



18-21 May 2014
Phoenix, AZ



Society for Technical Communication | Summit Program

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Welcome to STC's Technical Communication Summit

Welcome to the 2014 Technical Communication Summit! We have a great lineup of presenters this year, speaking on a myriad of topics 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 Jonathon Colman, content strategist with Facebook, as our keynote speaker. I look forward to his presentation 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 Event, 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 Phoenix, 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 sync 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.

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

And finally, thank you to all the attendees. I trust you'll enjoy your time here and I look forward to seeing you in Columbus, Ohio, next year!!

With best regards,



Nicoletta Bleiel
President, 2013-2014

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- ✓ Individual learning within a community of practice
- ✓ High-tech connectivity with high-touch interaction



No on-campus requirements

I leave the program not only with enhanced skills in instructional design and the experience of how a rich online program can be conducted, but with knowledge and skills to expand my work in directions I had not imagined - into change management, workplace research, program evaluation, and sustainability.

I am grateful to the professors who have made such a rich curriculum available, who ask hard questions and push us to think deeply and broadly about our work in each class, and who insist we apply it to real-world projects. They truly opened doors for me that I didn't know existed.

Linda Urban, M.S. 2013

Principal Consultant

Linda Urban Communications

Accredited by the Northwest Commission of Colleges and Universities.



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Conference Overview

- More than 80 sessions, organized by eight tracks
- Conference begins Sunday evening with the keynote speaker—Jonathon Colman—and a reception in the Expo
- Registration includes Welcome Reception, Communities Event, and morning and afternoon refreshment breaks
- Honors Banquet ticket must be purchased by Noon, Monday, 19 May; table selection must be made by 5:00 PM on Monday, 19 May. See page 8.
- Closing Lunch ticket must be purchased by Noon, Tuesday, 20 May. See page 9.
- STC will capture content (audio and visuals) of most sessions (SUMMIT@aClick) and make it available FREE to all registrants.
- Employment Booth in the Expo
- An Education Information counter near the education sessions is available for questions about the program, sessions, directions, or general info about the Summit.
- A Speaker Evaluation station near the Education Information counter to electronically complete your evaluations.



Conference Chair
Chris Hester
UserAid



Program Chair
Paul Mueller
UserAid



**Content Strategy and Design/
Academic and Research Topics**
Dr. Pam Estes Brewer
Track Manager
Mercer University



UX, Usability, and Accessibility
Karen Bachmann
Track Manager
Perficient



**Education and Training /
Mobile Content Design & Delivery**
Marta Rauch
Track Manager
Oracle



Content Development and Delivery
Matt Sullivan
Track Manager
Tech Comm Tools



**People, Project, and Business Management /
Professional Development**
Jowell Lydon
Track Manager
IHS

Opening General Session

Information Entropy: The Next 10,000 Years of Content Strategy

STC is pleased to welcome Jonathon Colman as the Keynote Speaker for the 2014 Technical Communication Summit.

For over 15 years, Jonathon Colman has helped people and organizations build, find, and use the best stuff on the Web.

As a member of the content strategy team at Facebook, Jonathon works with product designers, UX researchers, engineers, and product managers to make Facebook better, easier to use, and more delightful for over 1 billion people around the world—including people just like you. Jonathon has worked with organizations like Facebook, REI, The Nature Conservancy, Conservation International, and IBM to connect with their communities, engage their members, and launch new products and experiences. He helped lead a team that won two Webby Awards for The Nature Conservancy in 2009.

Jonathon has spoken at international conferences on content strategy, user experience, Internet marketing and other topics. He's had the honor of presenting at Confab, the IA Summit, ad:Tech, eTail, the Content Strategy Forum, the National Press Club, and many more.

Jonathon also served as a Peace Corps Volunteer in Burkina Faso, West Africa, where he worked on rural public health issues and honed his technical communication skills in three languages from 1999–2000. Jonathon recently earned a Master's degree from the University of Washington's information management program. Previously, he graduated from Michigan Technological University with a degree in scientific and technical communication in 1997.

Please join us for what promises to be a wonderful kick-off to the 2014 Summit.



Jonathon Colman
Keynote Speaker

Sunday, 18 May, 5:30 PM
Ballroom, Phoenix Convention Center

Information Entropy: The Next 10,000 Years of Content Strategy

As content strategists, UX professionals, and technical communicators, much of our work is focused on solving problems for real people with defined needs and contexts who live and work in the here and now. We take a holistic approach, break down silos within our organizations, and iteratively create real value for the people who use our products and services.

But how does our work change—and how must we adapt our approaches and strategies—when we're planning for projects that last for not one year, or even 10 years, but for 10,000 years or more?

Using real-world examples from NASA's Voyager program, the Yucca Mountain Nuclear Waste repository, and other long-term projects, Jonathon will talk about the challenges of creating information that degrades elegantly over space and time—information that's still useful, usable, accessible, and meaningful for people whom we'll never know in our lifetimes.

The answers to these problems give us a new perspective on our work, on the natures of clarity and simplicity, and on what it means to build a brand that endures with messages that last.

LavaCon 2014

The LavaCon Conference on Content Strategy and User Experience

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- Creating Multichannel Content Strategies
- Maximizing the Total User Experience
- Securing Budgets and Revenue
- Managing People and Projects
- And more

LavaCon.org

Register by June 15th using the referral code **STC14** to get **\$100 off your conference tuition!**

This year we're adding a new feature to the program, a section we're calling "Summit at a Glance." These eight pages give you the entire story of the Summit at a glance. If you want more detail, you can find it in the rest of the program, but Summit at a Glance lets you find everything you need quickly and easily. We hope you enjoy it.

Important Things to Know

The Summit begins on Sunday evening with the Opening Keynote General Session. Education sessions start at 8:30 AM Monday morning and are 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 (see page 21).

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 Summit+ Theatre in the exhibit hall.

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.

Hey, What's That Number on My Badge?

In the upper-left corner 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 iPhone. With that simple act, they'll automatically receive your contact information to follow up with you after the Summit has ended.

Ribbons

Ribbons detailing your involvement with STC are available on a self-serve basis. Look for the Ribbons counter near the Summit Registration in the Phoenix Convention Center Ballroom foyer on the third floor.

Donor Ribbons

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

Wireless Service

STC has arranged for wireless Internet connections in areas of the convention center. Locations are identified by signage. The password for wireless connection is WEBWORKS. Sponsored by WebWorks.



Recharging Stations

STC has set up recharging stations in the Expo 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 Group Wellesley and UserAid.



Conference Proceedings

The *Proceedings* of the Summit contains papers written by some of the education session presenters. It is a valuable resource for those who want to continue their learning experience after the conference or refer to the content of a specific session. The *Proceedings* will be distributed to all attendees on a thumb drive with their registration package. Sponsored by ComponentOne.



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.*

Reminders

Badges

Your badge gives you entrance to all the official Summit events, including the Opening General Session, all the education sessions, and the exhibit hall.

Recording/Videotaping

STC has exclusive recording rights to the conference. Recording or videotaping of any keynote, STC presentation, or session at the conference is not authorized.

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. Visit www.surveymonkey.com/s/stc14sessions to fill out your speaker evaluations. Computers to access the evaluation database are in the registration area. Or use the QR code at right.



Conference Evaluation Forms

Please fill out the conference evaluation form and provide feedback on your overall experience at the Summit. You can access the conference evaluation at www.surveymonkey.com/s/stc14sessions. 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.

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, 19 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.**

Schedule at a Glance

All meetings, sessions, and events are in the Hyatt Regency Phoenix and the Phoenix Convention Center. Exact location is provided for each event.

Sunday, 18 May

5:30–6:45 PM	Opening Keynote General Session <i>Phoenix Convention Center, West Ballroom, 300 Level</i>
7:00–8:30 PM	Welcome Reception and Exhibit Hall Open <i>Phoenix Convention Center, West Ballroom A/B, 300 Level</i>

Monday, 19 May

7:15–8:15 AM	SIG Managers Meeting <i>Hyatt Regency, Moran</i>
8:30–10:30 AM	Education Sessions <i>Phoenix Convention Center, 1st Floor</i>
9:00 AM–5:00 PM	Exhibit Hall Open <i>Phoenix Convention Center, 300 Level</i>
11:00 AM–12:30 PM	Communities Event <i>Phoenix Convention Center, Exhibit Hall</i>
1:00–4:15 PM	Education Sessions <i>Phoenix Convention Center, 1st Floor</i>
5:00–6:00 PM	Annual Business Meeting <i>Hyatt Regency, Ellis</i>

Tuesday, 20 May

8:30–10:30 AM	Education Sessions <i>Phoenix Convention Center, 1st Floor</i>
9:00 AM–5:00 PM	Exhibit Hall Open <i>Phoenix Convention Center, 300 Level</i>
Noon–1:00 PM	SIG Business Meetings <i>Multiple locations—see page 17</i>
1:00–5:00 PM	Education Sessions <i>Phoenix Convention Center, 1st Floor</i>
2:15–3:00 PM	Student Poster Session <i>Phoenix Convention Center</i>
3:15–4:00 PM	Vendor Raffles <i>Phoenix Convention Center, 300 Level</i>
7:00–7:30 PM	Honors Reception (free) <i>Hyatt Regency Ballroom Foyer</i>
7:30–10:30 PM	Honors Banquet (ticketed event) <i>Hyatt Regency Ballroom</i>

Wednesday, 21 May

8:30 AM–12:30 PM	Education Sessions <i>Phoenix Convention Center, 1st Floor</i>
12:30–2:30 PM	Closing Lunch <i>Hyatt Regency Ballroom</i>

	Saturday, 17 May	Sunday, 18 May		Monday, 19 May	Tuesday, 20 May	Wednesday, 21 May		
8:00 AM	8:00-5:00 Preconference Certificate Sessions and Workshops (optional pricing)	8:00-12:30 Leadership Program (preregister; optional pricing)	8:00-5:00 Preconference Certificate Sessions and Workshops (optional pricing)					
9:00 AM					9:00-5:00 Expo Open	8:30-10:30 Education Sessions	9:00-5:00 Expo Open	8:30-10:30 Education Sessions
10:00 AM								
11:00 AM								
Noon								
1:00 PM					Coffee Breaks 9:15 AM 11:00 AM 1:45 PM 3:00 PM			
2:00 PM						11:00-12:30 Communities Event. Visit the Exhibit Hall!	10:30-1:00 Break. Visit the Expo Hall!	
3:00 PM								
4:00 PM								
5:00 PM				5:00-6:00 Annual Business Meeting				
6:00 PM		5:30-6:45 OPENING KEYNOTE GENERAL SESSION						
7:00 PM		7:00-8:30 Welcome Reception in the Exhibit Hall			7:00-7:30 HONORS RECEPTION (free)	12:30-2:00 CLOSING LUNCHEON (ticket required)		
8:00 PM					7:30-10:30 HONORS BANQUET (ticket required)			

Events and Networking at a Glance

Looking for a special event or a way to get to know your fellow attendees? Check out the below! Full information on these events are available on page 17.

Sunday

The **Opening General Session** kicks off the Summit at 5:30 PM, highlighted by the keynote speech from Jonathon Colman. Afterwards, join us in the Expo for the **Welcome Reception** to network with vendors and attendees. Snacks are included, plus a cash bar. Both events are in the Phoenix Convention Center. Free to all attendees.

Monday

The Communities Reception has been moved! Taking place last year on Monday evening, the **Communities Event** now takes place during a lull in education sessions, from 11:00 AM-12:30 PM in the Expo. Find out more about STC's Special Interest Groups. Snacks and beverages are included. Free to all attendees.

Later in the day on Monday, attend STC's **Annual Business Meeting** at 5:00 PM in the Hyatt Regency. Hear from new President Kit Brown-Hoekstra, learn more about the inner workings of the Society, and take part in this important annual meeting. Free to all attendees. And Monday evening, join us for an informal **Tweetup and karaoke**, starting at 8:00 PM at Bliss/ReBAR.

Tuesday

Many of STC's **Special Interest Groups** hold their annual meetings at the Summit. All attendees are invited to join them and learn more. See page 17 for full schedule.

Help us honor the best and brightest in the field with the **Honors Reception and Honors Banquet**. All attendees are invited to attend the Honors Reception, at 7:00 PM in the Hyatt Regency. There is a cash bar for the reception. You must purchase a ticket for the Honors Banquet, which starts at 7:30 PM; tickets cost \$80.00. **Tickets for this event must be purchased by Noon on Monday, 19 May, and attendees must select their table by 5:00 PM Monday as well.**

Wednesday

Say goodbye to new friends and make plans for 2015 at the **Closing Luncheon** in the Hyatt Regency. This buffet lunch requires an additional ticket, available for \$10.00. **Tickets for this event must be purchased by Noon on Tuesday, 20 May.**

After the conference is over, join the host Phoenix Chapter at the **Phoenix Art Museum**. Admission is free on Wednesdays from 3:00-9:00 PM, so take some time before heading home to experience one of Phoenix's top tourist attractions.

Exhibit Hall at a Glance

The exhibit hall is in the West Ballroom on the 300 Level of the Phoenix Convention Center. 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 up in the exhibit hall.

Expo Hours

Sunday: 7:00–8:30 PM

Monday: 9:00 AM–5:00 PM

Tuesday: 9:00 AM–5:00 PM

In addition to the vendors and consultants (see list at right and more details starting on page 40), you'll find a number of items of interest in the Exhibit Hall. Attend vendor sessions in the **Vendor Showcase Theater** for a look at their newest tools and techniques. Fill out your **Expo Bingo Game Card** for a chance

to win BOSE Bluetooth Wireless Headphones. Get information on the latest jobs in the Job Bank in the **Employment Booth**, or talk to the **Community Affairs Committee** and the **Technical Communication Body of Knowledge** task force. And between 3:15–4:00 PM Tuesday, stop by for special **Vendor Raffles** with great prizes from many of our exhibitors!

And because you asked for it, the bookstore is back, sponsored by Richard Hamilton and XML Press! Check out the **STC Bookstore and Lounge** in the back corner of the exhibit hall, where you can purchase the top tech comm publications, check out the winners from the **International Summit Awards**, and sit and relax while you network with old and new friends. This is also where you turn in your Expo Bingo Game Card.

