggiani**, Solari Communication

SPONSORED BY: ADOBE

### Optimizing Multi-Authoring, Collaborative Review and Interactive Graphics in Technical Communications



ROOM: Hanover E  
 FORMAT: Presentation  
 SKILL LEVEL: All



Teamwork has become the norm in technical communication. Few of us author large projects solo anymore; many work with global team members. When multi-authoring is involved in projects, tools that can help ensure consistency are of paramount importance. Collaborative review of content has become even more important. The approach to collaborative review must be simple, inexpensive, and universally accessible. Finally, tech comm is becoming more “image-oriented.” As consumers’ attention spans diminish from constant exposure to dynamic content on tablets and increasing streams of information, we must replace some text content with engaging, dynamic graphics to reduce reading time. You will see live examples of how collaborative authoring, content review, and dynamic graphics can be implemented in a simple and effective fashion.  
**Maxwell Hoffman**, Adobe

## 11:30 AM–12:30 PM

### CONTENT DEVELOPMENT AND DELIVERY

#### Baby Steps: Automated Publishing Using Arbortext and SharePoint

ROOM: Hanover E  
 FORMAT: Case Study  
 SKILL LEVEL: All



Learn how Erie Insurance is developing an automated publishing system based on SharePoint 2010 to provide targeted search results for agents and employees, thereby saving time and improving efficiency.  
**Rita Briody**, Erie Insurance Group  
**Brett McCorkle**, Erie Insurance Group

### CONTENT DEVELOPMENT AND DELIVERY

#### Data Visualization: Seeing through the Numbers

ROOM: Grand Hall East C  
 FORMAT: Presentation  
 SKILL LEVEL: All



This session will explore data visualization and literacy, focusing on various techniques to conceptualize narratives and create visualizations. Along with gaining a more comprehensive understanding of data visualization, participants will be introduced to new ways of managing, analyzing, and visualizing data sets, as well as textually expressing underlying relational content.  
**Phylise Banner**, American Public University System  
**Rob Mitchell**, American Public University System

### CONTENT STRATEGY AND DESIGN

#### Transforming Technical Content into a Business Asset

ROOM: Grand Hall East B  
 FORMAT: Presentation  
 SKILL LEVEL: All



Technical content is often the last in line for investment and innovation, but poor content has profound effects inside and outside the organization. Before relegating technical content to the necessary evil role with minimal investment, consider whether it might actually be less expensive to create high-quality technical information.  
**Sarah O’Keefe**, Scriptorium Publishing

### PROFESSIONAL DEVELOPMENT

#### Certification Essentials

ROOM: Hanover CD  
 FORMAT: Presentation  
 SKILL LEVEL: All



Come to this session to learn how certification will impact your professional career in technical communication. We will walk through our CPTC program and introduce you to our new technical writer certification launched at this Summit. Find out how you qualify and the steps you need to take to be successful with your certification submission. Visit the Certification Booth (#406) in the Expo to learn more.  
**Rob Hanna**, ASCAN

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**Autodesk**

#### Create Stunning Visual Documentation from 3D Design Data

ROOM: Hanover AB  
 FORMAT: Presentation  
 SKILL LEVEL: All



Leverage your company’s existing 3D engineering design data to quickly create interactive, animated documentation that is viewable on mobile devices and Web pages.  
**Timera Hart**, Autodesk

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“Keep your feet on the floor. Keep your hands on your lap. Keep your eyes on me.” During this session, you will learn about the benefits of consistency, word selection, and careful sentence structure. While anaphora (a rhetorical device using repetition for emphasis) is a valid technique, it can lead to confusion. “Keep” does double duty, meaning “place” in the first two but “watch” in the third. The words we write are available to everyone (blogs, Twitter, Facebook, and more) so we no longer know our audience. Writing needs to be for everyone and easier for them to get the information they need, reduce confusion, translation costs, improve searches, and optimizing content strategy.  
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**Beyond the Bleeding Edge**

