

2012 STC Summit Education Session Schedule

Saturday, 19 May - Certificate Programs

8:30AM-4:30PM

[600 Data Visualization: Seeing through the Numbers Part 1](#)

[605 Content Strategy and Content Management Part 1](#)

[607 Technical Editing Fundamentals Part 1](#)

Sunday, 20 May – Certificate Programs, Workshops, & Opening Keynote

8:00AM-12:30PM – STC Leadership Program

[Leadership Program](#)

8:30AM-4:30PM – Certificate Programs

[601 Data Visualization: Seeing through the Numbers Part 2](#)

[606 Content Strategy and Content Management Part 2](#)

[608 Technical Editing Fundamentals Part 2](#)

8:30AM-12:00PM – Vendor Workshops

[Vendor Workshops by Adobe and MadCap Software](#)

1:00PM-4:30PM - Workshops

[102 Developing User Assistance for Mobile Apps](#)

[417 HTML5 Design & Development](#)

[418 Building and Managing Successful Teams](#)

5:30PM-6:30PM – Opening Keynote

[The Myths of Innovation – Scott Berkun](#)

2012 STC Summit Education Session Schedule

Monday, 21 May – Main Sessions

8:30AM-9:30AM

- [425 Adapting Ourselves to Adaptive Content](#)
- [105 Bulletproofing Your Career Online](#)
- [119 Developing for the Unknown](#)
- [150 Taxonomy: Do I Need One?](#)
- [148 Why Not DocBook?](#)
- [464 Does WYSIWYG Really Have a Place in the XML Table?](#)
- [462 Create Stunning Visual Documentation from 3D Design Data](#)
- [110 Editing Evaluation Workshop](#)
- [300 Progression: Education](#)
 - [301 eLearning Audio Simplified: Understanding Noise, Distortion, and Gain](#)
 - [302 Tutorial Pacing](#)
 - [303 Practitioner-Student Interaction: From Classroom to Cloud](#)
 - [304 Information Design in Undergraduate Posters](#)
 - [305 Designing Student Projects for the TC BOK](#)
 - [306 The Learning Resource Metadata Initiative \(LRMI\)](#)
 - [307 Experiences in Making Experiential Learning Work](#)

10:00AM-11:00AM

- [403 Make Your Content Matter](#)
- [116 Understanding and Overcoming Resistance to Change](#)
- [142 Five+ Ways to Add Interactivity to Online Help](#)
- [115 Project Tracking and Metrics Using SharePoint](#)
- [163 Creating EPUBS: What's the Best Tool for Me?](#)
- [465 Migration to Structured Authoring: Delivering the Highest ROI](#)
- [106 Mobile Usability Guidelines You Need to Implement Now](#)
- [452 Advanced Localization for Technical Communicators](#)
- [130 Building a Developer Documentation Wiki](#)
- [160 Information Product Evaluation Workshop](#)
- [500 Lightning Talks Session 1](#)
 - [501 Beyond the Gutenberg Parenthesis](#)
 - [501 Enhance Your Writing by Critical Reading](#)
 - [501 MySTC: Present Case, Future Considerations](#)
 - [501 Virtual Teams, Real Meetings: How We Compensate](#)
 - [501 What? Another XML Schema?](#)
 - [501 Where Did That Idea Come From?](#)

2012 STC Summit Education Session Schedule

2:00PM-3:00PM

- [131 Content Strategy: Changing the Face of a City](#)
- [413 Wireframing 101: From Ideas to Communication](#)
- [118 Tales of Terror: Avoiding Project Disasters](#)
- [149 Panel Discussion: Why Technical Editors Are Still Relevant](#)
- [165 No Drama: Selecting the Right CMS for You](#)
- [471 MadCap Flare 8 — Tips, Tricks, and Insider Tactics](#)
- [176 Think-Aloud Protocols: Does Age Make a Difference?](#)
- [400 Getting Started with HTML5](#)
- [101 Index Evaluation Workshop](#)