List of Vendors

A2Z Global Language Solutions—Booth 117
 Acrolinx North America, Inc.—Booth 203
 Adobe Systems, Inc.—Booth 101
 ALCERO—Booth 121
 American Medical Writers Association—Booth 116
 Antidot—Booth 208
 Arizona State University—Booth 118
 Arizona Technology Council—Booth 222
 Ascan Information Architects Limited—Booth 114
 Association of Independent Information Professionals—Booth 123
 D. S. SolidWorks—Booth 209
 Doc-To-Help—Booth 100
 easyDITA—Booth 115
 eGloo Technologies Pty Ltd—Booth 104
 Information Mapping, US—Booth 216
 JustSystems—Booth 111
 Kinetic TheTechnologyAgency—Booth 112
 Madcap Software—Booth 215
 Net-Translators—Booth 211
 ProSpring Staffing/The LavaCon Conference—Booth 205
 SDL—Booth 210
 Single-Sourcing Solutions, Inc.—Booth 224
 SQUIDDS E.K.—Booth 108
 STC Body of Knowledge task force—Booth 323
 STC Bookstore and Lounge—Booth 400
 STC Community Affairs Committee—Booth 321
 Stilo—Booth 106
 TechSmith—Booth 201
 ThirtySix Software—Booth 214
 University of Wisconsin–Stout—Booth 207
 Vasont Systems—Booth 110
 WebWorks—Booth 109
 Welocalize —Booth 220
 Writing Assistance, Inc.—Booth 102

Consultants Corner

Hyper/Word Services
 Marshall Documentation Consulting
 Publishing Smarter

SUMMIT+

Formerly the Vendor Showcase, the newly named Summit+ sessions take place in the exhibit hall and provide you extra education from our exhibitors. See the descriptions included in the general education schedule.

Monday, 19 May, 9:45–10:30 AM

Technical Documentation and Localization:
 Adding Automation to the Process
 Presented by Kinetic TheTechnologyAgency

Monday, 19 May, 1:00–1:45 PM

Quality Review Cycles: Quick Answers
 to Common Problems
 Presented by A2Z Global Language Solution

Monday, 19 May, 2:15–3:00 PM

Compound Document Management
 with Word and SharePoint
 Presented by Alcero

Monday, 19 May, 3:30–4:15 PM

HTML5 and the Modern Web
 Presented by eGloo Technologies Pty Ltd

Tuesday, 20 May, 9:45–10:30 AM

It's Time: Experience the Power of SmartDocs 2014.1
 Presented by ThirtySix Software

Tuesday, 20 May, 1:00–1:45 PM

Word and InDesign to DITA in 30 minutes
 Presented by Stilo International

Tuesday, 20 May, 2:15–3:00 PM

From Static Books to Dynamic Semantic Publishing
 Presented by Antidot

Education at a Glance

Session descriptions are available beginning on page 21, but the following is the basic schedule of education sessions, with name, presenter, and room, organized by date and time.

Types of Sessions

Presentations (45 minutes)

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

Progressions (20 minutes)

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

Spotlights (20 minutes)

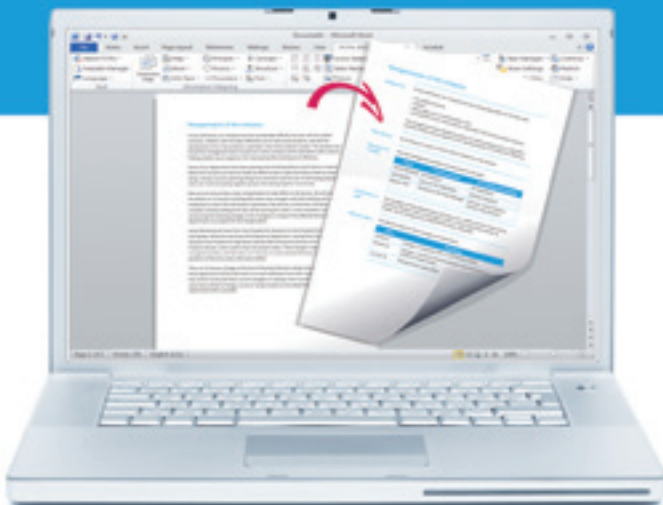
This new format allows speakers to share a powerful message or story in a short time to a large audience. The Summit will offer three spotlight sessions at the same time, in different rooms, on the last day of the Summit. These sessions will be in larger rooms, accommodating up to 300 attendees in each session. After 20 minutes, a short break will be provided so attendees can change rooms, if desired.

Lightning Talks (5 minutes)

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

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Booth 216



Monday, 19 May**8:30–9:15 AM**

BPM & KM: They Converge Quite Nicely	Room 106A	Liz Herman and Jackie Damrau
Content Designed for Your Audience	Room 102C	Laura Creekmore
Influence Strategies and Tactics for Technical Writers	Room 105A	Kevin Lim
Information Everywhere: Flexible Content with Responsive Design	Room 105BC	Nicky Bleiel
Integrating Accessibility from the Start	Room 106BC	Sharron Rush
It's Time to Spruce Up Your Writing!	Room 104AB	Sylvia Miller
Post-its to Empowerment: Streamlining Review and Collaboration	Room 102AB	Scott McNall
Saving Your Sanity through Better Client Relations	Room 101AB	Alisa Bonsignore
What's New in Adobe FrameMaker 12?	Room 101C	Kapil Verma

9:45–10:30 AM

Beginner's Guide to Single-Source Publishing with MadCap Flare	Room 105A	Mike Hamilton
EPUB Help: A Viable Help Delivery Option?	Room 102AB	Scott Prentice
Five Tips for Professional Networking	Room 106A	Jenna Moore
From Unstructured Documentation to Structured Topics	Room 106BC	Kai Weber
How to Get What You Want When You Need It	Room 101C	Chris Ward
People, Projects, and Business Management Progression	Room 104AB	multiple speakers
Targeting Documentation to Your Users' Goals	Room 105BC	Alyssa Fox
Tech Comm Cheatsheet	Room 102C	Bernard Aschwanden
Winning Strategies for Independent Consultants	Room 101AB	Pam Harrison and Beth Gerber

1:00–1:45 PM

Design Challenges in Multichannel Content Publishing Using HATs	Room 105A	Neil Perlin
Getting to Know You: User Research Fundamentals Anyone Can Use	Room 105BC	Karen Bachmann
Humanize Your Technical Communications and Win Customers	Room 102C	Tom Aldous
Key Trends in Mobile Publishing	Room 101C	Vikram Verma
Lightning Talks: Session 1	Room 102AB	multiple speakers
The Reluctant Subject Matter Expert	Room 106A	Ann Marie Queeney and Elisa Sawyer
Tell It Like It Is: Promoting Yourself to Further Your Career	Room 101AB	Brenda Huettner and Jill Parman
Touch, Voice, and Gestures: How to Craft Your User Assistance	Room 106BC	Joe Welinske
Writing & Editing Progression	Room 104AB	multiple speakers

2:15–3:00 PM

A Content Strategist's Guide to Mobile Platforms	Room 106BC	John Collins
Delivering Technical Content to Mobile Devices	Room 101C	Matt Sullivan
Designing to Save Lives: Government Technical Documentation	Room 102AB	Laurian Vega and Stephanie Saylor
How to Create and Use a Functional Taxonomy	Room 102C	Mollye Barrett
How to Help Shape the Tech Comm Body of Knowledge (TCBOK)	Room 106A	Hillary Hart, Craig Baehr, Joel Kline, Deanne Levander, and Liz Pohland
Label Editing: Great Things in Small Packages	Room 104AB	Leah Guren
Report from 20 Years (Nearly) in the Self-Employment Trenches	Room 101AB	Thea Teich
Trading Your Content for Revenue	Room 105A	Bernard Aschwanden and Chris Ward
The XPath to XSL Style	Room 105BC	Elizabeth Fraley

3:30–4:15 PM

Agile Professional Portfolio Development	Room 106A	Karl Stolley
API Technical Writing: What, Why, and How	Room 106BC	Sarah Maddox
Bridging the Gap: Connecting Industry to the Classroom	Room 105BC	Brittany McCrigler
The Content Matrix Deconstructed	Room 102C	Marlowe Beckley
CSS Fundamentals and Techniques Every Writer Should Know	Room 101C	Mike Hamilton
Independent Consulting: Re-inventing Your Business Model	Room 101AB	Judith Glick-Smith
Professional Development Progression	Room 104AB	multiple speakers
Transforming Global Technical Communication for the Digital Era	Room 105A	Jessica Roland
What Do Viewers of Video Really Want?	Room 102AB	Matthew Pierce

Tuesday, 20 May**8:30–9:15 AM**

Building the Design-Driven Culture	Room 105A	Kelsey Ruger
Designing Effective User Interface Content	Room 102C	Karen Scipi and Georgia Price
Google Glass and Augmented Reality—Tools for Your Content Strategy Tool Kit	Room 105BC	Marta Rauch
Improving Accessibility of Information in Online Environments	Room 106BC	Lisa Meloncon
Technical Communication Skills in a Web 2.0 Workplace	Room 101C	Claire Lauer and Eva Brumberger
Tools, Graphics, and More Progression	Room 104AB	multiple speakers
Write Tight(er): The Technique	Room 106A	Marcia Riefer Johnston
Writing for the Industrial and Manufacturing Sectors	Room 102AB	Andrea Wenger

9:45–10:30 AM

Articulating and Advocating for Accessibility	Room 102C	Matt May
Content Authoring for Responsive Design	Room 102AB	Mike Hamilton
Content Strategy & Design Progression	Room 104AB	multiple speakers
Equipment Manual Writing	Room 101AB	Bernadette Koontz
How Writers Can Benefit from Social Software	Room 105A	Gavin Austin
Minimalism—It's Really About the User!	Room 106BC	Barbara Beresford
Monetizing Your Content	Room 105BC	Jack Molisani
What's New in Adobe RoboHelp 11	Room 101C	Vikram Verma
Write Tight(er): Applying the Technique	Room 106A	Marcia Riefer Johnston

1:00–1:45 PM

Creating Professionally Designed Output	Room 101C	Paul Stoecklein
Designing UI Content: Applying Progressive Information Disclosure	Room 105BC	Andrea Ames
Got Metadata? Building a Taxonomy for Your Content	Room 102C	Toni Mantych
How to Get Started with Video and Animation	Room 101AB	Cynthia Chin-Lee and Mary Martyak
Lightning Talks: Session 2	Room 102AB	multiple speakers
Parkour: Lessons in Agility	Room 105A	Karen Smith and Patty Gale
Serious Games, Serious Understanding	Room 106A	Ronald Strawbridge
Structured Authoring Meets Responsive Design	Room 106BC	Mark Giffin

2:15–3:00 PM

Basic Accessibility Tools and Techniques	Room 102AB	Sharron Rush
Empowering Writers with a Killer Career Path	Room 106A	Sue Warnke and Seth Katz
Escaping the Waterfall—An Agile Case Study	Room 105A	Cassandra Oxford
Forget Technology; Think Content	Room 106BC	Tom Van der Vennet
Future-Proof Your Content: Ensure Success in All Channels	Room 101C	Maxwell Hoffman
Motivating and Encouraging Users	Room 105BC	Scott DeLoach
Presentation Strategies Progression	Room 104AB	multiple speakers
Unraveling the Mysteries of Localization Kits for Translation Projects	Room 101AB	David Sommer and Gina Wadley
Where Are They Now?	Room 102C	Elizabeth Fraley

4:15–5:00 PM

Beyond the Manual: Writing for the Web	Room 106BC	Ellen Buttolph
DITA: A Writer's Best Friend	Room 102C	Ted Kuster
The Future of Mobile Information—Examples and How We Get There	Room 105BC	Charles Cooper and Ann Rockley
Improve Your Typography with Responsive Web Design	Room 101AB	Clarissa Peterson
Information Architecture Bottom Up	Room 102AB	Mark Baker
Academic Topics Progression	Room 104AB	multiple speakers
Multi-Device Publishing on Demand: Case Study—Bihler	Room 105A	Georg Eck
Preparing to Manage Terminology for Localization	Room 101C	Dorothy van Lingen

Wednesday, 21 May**8:30–9:15 AM**

Building a COE: From Traditional Documentation to Wikis	Room 105C	Strecker Peterson and Sara Mills
Case Study: The Making of “The Language of Content Strategy”—A Crowd-Sourced, Single-Sourced, Multi-Channel XML Publishing Project	Room 101ABC	Scott Abel
Creating Help Systems for the Modern User	Room 105B	Kevin Siegel
How'd You Get That Tech Comm Job?	Room 105A	Danielle Villegas
Marketing for Independent Contractors	Room 104AB	Rich Maggiani

9:45–10:30 AM

Beyond the Bleeding Edge	Room 101ABC	Neil Perlin
Building a Business-Driven Globalization Strategy For Content	Room 106ABC	Alan Porter
Dynamic Content Publishing	Room 105C	Farhad Patel
Patient Education and Health Literacy: Examining Interview Discourse	Room 105B	Corinne Renguette
Webinar School for Chapters and Trainers	Room 105A	Elizabeth Frick

11:00–11:20 AM

Applying Lean Principles to the Documentation	Room 102ABC	Alan Houser
The Power of Emotion: The Seven Archetypes of Video Storytelling	Room 101ABC	Scott Abel
Watch Out!: Monitoring Social Media for Documentation Feedback	Room 106ABC	Rhyne Armstrong

11:35–11:55 AM

20/30/70 Years of Websites, Cell Phones, and User Experience	Room 106ABC	David Mitopoulos-Rundus
Jumping to Light Speed: Adapting to Global Realities	Room 102ABC	Joe Gollner
The Creative Habit	Room 101ABC	Kelsey Ruger

12:10–12:30 PM

A Remedial Course in Empathy	Room 101ABC	Karen Bachmann
Be the Captain of Your Career	Room 106ABC	Jack Molisani
The Cracker-Jack Theory of User Assistance	Room 102ABC	Ray Gallon

View the Summit Proceedings on Your Smartphone!

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

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



DITA Authoring, Component Content Management, Collaboration, and Dynamic Delivery

easyDITA makes it easy to create, manage, publish, localize, and deliver DITA content.



easyDITA is designed from the ground-up for nontechnical users, so engaging authors and SMEs across your organization has never been so easy.



Cloud-based deployment has you up and running on Day One, without integration.



easyDITA is affordable to organizations of all sizes, without a large up-front cost.

easyDITA includes these web-based applications:

✓ easyDITA Editor

Full-featured structured DITA authoring in a simple-to-use, browser-based, rich text editor.

✓ Content Manager

Store, search, retrieve, and manage your DITA content in the cloud.

✓ easyDITA Map Editor

Find DITA components using search or browsing the content manager, then intuitively compose maps by dragging and dropping topics into an outline structure.