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

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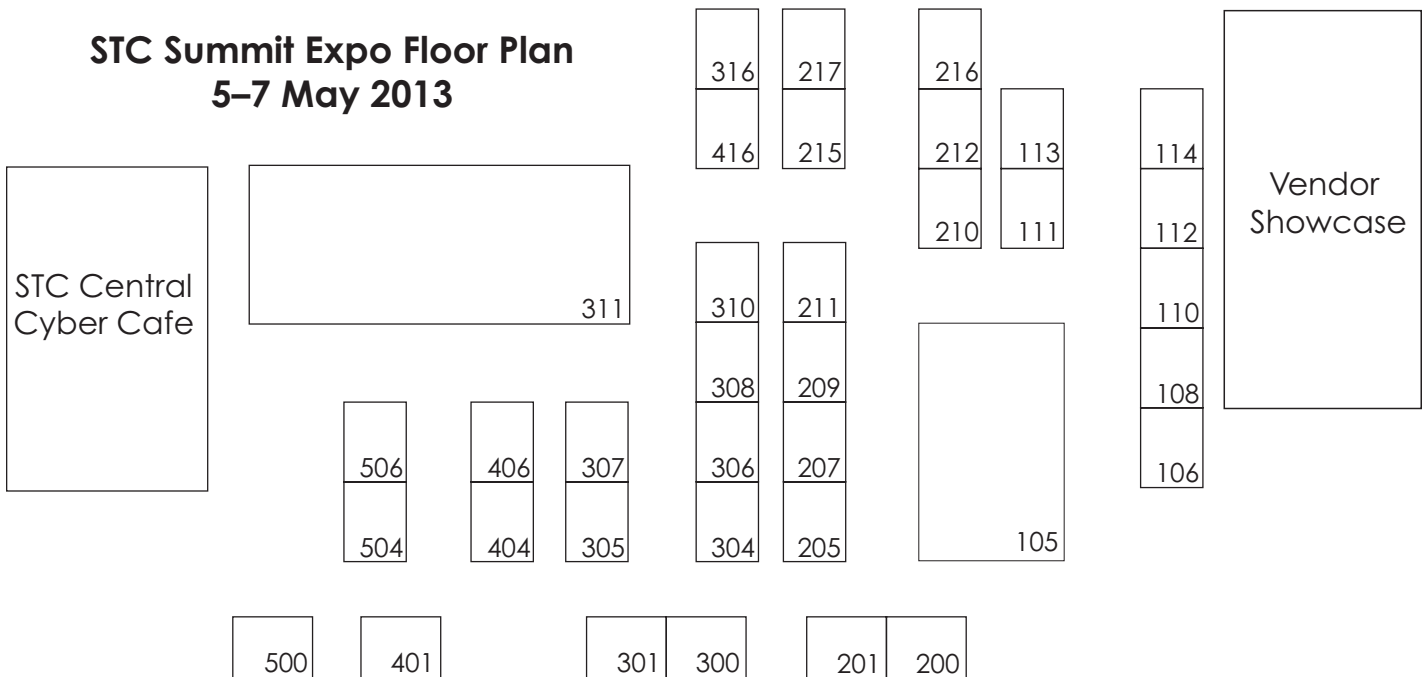
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