

SOCIETY FOR TECHNICAL COMMUNICATION

SUMMIT PROGRAM

GAIN

THE

EDGE

TO GET

RESULTS

GAYLORD NATIONAL RESORT AND CONVENTION CENTER  
7 - 10 MAY 2017 ★ WASHINGTON, DC

[www.stc.org](http://www.stc.org) and [summit.stc.org](http://summit.stc.org)



TECHNICAL COMMUNICATION

SUMMIT '17

STC's 64<sup>th</sup> Annual Conference

#STC17

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# Reimagined

Explore the 2017 release of  
Adobe Technical Communication Tools



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For any queries, please write to us at [techcomm@adobe.com](mailto:techcomm@adobe.com)

# SCHEDULE-AT-A-GLANCE

## SUNDAY, 7 MAY

7:30 AM–8:00 PM

**Registration Open**

*Woodrow Wilson Foyer, Ballroom Level*

8:00 AM–Noon

**Leadership Program**

*Baltimore 3-5, Ballroom Level*

8:30 AM–4:30 PM

**Preconference Workshops**

*Multiple Locations, Ballroom Level*

Noon–5:00 PM

**Adobe Workshop**

*Annapolis, Ballroom Level*

5:30–6:45 PM

**Opening Keynote General Session**

*Cherry Blossom, Ballroom Level*

7:00–8:30 PM

**Welcome Reception and Expo Hall Open**

*Woodrow Wilson, Ballroom Level*

## MONDAY, 8 MAY

7:30 AM–4:30 PM

**Registration Open**

*Woodrow Wilson Foyer, Ballroom Level*

8:00–8:45 AM

**Continental Breakfast**

*Woodrow Wilson, Ballroom Level*

8:00–11:00 AM

**Expo Hall Open**

*Woodrow Wilson, Ballroom Level*

9:00–11:00 AM

**Education Sessions**

*Annapolis and Baltimore Rooms, Ballroom Level*

11:00 AM–1:00 PM

**Lunch on your own**

11:30 AM–12:30 PM

**SIG Meetings**

*Multiple locations, Ballroom Level*

1:00–4:50 PM

**Education Sessions**

*Annapolis and Baltimore Rooms, Ballroom Level*

1:00–5:00 PM

**Expo Hall Open**

*Woodrow Wilson, Ballroom Level*

3:00–4:00 PM

**Refreshment Break**

*Expo Hall: Woodrow Wilson, Ballroom Level*

5:30–6:30 PM

**Annual Business Meeting**

*Cherry Blossom, Ballroom Level*

# SCHEDULE-AT-A-GLANCE

## TUESDAY, 9 MAY

7:30 AM–4:30 PM

**Registration Open**

*Woodrow Wilson Foyer, Ballroom Level*

8:00–8:45 AM

**Continental Breakfast**

*Woodrow Wilson, Ballroom Level*

8:00 AM–4:00 PM

**Expo Hall Open**

*Woodrow Wilson, Ballroom Level*

9:00–11:00 AM

**Education Sessions**

*Annapolis and Baltimore Rooms, Ballroom Level*

11:30 AM–12:30 PM

**SIG Meetings**

*Multiple locations, Ballroom Level*

11:30 AM–12:30 PM

**Speed Networking**

*Expo Hall: Woodrow Wilson, Ballroom Level*

1:00–4:50 PM

**Education Sessions**

*Annapolis and Baltimore Rooms, Ballroom Level*

3:00–4:00 PM

**Exhibitor Raffle Drawings  
& Refreshment Break**

*Expo Hall: Woodrow Wilson, Ballroom Level*

5:30–7:00 PM

**Honors Reception**

*Cherry Blossom, Ballroom Level*

7:00–8:30 PM

**After Party, hosted by the  
Washington, DC-Baltimore Chapter**

*Cherry Blossom, Ballroom Level*

## WEDNESDAY, 10 MAY

7:30–9:30 AM

**Registration Open**

*Woodrow Wilson Foyer, Ballroom Level*

8:00–8:45 AM

**Continental Breakfast**

*Woodrow Wilson, Ballroom Level*

9:00–11:00 AM

**Education Sessions**

*Annapolis and Baltimore Rooms, Ballroom Level*

11:00 AM–12:30 PM

**Closing General Session**

*Cherry Blossom, Ballroom Level*

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WELCOME TO

— STC'S TECHNICAL —  
COMMUNICATION SUMMIT

## Technical Communication Colleagues,



On behalf of the board of directors, staff, sponsors, and dedicated volunteers who make this conference possible, I would like to personally welcome you to the 2017 STC Summit and the beautiful Gaylord National Resort! This year's conference theme, "Gain the Edge to Get Results," is all about gaining the right competitive edge to help

you deliver amazing, recognizable results and enhance your technical communication career.