✓ On-Line Collaboration

Review, approval, discussion, and contributed content—all in DITA with simple-to-use tools.

✓ Publication Manager

Publish your DITA maps using the DITA Open Toolkit or other publishing pipelines.

✓ Localization Manager

Export DITA content to your localization solution, then import localized files to manage and publish them from easyDITA.

Total DITA Solution

easyDITA has everything you need to author, manage, and publish DITA content. No integration required - just login and go!

Cloud-Based DITA Content Management

Your team and subject matter experts can work from anywhere and access your DITA content in the Cloud. Upload your existing content and start collaborating.

Best-In-Class DITA Collaboration

Authors, reviewers, subject matter experts, translators, and even end users can collaborate in DITA. Create content in DITA and deliver it anywhere in any format - including socially enabled websites, support portals, and enterprise systems.

For more information on any of our products or services please visit us on the Web at: www.easydita.com

easyDITA™

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Engage Your Audience:

Our software helps you create
more findable, readable,
& engaging content.

Contact us to learn more:
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Welcome Reception and Expo

Sunday, 18 May, 7:00 PM
Phoenix Convention Center, West Ballroom

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 Expo Bingo card!

Communities Event

Monday, 19 May, 11:00 AM–12:30 PM
Phoenix Convention Center, West Ballroom

Formerly named the Communities Reception and taking place on Monday evening, the new Communities Event takes place in the Expo during the day on Monday. Find out more about STC's Special Interest Groups, network with fellow attendees, and enjoy complimentary beverages and snacks. This reception is included with your full conference registration fee and with Monday Only registration.

Annual Business Meeting

Monday, 19 May, 5:00 PM, Hyatt Regency, Ellis

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.

Summit Tweetup and After-Party

Monday, 19 May, 8:00 PM–Midnight

Join us Monday night at the 6th Annual Summit Tweetup, sponsored by Publishing Smarter. All conference goers are invited, and you don't have to be involved in social media in any way to attend. Have dinner, have drinks, and have many great conversations. After the Tweetup is over (at 9:30 PM), stick around for the Summit Karaoke After-Party until midnight! Join in with the singing, cut loose on the dance floor, or watch your friends try out their skills on the mic. There is no cover charge for either event and drink specials will be available all night long. Both events take place at Bliss/ReBAR (on the Bliss side), just a few blocks away from the Hyatt Regency Phoenix at 901 North 4th Street. Bliss is normally closed on Mondays, so these events are open just to Summit attendees and their guests!

Unwind and network with your fellow technical communicators.



SIG Meetings

Tuesday, 20 May, 11:00 AM–Noon
Phoenix Convention Center

Many of STC's Special Interest Groups (SIGs) have scheduled business meetings during the Summit. These meetings are scheduled on Tuesday during the lunch break. Below is the list of SIGs meeting. All meetings are at the Phoenix Convention Center. 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.

Academic

Room 104
Contact: Pam Estes Brewer
Email: brewer_pe@mercer.edu

Consultants & Independent Contracting

Room 106A
Contact: Marilyn Woelk
Email: Marilyn@wingzcreative.com

Content Life Cycle

Room 101 AB
Contact: Mollye Barrett
Email: mollye@clearpath.cc

Instructional Design & Learning

Room 102AB
Contact: Cindy Pao
Email: cindy@paofamily.com

Lone Writer

Room 106
Contact: Ed Marshall
Email: ed.marshall@verizon.net

Policies and Procedures

Room 105A
Contact: Emily Kowal
Email: Emily.kowal@walgreens.com

Technical Editing

Room 102C
Contact: Louise Galindo
Email: imgalindo@aol.com

Usability & User Experience

Room 101C
Contact: David Dick
Email: davidjdick2000@yahoo.com

Honors Reception and Banquet

Tuesday, 20 May, 7:00 PM, Hyatt Regency Ballroom

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 8 for seating reservations. Tickets are \$80.00 each and may be purchased at Registration.

Closing Lunch

Wednesday, 21 May, 12:30 PM, Hyatt Regency Ballroom

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, 20 May, for this event.



New eBook: Beyond Words: The Reinvention of Technical Documentation



A complete customer experience encompasses every touchpoint a customer has with your company across their entire journey, including help and support. Is your current technical documentation up to the challenge?

Our eBook explores how to move beyond words and reinvent technical documentation in a variety of key areas, with practical tips you can take back to your organization today. Topics include:

Content Optimization & Collaboration

Editing and reviewing content can be a challenge. Are your subject matter experts empowered to easily contribute, or are they tangled up in processes that keep your best content from seeing the light of day?

Rich Media

These days, video is in demand from customers seeking better support. Unless you can integrate it directly with your existing documentation much of the value, like improving self-service, is lost.

Rich Data

Do you know how customers are consuming your content? Usage metadata, direct feedback and ratings can provide guidance and direction on content effectiveness.

Be Mobile

Customers expect content to be available all the time, even when they're on the go. Therefore, how you deliver your content to mobile devices must be thoughtful and strategic in order to be successful.

Be Global

Translating documentation in multiple languages is only half the battle. Are you maximizing localization efficiency? Are you considering culture and channel as you go global?

Be Social

Give + Take = Social Success. Share your content to all relevant social networks, and take heed to what customer communities are saying.

Content Discovery

Developing great content is one thing, but are you making that content easily findable? Improve content discovery by implementing automated recommendations.

Download the eBook at www.sdl.com/BeyondWords

Exhibit Hall

The exhibit hall is in the West Ballroom on the 300 Level of the Phoenix Convention Center. 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. Each booth showcases products and services relevant to technical communicators. Refreshment breaks Monday and Tuesday will be set in the exhibit hall. The Communities Event has been moved from Monday evening to the Expo from 11:00 AM–12:30 PM earlier in the day on Monday.

See page 40 for the full exhibitor listing and Expo map.

Expo Hours

Sunday: 7:00–8:30 PM

Monday: 9:00 AM–5:00 PM

Tuesday: 9:00 AM–5:00 PM

SUMMIT+ Theatre

A number of exhibitors are conducting special presentations about their products in the Expo. These 45-minute sessions will teach you 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 West Ballroom of the Phoenix Convention Center.

Coffee Breaks

Come network with your fellow attendees in the Expo for coffee breaks. These breaks are scheduled at 9:15 AM, 11:15 AM, 1:45 PM, and 3:00 PM on Monday; and 9:15 AM, 1:45 PM, and 3:15 PM on Tuesday.

Expo Giveaways!

Visit the Expo and enter for a chance to win BOSE Bluetooth Wireless Headphones. Inside your conference tote bag you will find a bingo card printed with 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 the STC Bookstore and Lounge. The winner of the headphones will be announced during the Closing Luncheon. And be sure to stop by the Expo on Tuesday from 3:15–4:00 PM for special giveaways from many of our vendors!

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 #125. Members also benefit by seeing new listings on the online Career Center 14 days ahead of everyone else.

STC Bookstore and Lounge

The bookstore is back! Located in the Expo, the STC Bookstore and Lounge is where you can meet up with friends and colleagues and purchase the top technical communication books out there. It's also where you'll turn in your Expo Bingo game card! The STC Bookstore and Lounge is open during all Expo hours.

Also located in the STC Bookstore and Lounge are the **STC International Summit Award Winners**. The Distinguished Technical Communication and Best of Show winners from STC International Summit Awards will be on display. Take a break between sessions to view winners.



The Bookstore is Back!

Visit the bookstore in the lounge for book and eBook specials from XML Press and other leading publishers

XML PRESS
xmlpress.net

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Technical Documentation Software

ePublisher

One-Click Publishing Software

- ▶ **Works Right Out of the Box** - ePublisher works right out of the box! With an easy stationery, your styles will always be translated to your content perfectly.
- ▶ **Reverb HTML5** - If you want your content to display on any device without the need for you to customize templates for each one, regular HTML5 will not do. You need Reverb HTML5. Reverb HTML5 is ePublisher's proprietary output that ensures your content displays on any current or future device.

CloudDrafts

Project Collaboration Software

- ▶ **See Your Team's Workflow** - CloudDrafts™ allows technical communicators to have their own personal draft space, see everything that their team is working on, and even compare the differences.
- ▶ **Secure On-Premises Cloud** - CloudDrafts™ takes security very seriously. With a secure on-premises cloud you can rest easy knowing your documentation is secure and safe.

CloudDrafts™ Coming Summer 2014
Stop by Booth #109 for a Demonstration

To learn more, visit www.webworks.com or stop by booth #109

Monday, 19 May

8:30–9:15 AM

BUSINESS MANAGEMENT AND CONSULTING

Saving Your Sanity through Better Client Relations

ROOM: 101AB

FORMAT: Presentation

SKILL LEVEL: All



This session will help you stop apologizing and say no tactfully, and help you figure out when you should stop talking and start listening. Learn communication tips that will not only improve client relations, but will also help you avoid the schedule creep that affects the rest of your life.

Alisa Bonsignore, Clarifying Complex Ideas

CONTENT DEVELOPMENT AND DELIVERY

It's Time to Spruce Up Your Writing!

ROOM: 104AB

FORMAT: Mini-Workshop

SKILL LEVEL: All

Have you become a little careless about word choice complexity, sentence length, and usability of your writing? We can get so entrenched in writing “technical stuff” that we sometimes forget to choose shorter words, write shorter sentences, and ensure that we have nothing dangling anywhere. Through teamwork, this session is guaranteed to remind you of those writing basics that result in great documentation.

Sylvia Miller, Elsevier Science

CONTENT STRATEGY AND DESIGN

Content Designed for Your Audience

ROOM: 102C

FORMAT: Presentation

SKILL LEVEL: All



It is often said that content strategy starts with the business need, but we *should* say content strategy starts with your audience. Without an audience, you don't have a business goal. In this session you will learn how to understand your audience's demand for content and how to meet that need. If that's starting to sound like user experience design (UX), you're not far off. You will also learn about the content-focused tools you can use to better understand what your audience needs from you.

Laura Creekmore, Creek Content

MOBILE CONTENT DESIGN AND DELIVERY

Information Everywhere: Flexible Content with Responsive Design

ROOM: 105BC

FORMAT: Presentation

SKILL LEVEL: All



Responsive design “frees our content” to work anywhere, anytime. Adopting responsive design eliminates the need to spend time designing and creating deliverables for different devices. Instead, we can focus on quality content. In this presentation, you will learn what responsive design is and how it works, the reasons to consider responsive design, and a number of “mobile first” content development best practices for technical communicators.

Nicky Bleiel, ComponentOne Doc-To-Help

PEOPLE AND PROJECT MANAGEMENT

Influence Strategies and Tactics for Technical Writers

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: All



Large, complex documentation projects, like software projects, should have strategies that can be executed with limited resources. Project management principles on influencing people you do not manage, getting support from management, and understanding the larger organization goals can help you deliver projects on time.

Kevin Lim, Google

PROFESSIONAL DEVELOPMENT

BPM & KM: They Converge Quite Nicely

ROOM: 106A

FORMAT: Presentation

SKILL LEVEL: All



BPM (business process management) and KM (knowledge management) have more in common than you think. Attend this session to understand these converging worlds and strategically use both for project success.

Liz Herman, Battelle

Jackie Damrau



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 approximately 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.

SUMMIT® Formerly the Vendor Showcase, the newly named **Summit+** sessions take place in the exhibit hall and provide you extra education from our exhibitors. See the descriptions included in the general education schedule.

SPONSORED BY ADOBE

What's New in Adobe FrameMaker 12?

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All



In this presentation, you will learn many of the exciting new features in the latest release of FrameMaker 12. A new product, FrameMaker XML Author 12, will be introduced and you will see the native multi-device publishing workflows in FrameMaker 12. You will also learn newer ways to collaborate efficiently with native Dropbox integration and enhanced PDF reviews, which can be done now even on mobile devices. In addition, there will be *live* product demos on various authoring and productivity enhancements.

Kapil Verma, Adobe

9:45–10:30 AM

BUSINESS MANAGEMENT AND CONSULTING

Winning Strategies for Independent Consultants

ROOM: 101AB

FORMAT: Presentation

SKILL LEVEL: All



Learn proven strategies for surviving and thriving as an independent technical writing consultant or small firm. This includes identifying consulting opportunities, networking effectively, making and closing deals, fostering long term relationships, and keeping your business profitable.

Pam Harrison, Lighttext, Inc.**Beth Gerber**, Lighttext, Inc.

SPONSORED BY SDL

Post-its to Empowerment: Streamlining Review and Collaboration

ROOM: 102AB

FORMAT: Presentation

SKILL LEVEL: All



Attend this session to learn more about streamlined, efficient, and friendly collaboration and review. Organizations are looking to expand the benefits of XML beyond traditional content authors, to new departments and to subject matter experts and reviewers. However, the perceived complexity of XML, and in particular DITA, makes it hard for organizations to adopt such ways of working. SDL LiveContent is designed to eliminate the complexity of XML with intuitive, browser-based WYSIWYG editing, while retaining all the power of XML.

Scott McNall, SDL

CONTENT DEVELOPMENT AND DELIVERY

EPUB Help: A Viable Help Delivery Option?

ROOM: 102AB

FORMAT: Presentation

SKILL LEVEL: All



Wouldn't it be nice if there was a system that offered single-file delivery with built-in navigation, like you had with HTML Help or WinHelp? In theory, EPUB could be that system. It is a single-file deliverable and provides a TOC, Search, Bookmarks, and soon (with EPUB 3.0.1) an Index. EPUB3 is built on HTML5, so you can take advantage of all (well, most) of the cool interactive features. In this presentation, Scott will discuss the pros and cons of this delivery option and will demonstrate some real working prototypes.

Scott Prentice, Leximation, Inc.

CONTENT DEVELOPMENT AND DELIVERY

From Unstructured Documentation to Structured Topics

ROOM: 106BC

FORMAT: Presentation

SKILL LEVEL: All



Are you sold on the benefits of structured content, but don't know how to begin? This session shows you how to implement topic-based authoring by converting existing unstructured documentation into structured topics in Word. The underlying process works for online help and user manuals, but also other content, such as wiki articles, training materials, etc. Tricky examples receive special attention: How to deal with content when topic types are mixed or when the topic sequence doesn't flow nicely.

Kai Weber, SimCorp

UX, USABILITY, AND ACCESSIBILITY

Integrating Accessibility from the Start

ROOM: 106BC

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic



Accessibility is not a switch that can be flipped at the end of a process. It is an approach that must be integrated throughout in-house design and development. Accessibility must be verified when considering the purchase of third-party applications as well. Task integration is the key to building an accessibility program that works and that does not drive your team to distraction. This session will help you plan for accessibility integration, from explicit policy development to roles and responsibilities within development and procurement cycles.