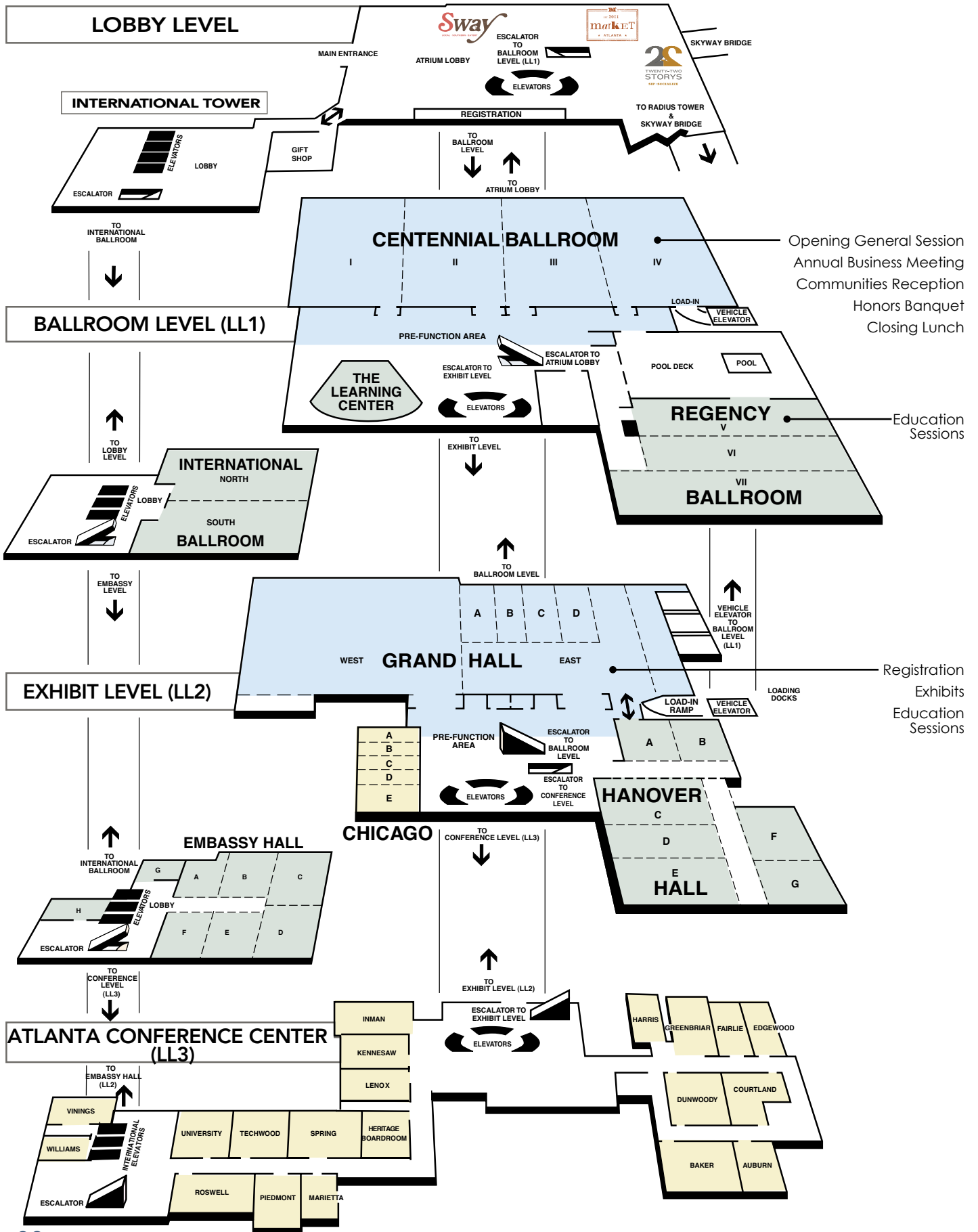
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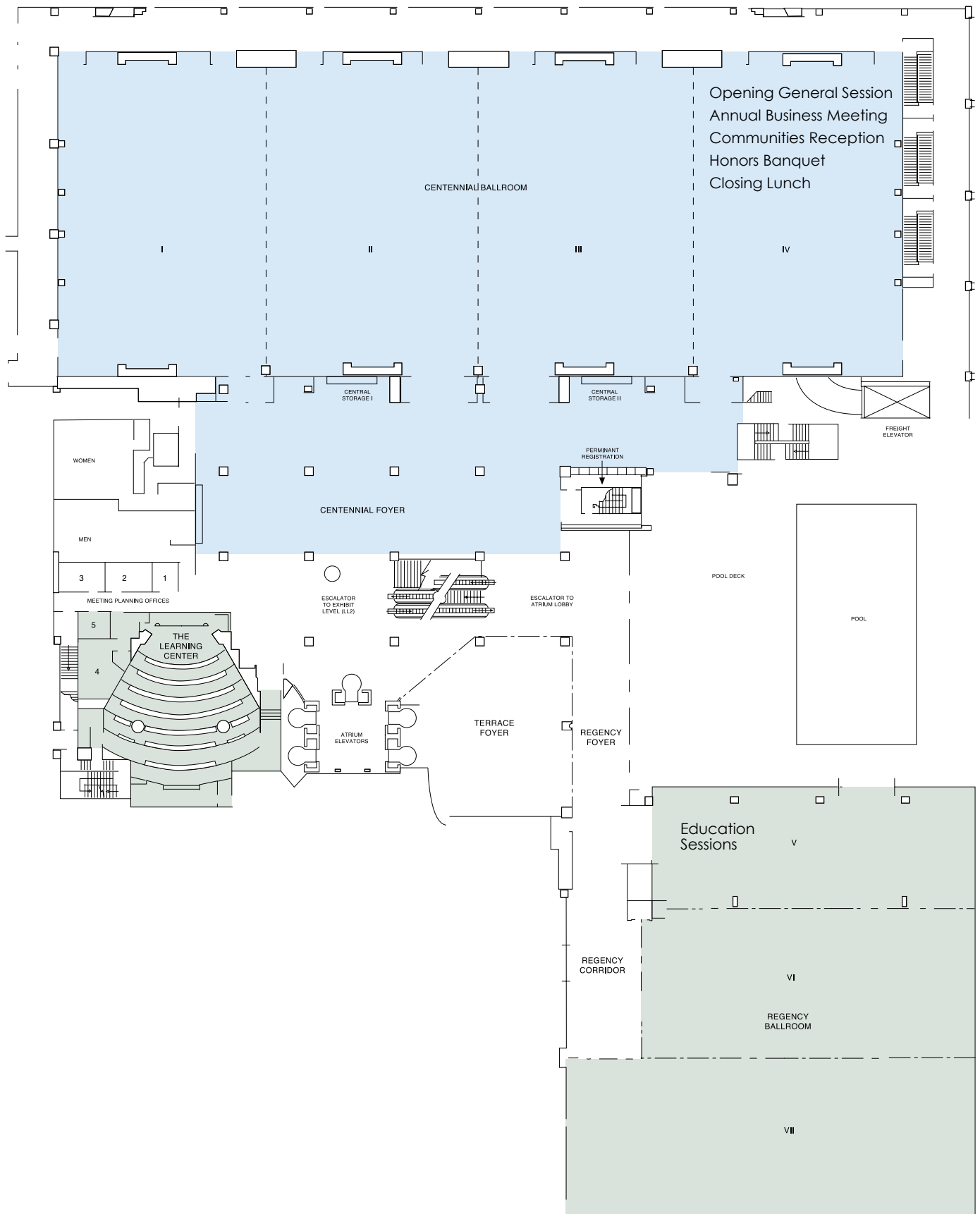


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