The main Summit program is packed with great education sessions for new and experienced technical communicators as well as students. The depth and breadth of this year's education sessions and the variety of speakers are equally impressive! Content strategy, UX/CX, intelligent content, programming languages and APIs, analytics, management and leadership, technical editing, ROI, rich media, Agile, gamification, localization, structured authoring—these are just some of the topics available to explore at the Summit. The information you take away from the education sessions will help you gain the competitive edge you need to get the results you want *and* grow your career. We hope you take full advantage of the many learning opportunities available during the conference.

Back again for the third year, we are offering speed networking, a fast-paced, 45-minute event for attendees who want to meet industry veterans, colleagues, and product experts. Speed networking is a great way to build your personal list of like-minded professionals with whom you can collaborate and share ideas about content and careers. Be sure to sign up early for this very popular event! Between sessions, don't miss the opportunity to visit the vendor showcase in the Expo Hall, where you can explore products and services that can help add real value to your organization.

Make sure you don't miss the opening keynote by Seth Mattison, an internationally renowned expert on workforce trends

and generational dynamics and Founder and Chief Movement Officer of FutureSight Labs. For more than a decade, Seth has been exploring how we lead our teams, how we connect with colleagues, and how we will ultimately position our organizations to win in the new world of work. Seth advises leading organizations and brands on key shifts that are occurring in talent and change management, leadership, innovation, and the future of work in the 21st century.

Food, fun, and celebration? You bet! The Summit will be serving up delicious food and fun activities throughout the program. Come join us at the Honors Reception Tuesday evening when we recognize fellow STC members and communities for both Society service and industry achievements. And don't forget to take time to explore all that National Harbor has to offer. It is a beautiful area full of activities, shopping, restaurants, and fun!

Enjoy the 2017 STC Summit experience!

With best regards,



Adriane Hunt  
President, 2016–2017

## 2016–2017 Board of Directors

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# ABOUT STC AND THE TECHNICAL COMMUNICATION SUMMIT

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication. It is the largest organization of its type in the world.

## **Mission**

The Society for Technical Communication advances technical communication as the discipline of transforming complex information into usable content for products, processes, and services.

STC serves its members by identifying and promoting best practices in the field and by demonstrating the economic value delivered by technical communicators. By providing lifelong learning opportunities, we help our members develop their skills and competencies so that they may advance in a variety of career paths.

STC's Technical Communication Summit is the premier conference for technical communication education and networking. The conference attracts over 600 attendees and 40 exhibitors during a three-day period and brings together like minded individuals to grow in their knowledge of the technical communication field. The Summit fosters industry-leading technical communication by stimulating information exchange, cultivating research, and serving as the primary source of education for professional technical communicators. This year's theme "Gain the Edge to Get Results" will leave attendees inspired to stretch boundaries, become more effective, and achieve greater results in their technical communication careers.

# IMPORTANT INFO

## Summit Name Badges

Attendees must wear their Summit name badge to all conference functions. Name badges permit access to all education sessions, the Expo Hall, conference receptions, and breaks. No individual without an official Summit name badge will be permitted in these areas.

## Ribbons

Ribbons detailing your involvement within STC are available on a self-serve basis at the registration counter in Woodrow Wilson Foyer.

## WiFi

STC has arranged for WiFi connection in the education session rooms and the Expo Hall. The network name is Summit17, the user name is **stc17**, and the password is **TCSummit2017**.

## Mobile App

With the official app you'll be able to view the entire schedule, read in-depth session and speaker info, and customize your personal schedule. From your mobile device, visit *stc summit2017.sched.com/mobile* and bookmark this page, add it to your device's home screen, or scan this QR code.



## Charging Stations

Keep your mobile devices charged so you can enjoy the mobile app and tweet about your Summit experience. One charging station will be located in the Expo Hall in Woodrow Wilson Ballroom and one will be located near the Education Information counter.

## Evaluations

We want to hear from you! Let us know your thoughts on both the speakers you heard and the conference as a whole—your opinions help us shape future conferences! Visit both links from your mobile device or scan these QR codes to access the surveys.