Sharron Rush, Knowbility

CONTENT STRATEGY AND DESIGN

Targeting Documentation to Your Users' Goals

ROOM: 105BC

FORMAT: Presentation

SKILL LEVEL: All



Targeted documentation provides sufficient information for customers to use products effectively. It embraces the tenets of minimalist documentation and is based on thoroughly understanding your users and their needs. This presentation gives an overview of what targeted documentation is, how to create or convert to targeted documentation libraries, and how it can help improve the overall user experience and reduce costs.

Alyssa Fox, NetIQ Corporation

PEOPLE AND PROJECT MANAGEMENT

Tech Comm Cheatsheet

ROOM: 102C

FORMAT: Presentation

SKILL LEVEL: All



Join this session and learn at least four new tricks to make your job easier. By using features most people don't think about you can take a set of tools (FrameMaker, Excel, and PowerPoint) and create a set of materials that let you track some initial metrics, build up reports, and track content in ways that the tool vendors never dreamed of. There are easy shortcuts you can use with any toolset to simplify your everyday work. If you often find yourself thinking "it's got to be easier," then this is the session for you.

Bernard Aschwanden, Publishing Smarter

PROFESSIONAL DEVELOPMENT

Five Tips for Professional Networking

ROOM: 106A

FORMAT: Presentation

SKILL LEVEL: New to Topic



Whether you are working full time, working as a long-term contractor, or running your own business, networking is essential to career development. Social media can help, but effective use of all your tools is important. Learn best practices for building or expanding a professional network that serves you best.

Jenna Moore, SAS Institute

PROGRESSION

People, Projects, and Business Management Progression

ROOM: 104AB

FORMAT: Progression

SKILL LEVEL: All

Speakers will present and lead discussions about management-related topics.

Agile 101 for Technical Writers

Shannon Wallner, 4 Js Development Tools

Essentials for Launching Your Own Technical Communication Business

Ann Marie Queeney, AM Queeney, LLC

Introducing New Technology

Richard Hamilton, XML Press

Mastering Scrum—Developing Documentation in an Agile Environment

Christine Brouillard, CNC Software, Inc.

Mentoring and Growing Junior Writers

Betsy Kent, Progress Software Corporation

Onboarding Process for Overseas Technical Writers

Beth Hettich, Intuit, **Laura Walech-Roth**, Mayo Clinic

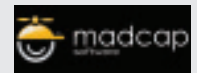
Riding Out the Highs and Lows of Contract Work

Jill Parman, ForWord Consulting, LLC

What You Need to Know About Intellectual Property

Rachel Houghton, Rockwell Automation

SPONSORED BY MADCAP SOFTWARE

**Beginner's Guide to Single-Source Publishing with MadCap Flare**

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: All



Heard good things about MadCap Flare but haven't seen it yet? Come to this session for an overview of using Flare to import your existing content, edit, and publish to multiple formats. You'll learn principles of topic-based authoring and the use of metadata for single-source publishing.

Mike Hamilton, MadCap Software

SPONSORED BY WEBWORKS

**How to Get What You Want When You Need It**

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All



Budgets are tight and every department is fighting for resources. In this competitive environment, how do you position yourself to get what you need? This presentation goes over a five-step process on how to have the right conversation to get what you need—when you need it.

Chris Ward, WebWorks

SUMMIT+

Technical Documentation and Localization: Adding Automation to the Process

ROOM: Expo Theatre
 FORMAT: Presentation
 SKILL LEVEL: All

Finding it difficult to stay on top of the laborious process of localizing your content? This presentation will offer best practices to optimize the process, keep everyone on the same page, avoid delays, and gain insights on how localization automation can save a great deal of time and headaches.

Kinetic theTechnologyAgency

1:00–1:45 PM

BUSINESS MANAGEMENT AND CONSULTING

Tell It Like It Is: Promoting Yourself to Further Your Career

ROOM: 101AB
 FORMAT: Presentation
 SKILL LEVEL: All

In this session, we share tips and success stories for achieving goals to get more work and build a business. Marketing isn't a bad word, and promoting yourself or your business isn't bragging.

Brenda Huettner, P-N Designs, Inc
Jill Parman, ForWord Consulting, LLC



CONTENT DEVELOPMENT AND DELIVERY

Design Challenges in Multichannel Content Publishing Using HATs

ROOM: 105A
 FORMAT: Presentation
 SKILL LEVEL: Experienced with Topic

The latest versions of HATs (help authoring tools) like Flare and RoboHelp have moved far beyond their online help authoring roots to become powerful multichannel authoring tools that can single-source output to ebooks, Web apps, HTML5-based Web apps, and even native Apple and Android apps. The mechanics of moving traditional help projects to mobile are surprisingly simple. It's in interface design, information design, and content features that things can get messy. This session examines that messiness and suggests some solutions.

Neil Perlin, Hyper/Word Services



LIGHTNING TALK

Lightning Talk, Session 1

ROOM: 102AB
 FORMAT: Presentation
 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.

A Tech Comm Bestiary

Ben Woelk, Rochester Institute of Technology

Influencing Change

David Dick

Ninja Talk

Rhyne Armstrong, RouteMatch

Perfecting the Hat Trick: Why My Hair's Messy

Liz Herman, Battelle

Shakespeare's Sonnet 18: Revisited as Technical Writing

Valerie Ball

What Is DITA Anyway?

Bernard Aschwanden, Publishing Smarter

MOBILE CONTENT DESIGN AND DELIVERY

Touch, Voice, and Gestures: How to Craft Your User Assistance

ROOM: 106BC
 FORMAT: Presentation
 SKILL LEVEL: New to Topic

This session is a guide for appropriate language choices to use for emerging interaction types like touch, voice, and hand gestures. The information applies to both mobile platforms and the emerging use with desktop systems.

Joe Welinske, Writers UA



PROFESSIONAL DEVELOPMENT

The Reluctant Subject Matter Expert

ROOM: 106A
 FORMAT: Presentation
 SKILL LEVEL: All

Often our success as technical communicators depends on the cooperation of subject matter experts. What happens when an SME won't or can't provide the required information? Drawing on their experiences, the presenters will cover identifying and addressing issues with reluctant SMEs. They will also act out brief scenarios to demonstrate strategies for getting projects back on track. Throughout the presentation they will share stories of successful “SME interventions” and experiences.

Ann Marie Queeney, AM Queeney, LLC

Elisa Sawyer



PROGRESSION

Writing and Editing Progression

ROOM: 104AB
 FORMAT: Progression
 SKILL LEVEL: All

Speakers will present and lead discussions about content development-related topics.

Bending the Grammar Rules to Enhance Technical Communication

Kim Rosenlof, AeroInk, Inc.

Five Tips for Agile Information Development

Jenna Moore, SAS Institute

Goodbye, PDFs. Hello, 21st Century

Adam Evans, kCura

Technical Editing in Wiki-Based Content

Louise Galindo, Splunk, Inc.

Using New Media and Formats to Accommodate Changing Audience Needs

Lynn Gorton, Insight Global

Using Plain Language to Write Clearly and Simply

Ellen Buttolph, Logical Design Solutions, Inc.

Writing in Simplified Technical English

Bernadette Koontz, Lycoming Engines

SUMMIT+

Quality Review Cycles: Quick Answers to Common Problems

ROOM: Expo Theatre
 FORMAT: Presentation
 SKILL LEVEL: All

You have problems in one language? Try it in dozens. This session will present an effective review cycle for translations globally. Many have tried, but few succeed the first time; let your first time be a success. Bring your problems or email them ahead of time to tlandgren@a2zglobal.com and they will be addressed.
A2Z Global Language Solutions

UX, USABILITY, AND ACCESSIBILITY

Getting to Know You: User Research Fundamentals Anyone Can Use

ROOM: 105BC
 FORMAT: Presentation
 SKILL LEVEL: New to Topic



User research is the foundation of user experience, but conducting user research can seem intimidating when just starting out. At its essence, user research is just asking users about themselves in a constructive and focused way. Learn the basic building blocks for user research from planning to effectively sharing findings.

Karen Bachmann, Perficient

2:15–3:00 PM

BUSINESS MANAGEMENT AND CONSULTING

Report from 20 Years (Nearly) in the Self-Employment Trenches

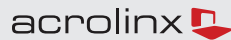
ROOM: 101AB
 FORMAT: Presentation
 SKILL LEVEL: All



After 20 years in the field, the presenter went out on her own, working as an independent. In 2015, she will have worked 20 years this way. This session describes her myriad experiences: why and how clients came and went; how to deal with inconsistent workloads, work flows, and payments; how to handle the hassles that take much more time than they should, etc. At this point, she has no desire to ever be a “captive employee” again. Come to this session if you think you might like to work this way—or if you already are and want to share your experiences.

Thea Teich, Teich Technical and Marketing Communications

SPONSORED BY ACROLINX



Humanize Your Technical Communication and Win Customers

ROOM: 102C
 FORMAT: Presentation
 SKILL LEVEL: All



Your technical communication doesn't just improve support; if it's good, it drives new business. In this session, you'll learn how technical communicators are earning higher budgets and greater respect by changing how they view themselves and how others view them. You'll also learn how to write for prospects, not just customers, so you can succeed with both audiences.

Thomas Aldous, Acrolinx

SPONSORED BY ADOBE



Key Trends in Mobile Publishing

ROOM: 101C
 FORMAT: Presentation
 SKILL LEVEL: All



As the content consumption is shifting from desktops and laptops to tablets and smartphones, a number of organizations are publishing their technical content for mobile devices to deliver content anywhere, anytime for their customers. In this presentation, you will learn insights on mobile publishing, highlighting the advantages of mobile formats such as ePub, HTML5, and mobile apps over traditional formats. You will learn a framework to choose the best output format for a given use case.

Vikram Verma, Adobe

CONTENT DEVELOPMENT AND DELIVERY

Label Editing: Great Things in Small Packages

ROOM: 104AB

FORMAT: Mini-Workshop

SKILL LEVEL: All

When most of us think about technical communication deliverables, we tend to think about product manuals, user guides, online help, tutorials, and other types of documents. But there is the often-overlooked type of information: labels. Labels are mini-chunks of information that may be part of the product or on a physical product to provide reminders. In many companies, label text is written by developers. For the best user experience, professional technical communicators should be involved in this! However, writing and editing this kind of information is very different than developing other types of documentation. You are faced with technical limitations and usage issues that are unique within technical communication deliverables.

Leah Guren, Cow TC

CONTENT DEVELOPMENT AND DELIVERY

The XPath to XSL Style

ROOM: 105BC

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic

XPath is a powerful and intuitive way to retrieve information from, or apply style to, your document. In this session, you'll discover how to use XPath whether you're styling your documents with FOSI, XSLT/XSL-FO, or Arbortext Styler. Also presented will be the basics of writing XPath expressions, including examples of common use cases. Elizabeth Fraley, Single-Sourcing Solutions

CONTENT STRATEGY AND DESIGN

How to Create and Use a Functional Taxonomy

ROOM: 102C

FORMAT: Presentation

SKILL LEVEL: All

Learn how a training team developed a functional taxonomy that helped provide a clear development structure for an Oracle Finance implementation. The goal was to document business functions and map functions to tasks and software. Finally, the taxonomy aligned functions to identify role-based training and function-based help. Mollye Barrett, Rockwell Automation

MOBILE CONTENT DESIGN AND DELIVERY

A Content Strategist's Guide to Mobile Platforms

ROOM: 106BC

FORMAT: Presentation

SKILL LEVEL: New to Topic

New to mobile? Moving into a new section of mobile? Join us to learn about the app ecosystems of Apple, Google Play, and Amazon Kindle. With this understanding, you'll be better equipped to manage the content that goes with them and make yourself an integral part of your company's mobile strategy. We'll look at content such as app name, descriptions, keywords, what's new messages, interface text, in-app purchases, and badges/achievements. We'll also talk about ways to manage these different types of mobile content and what complexities come with the addition of localizations.

John Collins, Rosetta Stone, Ltd.

PROFESSIONAL DEVELOPMENT

How to Help Shape the Tech Comm Body of Knowledge (TCBOK)

ROOM: 106A

FORMAT: Mini-Workshop

SKILL LEVEL: All



The TCBOK being developed under STC's auspices is a collaborative effort to define and describe all that technical communicators do and to suggest best practices. This hands-on session will show you how to contribute to the Body of Knowledge. This is a working session for all industry, governmental, and academic practitioners who wish to make a concrete contribution to the status of their profession. Activities and discussions will include tagging, information architecture, and card-sorting. An Internet-enabled device and some knowledge of WordPress is desirable but not required.

Hillary Hart, The University of Texas at Austin, Department of Civil Engineering

Craig Baehr, Texas Tech University

Joel Kline, Lebanon Valley College

Deanne Levander, TCF National Bank

Liz Pohland, STC

SPONSORED BY ADOBE

Delivering Technical Content to Mobile Devices

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All

Need to deliver content to mobile, but not sure where to start? If you've committed to the process, you've already done the toughest part by far! See how companies save time and money by switching to responsive mobile output, and how the toughest part of the process was embracing mobile, not converting to it. Bring your devices ... if there's a good connection, you'll be able to browse before and after of some of the examples used!

Matt Sullivan, Tech Comm Tools

SPONSORED BY WEBWORKS

Trading Your Content for Revenue

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: All

Knowledge brokers align their process with the company's business strategy and their content with a consumer's buying decision. If you want to increase the value of your position and the value of documentation, this presentation will give you the right mindset when looking at content strategies.

Bernard Aschwanden, Publishing Smarter

Chris Ward, WebWorks

SUMMIT+

Compound Document Management with Word and SharePoint

ROOM: Expo Theatre
 FORMAT: Presentation
 SKILL LEVEL: All

Complex collaborative documentation in technical publishing, contracts, or other application types require a system that enables users to work on sections of a document independently. Each section needs to have its own versioning, audit trail, check-in, and check-out, and be assembled on-demand for various publishing platforms, including the Web, paper, mobile, or tablet. There is a need to create, edit, and manage separate document sections in SharePoint. Using Word, SharePoint, and the XML standard, you can manage document sections, synchronize collaboration, and publish your information on a variety of platforms. In addition, the reuse of sections in several documents can be simplified, even in multilingual settings. This session will present a practical solution, based on standard components, designed to improve the collaborative development and management of documents such as contracts, technical publications, maintenance manuals, and more. We also will showcase the multilingual aspect of the solution **Alcero**

UX, USABILITY, AND ACCESSIBILITY

Designing to Save Lives: Government Technical Documentation

ROOM: 102AB
 FORMAT: Presentation
 SKILL LEVEL: All



This session cover methods and strategies of writing technical communication in the design of software for the government sector. Creating software for the government, and specifically in defense contracting, involves understanding a specific set of user needs and a variety of command and control net-centric contexts ranging from real-time analytics and cyber-situational awareness, to strategic and operational planning. The best practices for designing and writing for such a diverse set of needs involves tight integration with the software development team, stakeholders, and users.