3:30PM-4:30PM

- [410 Turning Technical Documentation into Profit](#)
- [408 What Should Technical Communicators Do When Products “Just Work”?](#)
- [100 Goodbye, Arial and Verdana. Hello, Web Fonts!](#)
- [168 Migrating Content: How to Tackle the XML-L10N Beast](#)
- [466 Multiscreen Publishing Formats and New Ways of Monetizing Content](#)
- [192 Getting Started in Eye Tracking: A Primer](#)
- [409 Translation Technology: MT, TM, and Translation Reuse](#)
- [181 Training Evaluation Workshop](#)
- [120 Beyond the Bleeding Edge 1](#)

2012 STC Summit Education Session Schedule

Tuesday, 22 May

8:30AM-9:30AM

- [166 Content Strategy for Reaching Customers Anywhere](#)
- [424 Analytics for Web-Based User Docs](#)
- [427 Global-Ready Content NOW!](#)
- [159 How Writers Can Thrive in Agile Software Development](#)
- [172 Open Source Automated Documentation in a Development Environment](#)
- [117 Don't Suck at Social Media](#)
- [194 Modeling Information Experiences: A Recipe for Consistent Architecture](#)
- [124 Communication Culture: Resolving Conflict and Leveraging Feedback](#)
- [355 Progression: Contracting and Consulting](#)
 - [357 Virtual Partnerships: New Ways of Working](#)
 - [358 Working Successfully as a Consultant](#)
 - [359 Is There Anyone Out There? Working Virtually](#)
 - [360 How to be Famous in Your Profession](#)
 - [361 Transform a Prospect Meeting into a Signed Contract](#)
 - [362 Personal Content Strategy](#)

10:00AM-11:00AM

- [458 Video-Based Training Can Be Great/Expensive](#)
- [428 Surfing the Perfect Storm](#)
- [405 Destroy the Box: Frank Lloyd Wright's UX Lessons](#)
- [209 Adapt, Innovate, Expand—How to Stay Relevant](#)
- [457 Reach for the Cloud - Why SaaS is Better"](#)
- [121 Technical Writing: New Horizons and Frontiers](#)
- [451 Improving Deliverables by Measuring Translation Quality](#)
- [191 Using Graphics in Real-World Tech Comm](#)
- [132 Building Your Professional Network—Beyond the Social Media Maze](#)
- [315 Progression: Management](#)
 - [318 Mentoring 101: Other Duties As Assigned By Manager](#)
 - [319 Innovate to Motivate: Managing Global Teams](#)
 - [320 Project Management and Personality Type](#)
 - [321 Using Meta-Communication to Manage Successful Online Teams](#)
 - [322 Under Resourced? Use Agile Components to Increase Productivity](#)
 - [323 Skeleton Key: Growing Influence Beyond Your Department](#)
 - [324 Managing More Than Tech Comm](#)

2012 STC Summit Education Session Schedule

1:00PM-2:00PM

[414 Design Through Progressive Prototyping](#)

[186 Virtual vs. Local Teams—Communication Success and Failure](#)

[180 Speech Intelligibility: Purpose and Scope in Technical Communication](#)

[459 Enhancing Customer Engagement in the Post-PC Age](#)

[471 Publishing to Mobile Devices — Best Practices and Strategies](#)

[407 Delivering Accessible Content With WCAG 2.0](#)

[456 A Writer's Firsthand Account of DITA in the High Tech Workplace](#)

[174 Using Videos to Enhance “Traditional” Documentation](#)

[146 Making Sense of It All: Analyzing Qualitative Data](#)

Project Showcase

[125 A Tool Conversion from the Trenches](#)

[152 21st-c. Communication Studio for a College of Engineering](#)

[153 Improving Large-Scale Retailer's Intranet Via a Content Audit](#)

[156 What to do With a Useless 5K-page Document](#)

[188 Technical Communication Non-Computing Worlds](#)

[470 When Your Product is the Size of a House, Docs Matter!](#)

[343 Progression: Writing and Editing](#)

[344 How to Merge Two Corporate Style Guides](#)

[345 Developing Yourself as a Policies and Procedures Professional](#)

[346 Using Checklists for More Efficient Editing](#)

[347 Selecting Technology to Support your Content Reuse Strategy](#)

[348 It's All MarComm: A Tech Writer Goes Fluffy](#)

[349 Our Users \[Sort of\] Help Write Our Documentation](#)

[350 Writing for Global Audiences](#)

[351 Style Guide without Tears](#)

[352 Excellence, No Drama](#)

[353 APIs and SDKs: Breaking into a Specialty Market](#)

