Monday, 19 May

8:30–9:15 AM

Adobe Presentation One, Room 101C

BPM & KM: They Converge Quite Nicely, Room 106A, Liz Herman, GDIT, Jackie Damrau

Influence Strategies and Tactics for Technical Writers, Room 105A, Kevin Lim

Information Everywhere: Flexible Content with Responsive Design, Room 106BC, Nicky Bleiel

Integrating Accessibility from the Start, Room 105BC, Sharron Rush

It's Time to Spruce Up Your Writing!, Room 104AB, Sylvia Miller

Saving Your Sanity through Better Client Relations, Room 101AB, Alisa Bonsignore

Targeting Documentation to Your Users' Goals, Room 102C, Alyssa Fox

9:45–10:30 AM

Content Designed for Your Audience, Room 102C, Laura Creekmore

EPUB Help: A Viable Help Delivery Option?, Room 102AB, Scott Prentice

Five Tips for Professional Networking, Room 106A, Jenna Moore

MadCap Presentation One, Room 105A

People, Projects, and Business Management Progression, Room 104AB, multiple speakers

Tech Comm Cheatsheet, Room 105BC, Bernard Aschwanden

The Future of Mobile Information—Examples and How We Get There, Room 106BC, Charles Cooper and Ann Rockley

WebWorks Presentation One, Room 101C

Winning Strategies for Independent Consultants, Room 101AB, Pam Harrison and Beth Gerber

1:00–1:45 PM

Adobe Presentation Two, Room 101C

Business Operations and Increasing Visibility, Room 101AB, Brenda Huettner and Jill Parman

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

Lightning Talks: Session 1, Room 102AB, multiple speakers

The Reluctant Subject Matter Expert, Room 106A, Ann Marie Queeney and Elisa Sawyer

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

Adobe Presentation Three, Room 101C

API Technical Writing: What, Why, and How, Room 102AB, Sarah Maddox

Designing to Save Lives: Government Technical Documentation, Room 105BC, 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, Liz Pohland, Craig Baehr, Joel Kline, and Deanne Levander

Label Editing: Great Things in Small Packages, Room 104AB, Lean Guren

Report from 20 Years (Nearly) in the Self-Employment Trenches, Room 101AB, Thea Teich

WebWorks Presentation Two, Room 105A

3:30–4:15 PM

Agile Professional Portfolio Development, Room 106BC, Karl Stolley

Articulating and Advocating for Accessibility, Room 105BC, Matt May

Bridging the Gap: Connecting Industry to the Classroom, Room 106A, XXX McCriglar

Independent Consulting: Re-inventing Your Business Model, Room 101AB, Judith Glick-Smith

MadCap Presentation Two, Room 101C

Professional Development Progression, Room 104AB, multiple speakers

SDL Presentation One, Room 105A

The Content Matrix Deconstructed, Room 102C, Marlowe Beckley

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 106BC, Marta Rauch

Improving Accessibility of Information in Online Environments, Room 105BC, Lisa Meloncon

Technical Communication Skills in a Web 2.0 Workplace, Room 101C, Claire Lauer and Eva Brumburger

Tools, Graphics & 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

Adobe Presentation Four, Room 101C

Content Strategy & Design Progression, Room 104AB, multiple speakers

Equipment Manual Writing, Room 101AB, Bernadette Koontz

Future-Proofing Content, Room 1025, XXX Anderson
How Writers Can Benefit from Social Software, Room 105A, Gavin Austin

Improve Your Typography with Responsive Web Design, Room 106BC, Clarissa Peterson

Minimalism—It's Really About the User!, Room 105BC, Barbara Beresford

NET TRANSLATORS Presentation One, Room 102AB

Write Tight(er): Applying the Technique, Room 106A, Marcia Riefer Johnston

1:00–1:45 PM

Designing UI Content: Applying Progressive Information Disclosure, Room 105BC, Andrea Ames

From Unstructured Documentation to Structured Topics, Room 102AB, Kai Weber

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

MadCap Presentation Three, Room 101C

Parkour: Lessons in Agility, Room 105A, Karen Smith and Patty Gale

Serious Games, Serious Understanding, Room 106A, Ronald Strawbridge

Unraveling the Mysteries of Localization Kits for Translation Projects, Room 104AB, David Sommer and Gina Wadley

2:15–3:00 PM

Adobe Presentation Five, Room 101C

Basic Accessibility Tools and Techniques, Room 105BC, Sharron Rush

Content Strategy: Toward a Common Lexicon, Room 102C, Rahel Anne Bailie

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

Presentation Strategies Progression, Room 104AB, multiple speakers

Structured Authoring Meets Responsive Design, Room 106BC, Mark Giffin

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

Information Architecture Bottom Up, Room 102AB, Mark Baker

Maxims, Myths, and Academic Topics Progression, Room 104AB, multiple speakers

Misrepresentation by Silence, Room 101C, Deborah Welsh

Monetizing Your Content, Room 101AB, Jack Molisani

Motivating and Encouraging Users, Room 105BC, Scott DeLoach

Wednesday, 21 May

8:30–9:15 AM

Adobe Presentation Six, Room 105B

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

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, Culturecom