Laurian Vega, Next Century Corp.
Stephanie Saylor, Next Century Corp.

3:30–4:15 PM

BUSINESS MANAGEMENT AND CONSULTING

Independent Consulting: Re-inventing Your Business Model

ROOM: 101AB
 FORMAT: Mini-Workshop
 SKILL LEVEL: All

The field of technical writing as a profession for consultants and independent contractors has morphed over the years. Senior technical writers are making about what they made as far back as 1987 (when gas prices were around \$1). This is a workshop that will help participants rethink how they position themselves in the marketplace to increase profitability, smooth out the work flow, and gain credibility as senior consultants.

Judith Glick-Smith, Mentor Factor, Inc.

CONTENT DEVELOPMENT AND DELIVERY

Agile Professional Portfolio Development

ROOM: 106A
 FORMAT: Presentation
 SKILL LEVEL: All



Join this session and learn how to showcase not only your projects, but the portfolio itself and the agile process behind its ongoing refinement. Today's common portfolio solutions are either unnecessarily complex and prone to security issues and frequent upgrades, or too simple to convey the knowledge and skill range of contemporary technical communicators. This session presents an agile, lightweight alternative to online portfolio design and construction and is based on an in-progress eBook.

Karl Stolley, Illinois Institute of Technology

CONTENT DEVELOPMENT AND DELIVERY

API Technical Writing: What, Why, and How

ROOM: 106BC
 FORMAT: Presentation
 SKILL LEVEL: New to Topic



Have you ever wondered what API technical writers do and how they go about it? Perhaps you'd like to move into developer-focused documentation yourself and need some tips on getting started. In this session you will learn what an API is and look at some easy-to-use APIs. After a quick look at SDKs, you will learn about the documentation, the tools used, and how to get started. APIs are the communication channel of the online world. They make it possible for one app to share information with another. Developers often need help hooking their app up to someone else's API. A writer who can provide that help is in a very good position.

Sarah Maddox, Google

CONTENT DEVELOPMENT AND DELIVERY

What Do Viewers of Video Really Want?

ROOM: 102AB

FORMAT: Presentation

SKILL LEVEL: All



As video becomes a popular method for communicating it becomes more important to understand how to connect with your audience. But what do viewers expect, want, and really need from the videos? This presentation, using data from a research study of 1,900 participants, will review what viewers want and what you should be doing to maximize the effectiveness of your videos.

Matthew Pierce, TechSmith Corporation

CONTENT STRATEGY AND DESIGN

The Content Matrix Deconstructed

ROOM: 102C

FORMAT: Presentation

SKILL LEVEL: All



At the heart of many a content project is the dreaded content matrix. But what goes in and what comes out? You will learn how to identify what really needs to be in the matrix and what you can leave out as well as options for creating a matrix a client can understand. You'll see content matrix examples designed for a wide variety of uses as well.

Marlowe Beckley, Sapient Nitro

PROFESSIONAL DEVELOPMENT

Bridging the Gap: Connecting Industry to the Classroom

ROOM: 105BC

FORMAT: Presentation

SKILL LEVEL: All



Industry-guided, project-based learning represents a valuable addition to technical and scientific communication classrooms. Despite the benefits, bringing industry into the classroom can be a formidable task. Instructors sometimes find it difficult to maneuver strategically though the inner workings of industry. In our presentation, you will learn best practices for instructors and professionals looking to build industry partnerships for the classroom and gain insight on how to facilitate meaningful relationships, including mentorship, across individual and organizational levels. Finally, you will hear experiences and lessons learned from a successful industry-led service-learning project—the iFixit Technical Writing Project.

Brittany McCrigler, iFixit

PROGRESSION

Professional Development Progression

ROOM: 104AB

FORMAT: Progression

SKILL LEVEL: All

Speakers will present and lead discussions about professional development.

A Boob Buddy's Guide to Breast Cancer

Deb Kerr

Bloggling and Social Media for Highly Technical Companies

Samantha Gale, 60 Second Communication

How to Win User Acceptance and Influence Change

David Dick

Mindmapping—Learn this Creative Technique for Organizational Prowess!

Linda Oestreich, The Marlin Alliance

Prioritizing Your Plethora of Projects

Alyssa Fox, NetIQ Corporation

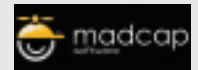
Transitioning from Technical to Marketing Writing

Todd DeLuca, Black Knight Financial Corporation

Your Contribution to Job Longevity—Don't Shoot Yourself!

Marilyn Woelk, Wingz Creative and Technical Group

SPONSORED BY MADCAP SOFTWARE

CSS Fundamentals and Techniques Every Writer Should Know

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All



This session will introduce you to the core fundamentals and techniques that make styling with CSS so different than styling with other languages. Core CSS concepts and necessary fundamentals will be introduced, and the session will conclude with real world techniques to achieve the formatting that you need.

Mike Hamilton, MadCap Software

SPONSORED BY SDL

Transforming Global Technical Communications for the Digital Era

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: All



This presentation will discuss how information designers can prepare for the new age of global technical communication in the digital era by addressing these megatrends and leveraging modern translation tools to personalize the information experience for the customer in their language. Attendees will learn how to localize video content, how to use social intelligence data, and how to machine translate user-generated content.

Jessica Roland, SDL

SUMMIT+

HTML5 and the Modern Web

ROOM: Expo Theatre
 FORMAT: Presentation
 SKILL LEVEL: All

There are approximately 3,000 combinations of operating systems, browsers, and mobile devices in the world today. The mobile revolution is driving innovation from within the application development space. What is the best way to publish content to the all these devices? What is the best application strategy—native, open Web, or both (hybrid)? Why did we adopt HTML5 almost four years ago when it was mainly underground? In this session we will explore these topics and also share our thoughts and experiences with the modern Web.

eGloo Technologies Pty Ltd

Tuesday, 20 May

8:30–9:15 AM

ACADEMIC/RESEARCH TOPICS

Technical Communication Skills in a Web 2.0 Workplace

ROOM: 101C
 FORMAT: Presentation
 SKILL LEVEL: All



This session covers the findings of two studies investigating the knowledge and skills required of new technical communicators. Learn the results of an analysis of job postings collected over a three-month period in 2013, and correlate these findings with the results of a nationwide survey of technical communication graduates and the results of an analysis of the past 20 years of job postings for technical communication faculty. Learn about the current demands of the workplace and how we can best prepare the next generation of technical communicators.

Claire Lauer, Arizona State University
Eva Brumburger, Arizona State University

CONTENT DEVELOPMENT AND DELIVERY

Write Tight(er): The Technique

ROOM: 106A
 FORMAT: Presentation
 SKILL LEVEL: All



We all want to create concise, compelling messages that win people over. But even the best writers use too many words, filler words that dull their messages and turn readers off. Who knows what opportunities you may have lost due to writing you didn't even know was flabby. The presenter has perfected a time-saving, pain-free technique that you can use to eliminate filler words (and sentences and paragraphs) from any text. This technique takes the guesswork out of concise writing by showing you exactly what to look for.

Marcia Riefer Johnston, Marcia Riefer Johnston, Inc.

CONTENT DEVELOPMENT AND DELIVERY

Writing for the Industrial and Manufacturing Sectors

ROOM: 102AB
 FORMAT: Presentation
 SKILL LEVEL: All



Writing instructions for products you can hold in your hand or move with a forklift isn't the same as writing for the software industry. In many cases, we're creating paper documents to fit in small boxes, so page layouts matter. Or we're instructing customers how to install a repair part in a large piece of equipment, and we can't create graphics to support the procedures just by taking a screen capture. Learn the unique needs of writers in the manufacturing industry, including how to create new documentation from the ground up, and how to address the pressures of going beyond PDF to meet the needs of customers who increasingly rely on mobile devices for their information.

Andrea Wenger, Schneider Electric

MOBILE CONTENT DESIGN AND DELIVERY

Google Glass and Augmented Reality—Tools for Your Content Strategy Tool Kit

ROOM: 105BC
 FORMAT: Presentation
 SKILL LEVEL: All



This session will look at the implications of augmented reality (AR) for technical communication and understand best practices for user assistance on Google Glass. You'll add valuable new tools to your content strategy tool kit.

Marta Rauch, Oracle Corporation

PEOPLE AND PROJECT MANAGEMENT

Building the Design-Driven Culture

ROOM: 105A
 FORMAT: Presentation
 SKILL LEVEL: New to Topic



The phrase "design-driven" seems to be used a lot these days. What does that mean? For many of companies, it means having an awesome design team, simple user experiences, or awe-inspiring design. The reality is that these views couldn't be further from the truth. Being design-driven means creating a culture that centers on people and drives a shared understanding of what it takes to make your company truly lovable. In this session, Kelsey Ruger will share insights on the steps you can take embrace design by systematically making it a part of your company's culture. You'll learn the critical components you will need to build and maintain a culture of design.

Kelsey Ruger

PROGRESSION

Tools, Graphics, and More Progression

ROOM: 104AB

FORMAT: Progression

SKILL LEVEL: All

Speakers will present and lead discussions about various tools, tips for developing graphics, and video-related topics.

Creating Infographics

Liz Pohland, STC

Destination: Graphics

Tricia Spayer, Pressco Technology

Learn DITA On Your Own

Nathalie Laroche, IXIASOFT

Picture This: Scalable Vector Graphics for User Interface Design

David Gardiner, Xmplar

Taking Help to the Next Step: Embedded Video

Matthew West, Genesys Laboratories

Technical Communication: Fancy Software Optional

Liz Herman, Battelle

UX, USABILITY, AND ACCESSIBILITY

Designing Effective User Interface Content

ROOM: 102C

FORMAT: Presentation

SKILL LEVEL: All



When a user opens an application, they see the face of the application—the user interface—and the visuals and the words that appear on that interface. It's those words—those terms and phrases—that guide what actions a user takes to perform a task. This session explores the significance of the text design component as an equal part of the software design experience: visual design (+/- interaction design) + text design. If the experience is simple and straightforward, users probably feel relieved or even satisfied.

Karen Scipi, Oracle Corporation

Georgia Price, Oracle Corporation

UX, USABILITY, AND ACCESSIBILITY

Improving Accessibility of Information in Online Environments

ROOM: 106BC

FORMAT: Presentation

SKILL LEVEL: All



While most technical communicators are probably aware of the legalities of trying to provide accessible content online, fewer understand the practical specifics of how to make small changes that have big impact. This session will provide participants with expanded definitions that focus on organizational compliance and also will provide tips and techniques to make online content more accessible.

Lisa Meloncon, University of Cincinnati

9:45–10:30 AM

CONTENT DEVELOPMENT AND DELIVERY

Equipment Manual Writing

ROOM: 101AB

FORMAT: Mini-Workshop

SKILL LEVEL: New to Topic

Learn how to write operating and maintenance manuals for industrial equipment/machinery/manufacturing applications.

Bernadette Koontz, Lycoming Engines

CONTENT DEVELOPMENT AND DELIVERY

Write Tight(er): Applying the Technique

ROOM: 106A

FORMAT: Mini-Workshop

SKILL LEVEL: All

After you learn the “Write Tight(er)” technique (Tuesday, 8:30 AM), put it into practice in this workshop. Bring examples of the kind of writing you do and we'll transform them.

Marcia Riefer Johnston, Marcia Riefer Johnston, Inc.

CONTENT STRATEGY AND DESIGN

Monetizing Your Content

ROOM: 105BC

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic



Attend this session and learn strategies for how to generate revenue from both legacy content and future content initiatives.

Jack Molisani, ProSpring Staffing/LavaCon

MOBILE CONTENT DESIGN AND DELIVERY

Content Authoring for Responsive Design

ROOM: 102AB

FORMAT: Presentation

SKILL LEVEL: All



In this session learn techniques for authoring and styling content so it not only works in a responsive design architecture, but increases usability and customer satisfaction. Learn the differences between fixed values and relative values in the context of Cascading Style Sheets (CSS). See specific techniques dealing with text, images, tables, and layout to help ensure that your content is just as responsive as the overall system. While using the MadCap Flare authoring system for this demonstration, the techniques will apply to anyone creating content to support publishing with responsive design as a goal.

Mike Hamilton, MadCap Software

PEOPLE AND PROJECT MANAGEMENT

How Writers Can Benefit from Social Software

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic



Many companies are transitioning from email to social software, such as Salesforce Chatter or Microsoft Yammer. Why is this transition taking place and how can technical writers benefit from this shift in corporate collaboration? Learn tips and best practices to help you, or your documentation team, excel in the world of social software, otherwise known as enterprise social networks.

Gavin Austin, salesforce.com

PROGRESSION

Content Strategy and Design Progression

ROOM: 104AB

FORMAT: Progression

SKILL LEVEL: All

Speakers will present and lead discussions about content strategy and design.

Don't Duplicate It, Include It!

Carolyn Klinger

How Salesforce.com Uses Twitter to Enhance Documentation

Michelle Chapman-Thurber, salesforce.com

Gina Blednyh

Modularizing Industry Standards—An Ongoing Case Study

Ant Davey, RSSB

Strategies for Friendly English and Successful Localization

John Collins, Rosetta Stone Ltd.

The Data-Doctor is In

Maria Antonietta (Tonie) Flores, OSISOft

The Unadorned Truth about Terminology: Initiatives Practices, Melodrama

Karen Scipi, Oracle Corporation

Georgia Price, Oracle Corporation

UX Requirements—How Are They Different?

Megan Jones, Perficient

SPONSORED BY ADOBE

What's New in Adobe RoboHelp 11

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All



This session will showcase some of the exciting new features in the latest release of RoboHelp 11. You will see a demonstration of how you can ride on the mobile publishing trend using the new, single-click Responsive HTML5 publishing feature. This feature also allows you to quickly customize the HTML5 layout using the wizard-based layout editor. See and learn the new ways of achieving effective collaboration and single sourcing using the new cloud integration and topic-sharing features of RoboHelp 11. In addition, there will be several *live* product demos on new features such as branding your printed documentation with custom headers and footers.