[354 Improving Processes Using Business Transformation Tools](#)

2012 STC Summit Education Session Schedule

2:30PM-3:30PM

- [138 Content Tactics: Putting Your Strategy into Action](#)
- [401 Understanding Web Technologies](#)
- [415 Using DITA](#)
- [135 Brave New World: Tapping Enterprise Communities](#)
- [171 Plain Language for the Technical Writer](#)
- [467 Customizing a FrameMaker Structured Application — You Can Do It!](#)
- [200 Portfolios for Tech Comm Professionals](#)
- [463 Creating Interactive 2D and 3D Product Documentation](#)
- [139 Bite the Bullet—Creating Multimodal Presentations](#)
- [158 Developing Engaging \(and Effective!\) Technical Training](#)
- [380 Progression: Usability, User Experience and AccessAbility](#)
 - [381 Setting up an Eye Tracker System](#)
 - [382 Recent ISO Standards and Usability Testing](#)
 - [383 Is 2012 "Accessibility Armageddon" for Technical Communicators?](#)
 - [384 How to Encourage Good Use of SharePoint](#)
 - [385 Card Sort Your Way to Better Information Architecture](#)
 - [386 Getting Started with Personas](#)
 - [387 Quantify Your Qualitative Research: Adding Rigor to Heuristic Review](#)

4:00PM-5:00PM

- [404 Improving the User Experience by Applying Progressive Information Disclosure](#)
- [207 Learning Lessons from a Completed Communications Project](#)
- [468 Managing Documentation and Developing an Enterprise Collaboration Strategy](#)
- [197 Publishing in a New Media Landscape](#)
- [433 What is Certification?](#)
- [147 Technical Writing Meets Instructional Design](#)
- [187 Reactive Writing Techniques for Retaining and Rewarding Users](#)
- [330 Progression: Professional Development](#)
 - [331 SMM 101: 5 C's of Managing Your Presence](#)
 - [333 Building the New Resume](#)
 - [334 Tips and Tricks for Communicating with Remote Teams](#)
 - [335 Clutch and Cool Tech Comm: How to Train](#)
 - [336 Break It! A Methodology for INSTANT Innovation](#)
 - [337 Greatly Exceeds Expectations](#)
 - [338 Driving Change: Empowering Yourself to Empower Your Organization](#)

2012 STC Summit Education Session Schedule

Wednesday, 23 May

8:30AM-9:30AM

- [173 Exploring the Information Ecosystem](#)
- [426 Mobile App Design—The Language of Tiny and Touch](#)
- [136 Pattern Recognition for Technical Communicators](#)
- [429 Functional Design: Developing a Standard That Fits Your Needs](#)
- [454 Create Meaningful Online Experiences](#)
- [402 CSS3, Media Queries, and Responsive Design](#)
- [460 Develop Content that Educates, Informs and Satisfies](#)

10:00AM-11:00AM

- [161 The TC's Role in Developing High Reliability Organizations](#)
- [202 Intelligent Content Strategies](#)
- [127 Body Work: Rebuilding Documentation Car Wrecks](#)
- [457 ISO/IEC 82079 - The International Standard for Technical Communication](#)
- [469 Working in the "Real World" Does Not Have to be Painful](#)
- [430 From TechComm to UX: Are You a Designer](#)
- [129 How Personality Type Affects Negotiating Style and Tone](#)
- [502 Lightning Talks Session 2](#)
 - [503 Communication, Culture, Technology](#)
 - [503 Making Your Content Less Flabby](#)
 - [503 My Dog is Smarter Than Me](#)
 - [503 Shockproofing Your Use of Social Media 2012](#)
 - [503 Wikis and Structure: Perfect Together](#)

11:30AM-12:30PM

- [450 Introduction to Global English](#)
- [453 A Pleasure Doing Business](#)
- [157 Collaboration in Decentralized Culture: Developing a Single Voice for Microsoft](#)
- [455 Technical Communication Training in China Today](#)
- [164 Correlation Between Educators' Communication and Learning Styles](#)
- [167 Launching Your Tech Communication Business—Both Sides Now](#)
- [434 How do I Become Certified?](#)
- [461 Beyond the Bleeding Edge 2](#)

2:30PM-5:00PM – STC Leadership Program

- [Leadership Program](#)