Vikram Verma, Adobe

SUMMIT

It's Time: Experience the Power of SmartDocs 2014.1

ROOM: Expo Theatre

FORMAT: Presentation

SKILL LEVEL: All

ThirtySix Software is excited to announce the release of SmartDocs 2014.1. The SmartDocs so many already love is now even more powerful! SmartDocs unifies your company's content and writers by bringing complete content management and reuse directly into your Microsoft Word environment. SmartDocs is affordable and scalable for any size team. And, it's just a fraction of the cost, training, and set-up time to XML or DITA-based CMS solutions. Join Bryan Lynn to experience everything that SmartDocs can do. Bring your questions and Word content challenges, and we'll solve them!

ThirtySix Software

UX, USABILITY, AND ACCESSIBILITY

Articulating and Advocating for Accessibility

ROOM: 102C

FORMAT: Presentation

SKILL LEVEL: All



The accessibility community suffers from a vast number of problems communicating and convincing stakeholders, even when law and policy are on its side. The gaps in accessibility for today's hardware, software, and content are increasingly due to an inability to reach and persuade designers, engineers, and managers regarding their role in an inclusive future. This is a two-part talk: first is an overview of the current state of accessibility, including an introduction to accessibility features on the Web and mobile devices. Then we will discuss what's necessary to craft a message that identifies and overcomes obstacles, be they technical, societal, or mythological. Attendees will leave with a better understanding of the common problems stakeholders face, along with their responsibilities and their potential to make things better in a progressive and complementary way.

Matt May, Adobe

UX, USABILITY, AND ACCESSIBILITY

Minimalism—It's Really About the User!

ROOM: 106BC

FORMAT: Presentation

SKILL LEVEL: New to Topic



Minimalism is a widely accepted and influential methodology in technical communication, but it is not simple. If you want to dig deeper into minimalism to explore how it can improve your documentation, then you want to attend this session. Minimalism begins with understanding your users—in particular, how they need to use your software to accomplish their business goals. Designing content that really addresses this problem is notably more difficult than simply documenting the features of your software. But tackling this problem can help you develop much more usable content!

Barbara Beresford, MorphoTrust USA

1:00–1:45 PM

CONTENT DEVELOPMENT AND DELIVERY

How to Get Started with Video and Animation

ROOM: 101AB

FORMAT: Presentation

SKILL LEVEL: All



Do you want to provide new ways for customers to access product information? How can you keep the YouTube audience engaged with your product information? Should you consider using video and animation? If so, what works best and when? Come see examples of how a tech pubs groups used video and animation on a tiny budget. Learn the pros and cons as well as details on how to convince management that this is right for your group.

Cynthia Chin-Lee, Oracle Corporation

Mary Martyak, Oracle Corporation

CONTENT STRATEGY AND DESIGN

Got Metadata? Building a Taxonomy for Your Content

ROOM: 102C

FORMAT: Mini-Workshop

SKILL LEVEL: All

So, you drank the Kool-Aid. You know that metadata is key to enabling single sourcing, content reuse, dynamic delivery, and a host of other nifty intelligent-content behaviors. But where to start? This session starts with an overview of the types and uses of metadata taxonomies and then provides practical guidelines for selecting and developing taxonomies to support your intelligent content requirements. Examples and exercises from a common use case (supporting technical information that varies based on a number of parameters—such as user role, product version, and feature set) will demonstrate the principles and guidelines.

Toni Mantych

LIGHTNING TALK

Lightning Talks, Session 2

ROOM: 102AB

FORMAT: Presentation

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.

*Design is Everywhere: My Instagram Challenge*David Caruso, National Institute for Occupational Safety and Health
It's Good for You!

Barrie Byron, Rocket Software

Myth Busters: Are Technical Communicators Introverts?

Roger Renteria

Ninja Talk

Leah Guren, Cow TC

Social Media is Not the Devil

Viqui Dill, America Woodmark Corporation

What's in a Restaurant Menu?

Nathaniel Lim

MOBILE CONTENT DESIGN AND DELIVERY

Structured Authoring Meets Responsive Design

ROOM: 106BC

FORMAT: Presentation

SKILL LEVEL: New to Topic



Structured authoring and responsive design should work together. Your DITA source files can take advantage of responsive design. Here's information you can use to determine if you need responsive design for your technical documentation.

Mark Giffin, Mark Giffin Consulting, Inc.

PEOPLE AND PROJECT MANAGEMENT

Parkour: Lessons in Agility

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: All



As companies move to Agile, they are implementing shorter development cycles and requiring continuous content delivery. Now add the challenges around a content management system, DITA, legacy content that requires restructuring, localization into 13 languages, a new Help format, and increased customer engagement. With all this, how can 4 writers and 1 subject matter expert provide learning content for more than 20 Agile teams distributed around the world? Join us on our journey as we share how the concepts of Parkour provided inspiration to embrace Agile. Learn strategies, techniques, and bits of wisdom to show how strong teamwork and good dose of humor made it work.

Karen Smith, Autodesk

Patty Gale, Autodesk

PROFESSIONAL DEVELOPMENT

Serious Games, Serious Understanding

ROOM: 106A

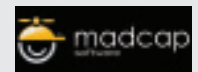
FORMAT: Mini-Workshop

SKILL LEVEL: All

Research shows humans naturally learn and express themselves through play. In this workshop the presenters will demonstrate through play how participants can gather more understanding by engaging their stakeholders, customers, and peers through play.

Ronald Strawbridge, PerficientXD

SPONSORED BY MADCAP SOFTWARE

Creating Professionally Designed Output

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All



MadCap Software documentation manager Paul Stoecklein takes you through the steps and challenges in creating the project templates for print and online output in Flare 10. Learn how you can publish stunning, professionally designed online Help systems and product foldouts without the need for additional graphic design resources.

Paul Stoecklein, MadCap Software

SUMMIT+

Word and InDesign to DITA in 30 minutes

ROOM: Expo Theatre
 FORMAT: Presentation
 SKILL LEVEL: All

Looking to convert content from Word or InDesign to DITA? This session will demonstrate, in real time, how the Migrate cloud content conversion service can be used to produce high-quality, valid DITA in less than 30 minutes.

Stilo International

UX, USABILITY, AND ACCESSIBILITY

Designing UI Content: Applying Progressive Information Disclosure

ROOM: 105BC
 FORMAT: Mini-Workshop
 SKILL LEVEL: Experienced with Topic

We are pros at delivering documentation as content that is adjunct to a user interface—either as a separate library or as traditional help—but we often feel like product interface content is out of our scope. Typically UI text is written by engineering or UX designers. To have the greatest impact on products and users, we must bring our professional content-design skills to the overall product design process. This workshop will provide an overview of progressive information disclosure concepts, the design process, and heuristics for evaluating user interfaces.

Andrea Ames, IBM

2:15–3:00 PM

CONTENT DEVELOPMENT AND DELIVERY

Unraveling the Mysteries of Localization Kits for Translation Projects

ROOM: 101AB
 FORMAT: Mini-Workshop
 SKILL LEVEL: All

This workshop will provide a real-world scenario of how to determine what to include in your localization kit, such as scope, assumptions, reference documents, and deliverables, since your kit will facilitate communication with your localization service provider. You will work hands-on to analyze sample documents and/or UI text to create a localization guide which will include the list of items for your localization kit.

David Sommer, Net-Translators
Gina Wadley, BMC Software

CONTENT DEVELOPMENT AND DELIVERY

Where Are They Now?

ROOM: 102C
 FORMAT: Presentation
 SKILL LEVEL: All



There's a software side to dynamic information delivery. What if you're not a software company? What if your paper product is your deliverable? What's in your reach? What have they really achieved over the years? Did they see the ROI they expected? This session highlights stories from companies who have been doing dynamic information delivery for a very long time. Not one at a time, but aggregated together. Learn qualified, hard data on benefits, breadth of projects, and feature impact on long-term implementations.

Elizabeth Fraley, Single-Sourcing Solutions

PEOPLE AND PROJECT MANAGEMENT

Empowering Writers with a Killer Career Path

ROOM: 106A
 FORMAT: Presentation
 SKILL LEVEL: All



Dive in to the Salesforce documentation team career ladder, which describes in unusual detail the roles and responsibilities of technical writers at each level of development. Learn how to use this tool to enable rapid career growth and employee satisfaction.

Sue Warnke, salesforce.com
Seth Katz, salesforce.com

PEOPLE AND PROJECT MANAGEMENT

Escaping the Waterfall—An Agile Case Study

ROOM: 105A
 FORMAT: Presentation
 SKILL LEVEL: All



Moving from a typical waterfall approach of documenting to an ever-changing Agile methodology can be a scary idea. This session is intended to discuss how one mid-sized company, with limited documentation resources, accomplished the task.

Cassandra Oxford, Zix Corporation

PROGRESSION

Presentation Strategies Progression

ROOM: 104AB
 FORMAT: Progression
 SKILL LEVEL: All

Speakers will present and lead discussions about presentation tools, techniques, and ways to improve.

Hottest Techniques for Engaging Today's eLearner
Kevin Siegel, IconLogic, Inc.

Refresh & Reuse: Managing Presentation Content
Joe Gollner, Gnostyx Research, Inc.

The Art of the Demo

Rhyme Armstrong, RouteMatch

What Every New Presenter Needs to Know

Matt Sullivan, Tech Comm Tools

Wowing Your Audience with Prezi Presentations

Michael Opsteegh, Eyefinity

SPONSORED BY ADOBE

Future-Proof Your Content: Ensure Success in All Channels



ROOM: 101C
 FORMAT: Presentation
 SKILL LEVEL: All



We all work within a rapidly changing landscape of content sources and publishing platforms. In this session, learn a credible vision for near-future publishing scenarios and also learn critical ingredients for your content and multichannel publishing to ensure that your projects are flexible enough to respond to new publishing requirements. Not using XML or DITA yet? Not to worry; discover how you can survive in the near-term with “hybrid” publishing.
Maxwell Hoffman, Adobe

SPONSORED BY INFORMATION MAPPING

Forget Technology; Think Content



ROOM: 106BC
 FORMAT: Presentation
 SKILL LEVEL: All



Technical communicators are excited by technologies that enable them to create, store and share content more rapidly than ever before. However, while technology may enable, content still rules. Discover the hidden costs of poorly written content, and the reasons why it can derail even the most promising CMS initiative.
Tom Van der Vennet, Information Mapping

SUMMIT+

From Static Books to Dynamic Semantic Publishing

ROOM: Expo Theatre
 FORMAT: Presentation
 SKILL LEVEL: All

While authoring solutions have greatly evolved over the last five years, their publishing counterparts are still stuck in a static “flat and fat” HTML- or PDF-based document generation model delivering a poor user experience. After having gone through the analysis of what is wrong with publishing technical documentation today, we will see how to switch from a print-oriented view to a new topics-, Web-, and user-centric approach.
Antidot

UX, USABILITY, AND ACCESSIBILITY

Basic Accessibility Tools and Techniques

ROOM: 102AB
 FORMAT: Presentation
 SKILL LEVEL: New to Topic



This session introduces free tools and basic techniques for developing, testing, and purchasing accessible digital materials. After a high-level review of basic tenets of accessible design from text alternatives to scripted interactions, you will see free, browser-based, testing tools that are easy to use regardless of coding skills. Finally, you will run tests of the basic principles and learn to interpret the results.
Sharron Rush, Knowbility

UX, USABILITY, AND ACCESSIBILITY

Motivating and Encouraging Users

ROOM: 105BC
 FORMAT: Presentation
 SKILL LEVEL: All



In this session we will discuss what users expect, need, and want in user assistance. Based on these facts, we will explore how to seduce, challenge, and encourage users to use and explore our UA. Best practices from the session will be supported by real-world examples from best-in class UA products.
Scott DeLoach, ClickStart, Inc.

4:15–5:00 PM

CONTENT DEVELOPMENT AND DELIVERY

Beyond the Manual: Writing for the Web

ROOM: 106BC
 FORMAT: Presentation
 SKILL LEVEL: All



Technical writing is not just about writing documentation. Web pages, wikis, and mobile applications are replacing manuals and online help. Creating good content that is appropriate for your users is more important than ever. Whether you’re looking to optimize your current Web content or create your first wiki, you can write effectively for the Web. After all, you already know how to create good content. Now learn how you can transition your skills to writing for the Web.
Ellen Buttolph, Logical Design Solutions, Inc.

CONTENT DEVELOPMENT AND DELIVERY

DITA: A Writer’s Best Friend

ROOM: 102C
 FORMAT: Presentation
 SKILL LEVEL: All



DITA is above all a toolset for writing. But DITA conversations are usually between technologists and executives, with writers on the sidelines. When you learn to use DITA as a writer it pays off for you, your readers, and everyone else, too.
Ted Kuster, salesforce.com

CONTENT DEVELOPMENT AND DELIVERY

Information Architecture Bottom Up

ROOM: 102AB
 FORMAT: Presentation
 SKILL LEVEL: All



We are used to organizing content from the top down. Top down works for the person creating the content, but more and more people are navigating content using search and social-curated links that lead them deep into the middle of the information set. They don’t navigate from the top down, but from the bottom up. Every page is page one, and every page is a landing page. In a world in which every page is page one, our primary approach to information architecture should be from the bottom up. A combination of structured writing techniques and “Every Page is Page One” information design can effectively support bottom up information architecture.
Mark Baker, Analecta Communications, Inc.

MOBILE CONTENT DESIGN AND DELIVERY

**The Future of Mobile Information—
Examples and How We Get There**

ROOM: 105BC

FORMAT: Presentation

SKILL LEVEL: All



Today's readers and consumers of content expect more than paper. Everyone has a different relationship to content and mobile devices can help us fulfill it. Content can interact with the real world, and it can reflect where we are, what we're doing, what we're looking at, and our level of expertise. But it doesn't just happen, we need to plan ahead—to strategize before we create and provide the content our users want. Learn and see examples of new ways of distributing content and how to create an intelligent content strategy to support mobile information.

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

MOBILE CONTENT DESIGN AND DELIVERY

Improve Your Typography with Responsive Web Design

ROOM: 101AB

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic



Your content is the most important part of your website, so it's essential to make sure that the text looks good and is easy to read no matter what device type or screen size it's being viewed on. One size does not fit all when it comes to typography, but with responsive Web design you can use media queries to adjust type qualities such as size, line height, column width, margins, hyphenation, and even typeface depending on the size of the user's screen. Learn how you can use CSS to apply design rules that will make your typography look better and perform better across devices. A basic knowledge of HTML and CSS is recommended for this session.

Clarissa Peterson, Peterson/Kandy

PROGRESSION

Academic Topics Progression

ROOM: 104AB

FORMAT: Progression

SKILL LEVEL: All



Speakers will present and lead discussions about some of the technical communication guidelines many of us follow and the research related to these maxims and myths.

*Articulating Technical Communicators' Value to Employers***Paul Duarte**, University of Massachusetts–Dartmouth*Fixing Typos, Fixing Sexism***Elizabeth Barteau**, NM Institute of Mining and Technology*Should Technical Communication Students Prepare for CXM?***Amanda Horn**, Idaho State University*So, You Want to Teach Technical Communication***Michael Opsteegh**, Eyefinity*Technical Professional Communication and the General Education**Core Curriculum***Sally Henschel**, Midwestern State University*Teaching Contemporary Technical Communication Through**Service Learning***Brittany McCrigler**, iFixit

SPONSORED BY NET-TRANSLATORS

**Preparing to Manage
Terminology for Localization**

ROOM: 101C

FORMAT: Presentation

SKILL LEVEL: All



This presentation is intended to give an in-depth overview on preparing terminology for your localization projects and will cover the different terminologies, processes, and tools. You will leave with a better understanding of the methodologies involved in terminology management, more insight into tools for terminology extraction and management, and an ability to explain the budget impact.

Dorothy van Lingen, Net-Translators

SPONSORED BY SQUIDDS

**Multi-Device Publishing on Demand:
Case Study—Bihler**

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: All



This case study will look at Bihler's (the world's leading company for stamping and forming machines and software technology) unique problem of delivering technical content to multiple types of touchscreen devices, standard on their products. It will start with the beginnings of a FrameMaker-to-PDF publishing workflow and end with a more efficient, new "TechComm Responsive Publishing Suite" output to HTML5. The pilot project and final production will be detailed to show the benefits of the newly developed workflow with responsive multi-device output.

Georg Eck, SQUIDDS E.K.

Wednesday, 21 May

8:30–9:15 AM

BUSINESS MANAGEMENT AND CONSULTING

Marketing for Independent Contractors

ROOM: 104AB

FORMAT: Presentation

SKILL LEVEL: All



To get work, you must market yourself and your business. But how do you market, what do you market, and to whom do you market to get the kind of work, clients, and income you want? Learn some fundamental techniques and strategies for defining yourself and your services, identifying your ideal clients, finding contacts, and marketing to them—all of which can lead to better contracts, higher fees, and more satisfying work.

Rich Maggiani, Solari Communications

CONTENT STRATEGY AND DESIGN

Building a COE: From Traditional Documentation to Wikis

ROOM: 105C

FORMAT: Presentation

SKILL LEVEL: All



Learn how one company created a “Documentation Center of Excellence” and moved away from traditional documentation methods to wiki-centric content and information delivery. Historically, the documentation department used Microsoft Word, Adobe FrameMaker, and RoboHelp to generate PDFs and contextual application help to deliver content to users. The documentation department moved to a wiki-based platform paradigm for delivering internal and external user content. Building on this framework, the department also created a “Center of Excellence” where employees could access internal documentation tools to assist in writing professional, easy-to-read, external client deliverables and internal team documentation.

Strecker Peterson, Epsilon
Sara Mills, Epsilon

CONTENT STRATEGY AND DESIGN

Case Study: The Making of “The Language of Content Strategy”—A Crowd-Sourced, Single-Sourced, Multi-Channel XML Publishing Project

ROOM: 101ABC

FORMAT: Presentation

SKILL LEVEL: All



For the past decade, technical communication gurus have been extolling the virtues of single sourcing as an efficient approach for content-heavy, multi-channel publishing projects. While many large technical communication teams at global, multi-national organizations have indeed adopted the approach, many less-daring organizations have continued with traditional, less-effective publishing approaches because, they say, they lack the budget. This presentation challenges that premise by presenting a real-world, multi-channel publishing project accomplished on a budget using free or low-cost tools. Attendees will learn how Scott Abel and Rahel Bailie—with the help of 50 contributors—created a printed book, several flavors of eBooks, a website, and a deck of cards from a single source of XML content.

Scott Abel, The Content Wrangler, Inc.

PROFESSIONAL DEVELOPMENT

How’d You Get That Tech Comm Job?

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: New to Topic



To get a position in today’s difficult job market is no easy task. New technical communicators can find it exceptionally difficult, even with many positions available. But with some extra effort to promote yourself and your skills, you can get ahead and establish yourself as a technical communication candidate who is above the rest. Danielle Villegas shares pointers based on her own recent experiences.

Danielle Villegas, TechCommGeekMom

SPONSORED BY ADOBE

Creating Help Systems for the Modern User

ROOM: 105B

FORMAT: Presentation

SKILL LEVEL: All



These days, few help systems can be described with terms such as exciting, engaging, or, sadly, even helpful. Attend this session and learn to put the “help” back in help systems. You’ll learn to create a help system that takes the modern user into account. Learn some best practices for creating content, add interactivity to help content, and discover how to refine a help system that helps learners quickly search for and find relevant information.

Kevin Siegel, IconLogic, Inc.

9:45–10:30 AM

ACADEMIC/RESEARCH TOPICS

Patient Education and Health Literacy: Examining Interview Discourse

ROOM: 105B

FORMAT: Presentation

SKILL LEVEL: Experienced with Topic



In this case study, a unique academic and industry collaboration was created to improve the patient education and informed consent process. A medical animation company, a bariatric surgery clinic, and a PhD student collaborated to look at the language of two groups: those who learned about their surgery through a computer application (test group), and those who learned about their surgery through meetings with their healthcare providers (control group). This type of collaboration between medical professionals, industry, and academia allows experts to create and test more patient education products that will help patients to engage in their learning processes.

Corinne Renguette, IUPUI

ACADEMIC/RESEARCH TOPICS

Webinar School for Chapters and Trainers

ROOM: 105A

FORMAT: Presentation

SKILL LEVEL: New to Topic



Webinars can be as effective as or more effective than live training; this presentation will show you how to increase interactivity and production values to keep everyone’s attention and enhance their learning.

Elizabeth Frick, The Text Doctor, LLC

CONTENT DEVELOPMENT AND DELIVERY

Dynamic Content Publishing

ROOM: 105C

FORMAT: Presentation

SKILL LEVEL: All



This session presents the results of a pilot program implemented by Huawei documentation to develop an end-to-end process to deliver content on demand (dynamically) and in multiple formats, such as PDF, Mobile, and EPUB. This session will cover important aspects of the document development process such as user task analysis, content models, use cases, taxonomy, and metadata strategy. It will also present screen captures of the working prototype which allows users to quickly access relevant information with a device of their choosing.

Farhad Patel, Huawei Technologies

CONTENT STRATEGY AND DESIGN

Beyond the Bleeding Edge

ROOM 101ABC

FORMAT: Presentation

SKILL LEVEL: All



As technical communication becomes increasingly technical and as the pace of change accelerates, it's important to stay informed about new technologies, tools, and trends to let technical communicators prepare for what's coming and become more involved in their company's strategic technical planning. Beyond the Bleeding Edge presenters will each describe a new technology, tool, or trend that may affect STC members. The goal is to present capsule summaries of new developments in order to provide an "early warning" system for STC members.

Moderator: Neil Perlin, Hyper/Word Services

Structured Thinking: Authoring Tools and Methods for Precision Content

We've all had to pick up new tools and learn how to use them but have we ever taken a step back to realize that these tools may require a new way of thinking about information? In this session, learn how a 50-year-old writing methodology was brought to bear to solve many of the problems authors encounter with the move to DITA/XML. See the power of Information Mapping and its inherent harmony with DITA/XML and learn some of the Precision Content tools that have been developed.

Rob Hanna, Ascan Information Architects Limited

Putting Information Where It's Needed: Populating a Salesforce Knowledgebase with FrameMaker Content

Many companies use Salesforce in their sales and support groups. The commenting and crowd-sourcing features of Salesforce are well known. If your support team uses Salesforce Knowledge, but their knowledgebase hasn't much knowledge in it, then this session is for you. Learn how to export your high-quality, engineering-reviewed, version-controlled procedures from FrameMaker into discrete HTML topics and then to import them into Salesforce Knowledge, formatted and with intact cross-references.

John Sgamato, Actifio

CONTENT STRATEGY AND DESIGN

Building a Business-Driven Globalization Strategy For Content

ROOM: 106ABC

FORMAT: Presentation

SKILL LEVEL: All



Developing a content strategy for a major corporation that has over 300 products is challenging enough, but when you add in the need to support customers and dealers in over 180 countries around the world it takes it to a whole new level. How do you decide where to focus your translation and globalization investments to get the greatest return and provide the best customer experience?

Alan Porter, Caterpillar, Inc.

What's a Spotlight?

This new format allows speakers to share a powerful message or story in a short time with a large audience. There are three spotlight sessions at the same time in different rooms. These sessions will be in larger rooms, accommodating up to 300 attendees in each session. After 20 minutes, a short break will be provided so attendees can change rooms if desired.

11:00–11:20 AM

SPOTLIGHT

Applying Lean Principles to the Documentation

ROOM: 102ABC

FORMAT: Presentation

SKILL LEVEL: All



The Lean methodology provides a framework for optimizing value for the customer while minimizing waste in business processes. This methodology was originally developed and applied to manufacturing. However, Lean has recently gained popularity as a general model for business processes, appearing in trade press books like *The Lean Startup* and *Lean UX*. Learn what the Lean principles are and if you should consider applying Lean principles to the documentation lifecycle.

Alan Houser, Group Wellesley, Inc.

SPOTLIGHT

The Power of Emotion: The Seven Archetypes of Video Storytelling

ROOM: 101ABC

FORMAT: Presentation

SKILL LEVEL: All



In this presentation, Scott will address the importance of using emotion in video storytelling. By showcasing real-world examples, Scott will help you understand the seven archetypes of stories and the situations in which they are best used. Attendees will be emotionally impacted—you'll laugh and you'll cry—as you discover amazing examples of video storytelling.

Scott Abel, The Content Wrangler, Inc.

SPOTLIGHT

Watch Out!: Monitoring Social Media for Documentation Feedback

ROOM: 106ABC

FORMAT: Presentation

SKILL LEVEL: New to Topic



Your marketing department uses social media to monitor your brand and your company's reputation. Did you know that you can also monitor those sites and networks to get feedback that your documentation team can use? In this session, learn the various sites and methods you can use to help your documentation team improve their products, your department's awareness, and your value to your customers and to your organization.

Rhyné Armstrong, RouteMatch

11:35–11:55 AM

SPOTLIGHT

20/30/70 Years of Websites, Cell Phones, and User Experience

ROOM: 106ABC

FORMAT: Presentation

SKILL LEVEL: All



This presentation will trace the profession of user experience back to its origins during World War II, and use examples from the evolution of cell phones and websites to bolster an understanding of the value of achieving increases in usability, efficiency, and convenience across products. The days of considering user experience as applying only to software applications, websites, and content are over. The user experience toolkit applies to any customer touch point, and it is time to understand this in our ever-changing job market.

David Mitopoulos-Rundus

SPOTLIGHT

Jumping to Light Speed: Adapting to Global Realities

ROOM: 102ABC

FORMAT: Presentation

SKILL LEVEL: All



Everyone in the field of technical communication can see the changes happening around them—and many are adapting to these changes. Others, however, are struggling. Sometimes those who are struggling are doing so through no fault of their own. For everyone, whether they feel they are adapting or still struggling, there is value in taking a careful survey of what is happening and what this means. This presentation will seek to provide such a survey and draw on experiences with many of the world's largest and most ambitious innovators in the field. While change is always harrowing, this overview ultimately finds great demand and opportunity for the practice of technical communication, provided that practitioners see and understand how they will need to adapt.

Joe Gollner, Gnostyx Research, Inc.

SPOTLIGHT

The Creative Habit

ROOM: 101ABC

FORMAT: Presentation

SKILL LEVEL: All



Think you or your employees need to be artistic geniuses or designers to be creative? Think again. Creativity doesn't come from a mysterious source. Anyone can increase their creative output with the right focus and environment. Unfortunately, most people don't understand enough about how creativity works to harness it effectively in business. In this session, Kelsey Ruger will share insights on creativity, where it really comes from, and how to effectively increase it.

Kelsey Ruger

12:10–12:30 PM

SPOTLIGHT

A Remedial Course in Empathy

ROOM: 101ABC

FORMAT: Presentation

SKILL LEVEL: All



We are called upon to be user advocates. We generally acknowledge the importance of understanding our users' points of view. Why, then, are we so generally bad at empathy? This talk highlights our history of emphasizing reason over feelings, diagnoses symptoms of our lack of empathy, and suggests ideas for cultivating empathy in our processes and with our teams.

Karen Bachmann, Perficient

SPOTLIGHT

Be the Captain of Your Career

ROOM: 106ABC

FORMAT: Presentation

SKILL LEVEL: New to Topic



Do you feel you are the captain of your career, going exactly where you want to go, when you want to go, and the way you want to get there? Or do you feel more like a galley slave chained to a job you hate, perhaps one that pays slave wages? This session is about creating the standard of living you've always wanted—even if you think that goal is an unattainable pipe dream.

Jack Molisani, ProSpring Staffing/LavaCon

SPOTLIGHT

The Cracker-Jack Theory of User Assistance

ROOM: 102ABC

FORMAT: Presentation

SKILL LEVEL: All



Remember Cracker Jacks' slogan? "The more you eat, the more you want." What if that were true of user assistance? We are a modest bunch—we hope our UA will be usable, which is sort of like saying, "Come to my restaurant, the food is edible." Not good enough. We need it to be delicious. In UA terms, we need to stimulate cognitive demand so people keep coming back—not just so they consume our UA, but so they master the products we're informing them about.

Ray Gallon, Culturecom

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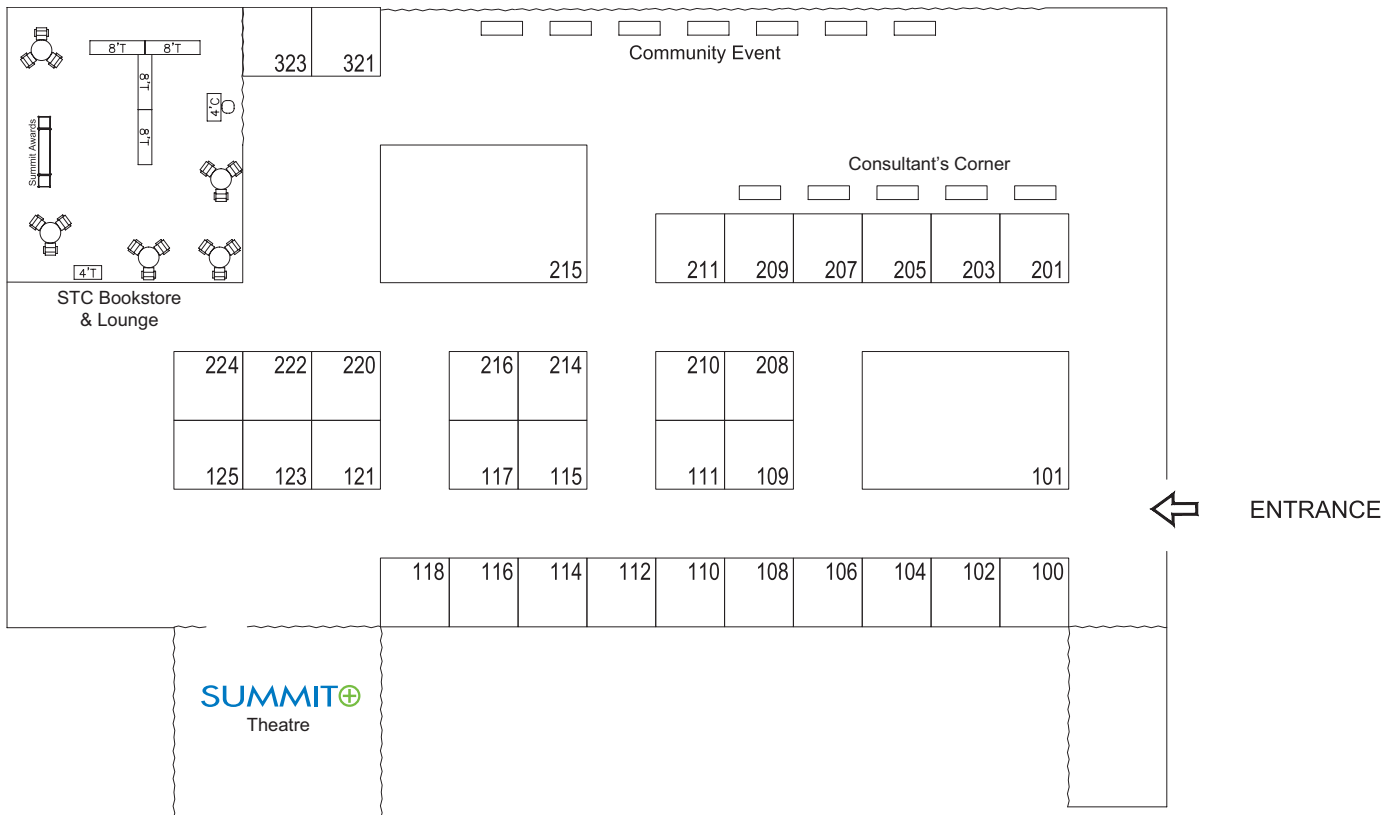
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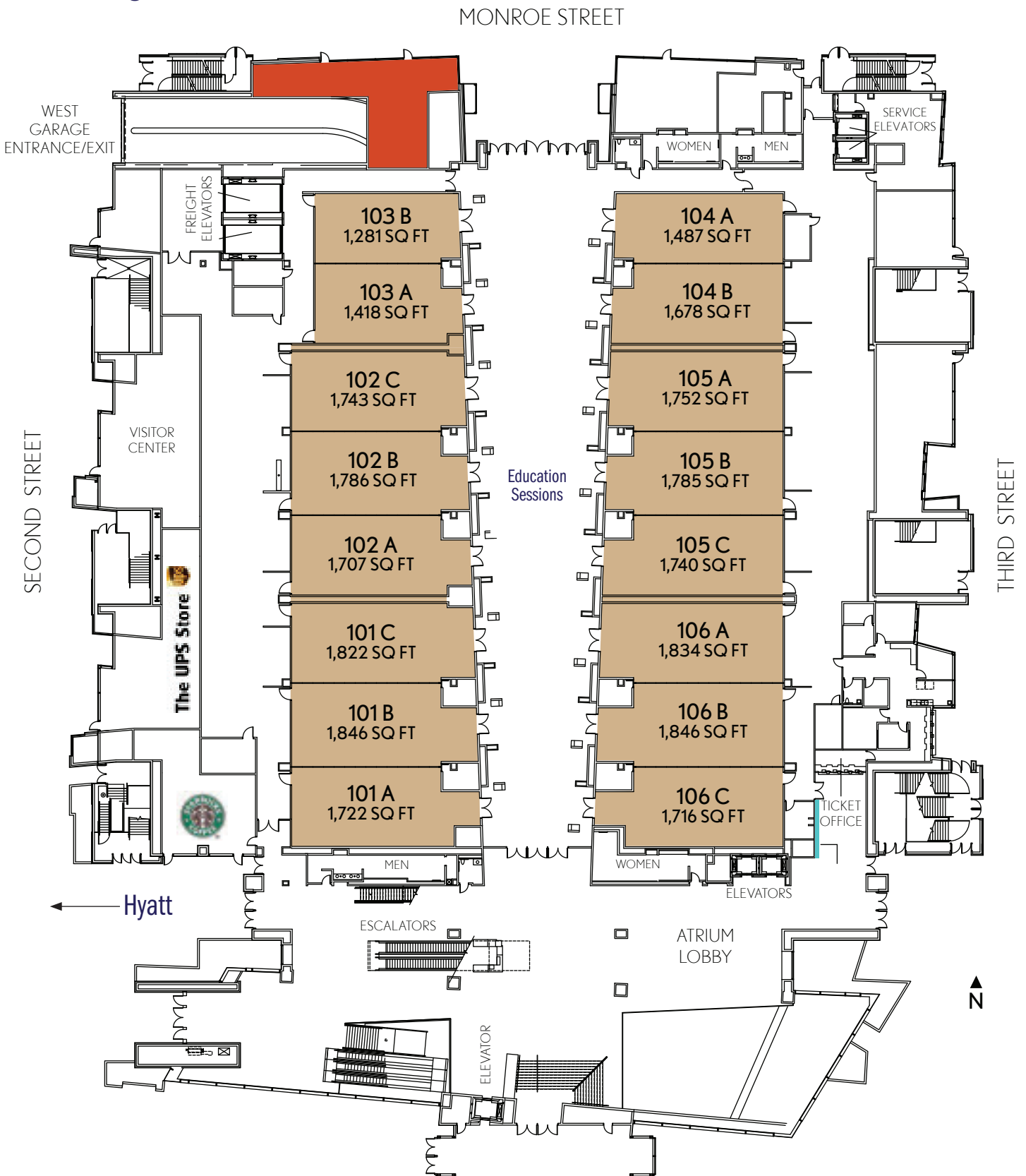
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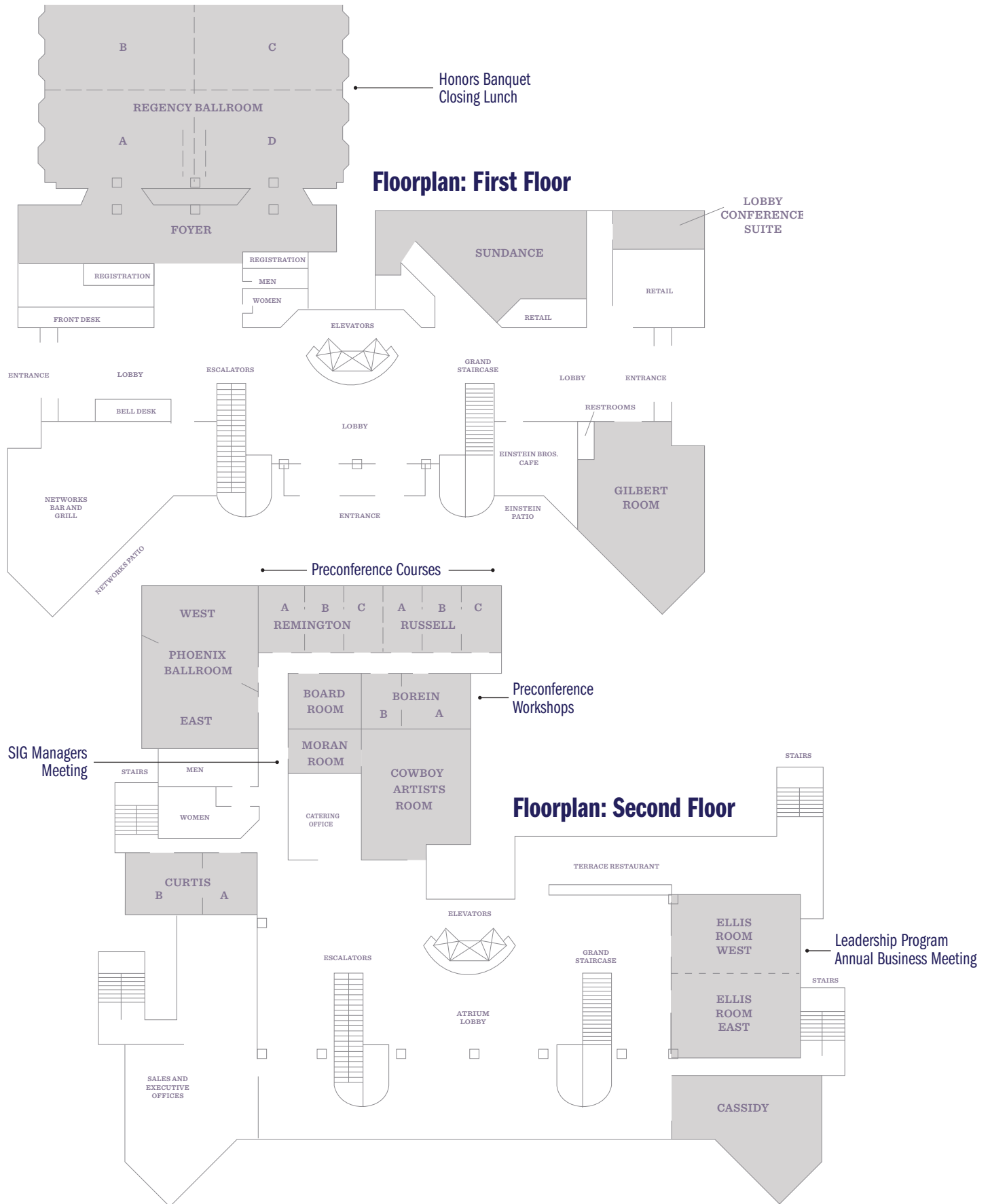
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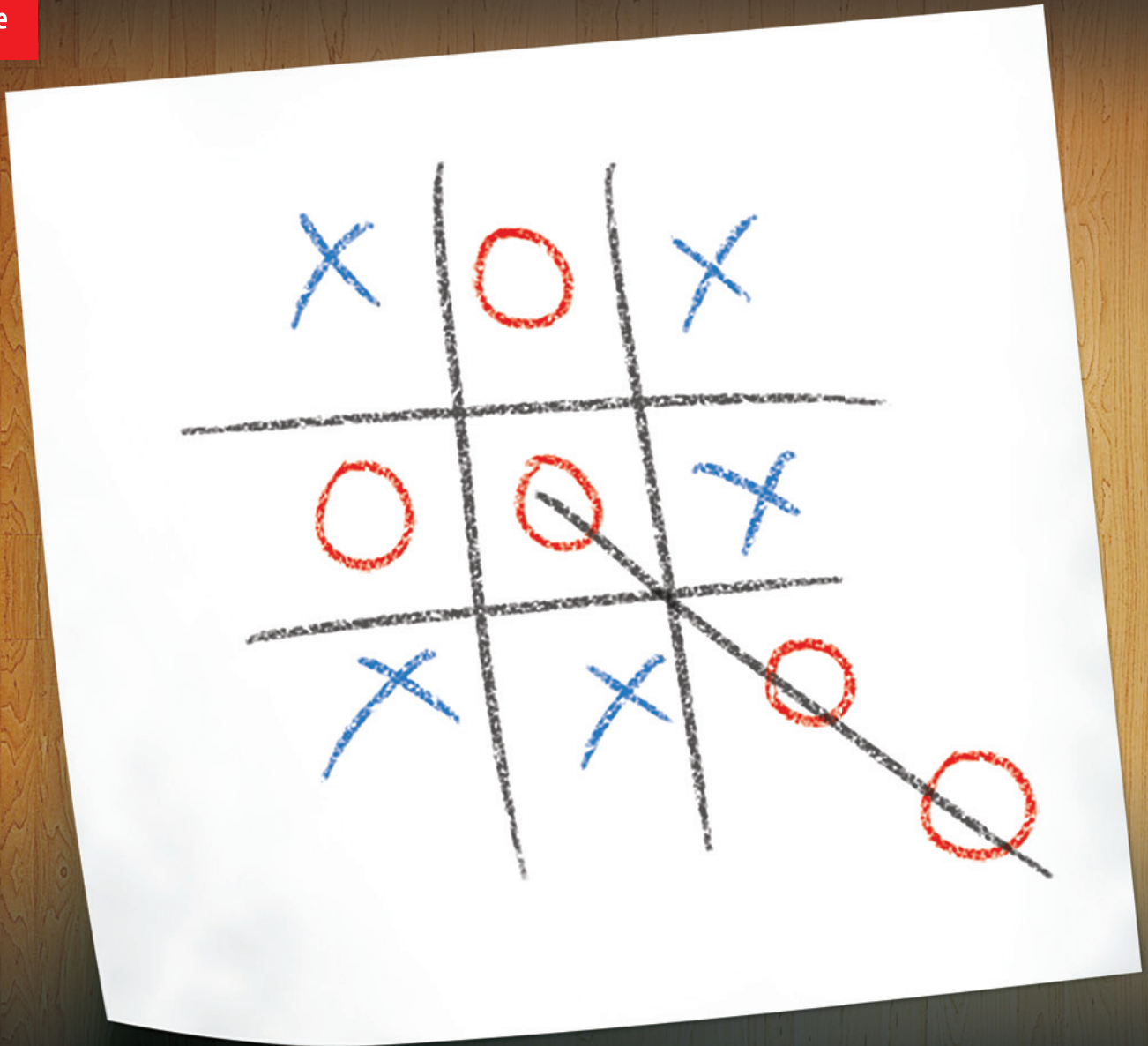
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