Speaker evaluation:  
[www.surveymonkey.com/s/2017summitspeakers](http://www.surveymonkey.com/s/2017summitspeakers)



Conference evaluation:  
<https://www.surveymonkey.com/s/2017summitconference>

# EDUCATION SESSIONS BY TIME AND LOCATION



	Time/Room	ANNAPOLIS 1/2	ANNAPOLIS 3/4	BALTIMORE 1/2	BALTIMORE 3	BALTIMORE 4	BALTIMORE 5	SUMMIT+ THEATER
MONDAY	9:00–9:50 AM	The Holy Trifecta of Intelligent Technical Content (Swisher)	Leveraging Cognitive Science to Improve Structured Authoring (Hanna)	To Manage or Not to Manage: That Is the Career Path Question (Kramer)	User Experience Strategies for Winning API Documentation (Cressey)	Gain the Edge by Learning to Read Microexpressions (Elerson)	Breaking Down Silos: Combining Marketing and Technical Content to Deliver a Consistent Customer Experience (Vaughn)	
	9:50–10:10 AM	<b>BREAK/EXPO HALL OPEN</b>						
	10:10–11:00 AM	Workflows: Your Treasure Map to Great Content (Arcelay)	A Layman's Crash Course on Analytics in Help Content (Costa)	Avoiding the \$36 Comma: Clever Editing Strategies Can Reduce Translation Costs (Jones)	Documentation Support for an IoT Product: A Case Study (Harvey)	Picture Perfect! How to Turn Words and Data into Powerful Graphics (Parkinson)	Analytics and Tech Doc: the Dawn of a New Era (Baloche & Ponchet)	Lights, Camera, Screen, and Audio: Make Better Videos with the Basics (TechSmith Corporation)
	11:00 AM–1:00 PM	<b>BREAK/EXPO HALL CLOSED</b>						
	1:00–1:50 PM	How to Fix the Credibility Problem When Using Responsive Design (Lanier)	Introverted Entrepreneurship: Leverage Your Strengths to Build a Successful Business (Bonsignore)	How Social Media Can Be Part of Your Set of Technical Communication Skills (Prabhakar)		Walk in Your Customer's Shoes: Learn the Art of Journey Mapping (Gardner)	Introducing MadCap Central for Cloud-based Content Management (Morse)	A Business Case for Augmented Reality (STAR Group)
	1:50–2:10 PM	<b>BREAK/EXPO HALL</b>						
	2:10–3:00 PM	Implementing a Content Strategy Is Like Running 100 Miles: Painful But Possible (Austin)	On Track! Running an Effective Meeting is More than the Agenda (Dill) & Six Super Success Hacks (Guren)	Learning Styles and the Cancer Experience (Kerr)	Section 508: Are You Ready for ADA Compliance Standards? (Peters)	Meet the Editors (Pohland & Dragga)	Customer Centricity at Your Fingertips (Jain)	Focus on Your Creativity, Not Your Tools (Xeditor)
	3:00–4:00 PM	<b>BREAK/EXPO HALL OPEN</b>						
4:00–4:50 PM	Video Provides the Edge (Kleinsmith)	Engineering Content Champions (Todd)	Supporting Customer Advocacy with Intelligent Knowledge Management (Pfeilsticker)	Proving ROI: Agilely Cutting Costs in Help (Kreger)	Work Global, Live Local (Kulm, Marginot, & Bowerman)	The Heart of MadCap Central: Project and Task Management (Stoecklein)	A Guide to XML Content Conversion and Web-based XML Authoring for SMEs (Stilo International)	
TUESDAY	9:00–9:50 AM	Customer Success: It's Not Just a Job, It's a Calling! (Molisani)	A Tech Writer, a Map, and an App (Maddox)	Everyone's an Editor (Navarro)	Writing Complete APIs (Delwood)	Productivity Hacks for Technical Communicators (Brown-Hoekstra)	Five Cascading Style Sheet Techniques That Every Technical Writer Should Know (Hamilton)	
	9:50–10:10 AM	<b>BREAK/EXPO HALL OPEN</b>						
	10:10–11:00 AM	We're Going Mobile! Great! What Does That Mean? (Perlin)	Hello World! RIP Traditional Content Strategies and Methodologies (Noreault)	Getting to Compliant: Responding to Government RFPs for the Technical Communicator (Stevenson)	Accessibility Made Easy: Automating and Optimizing Accessible Outputs from DITA XML (Elle)	We Stoop to Conquer: Adjusting to Mediocrity (Rathbun)	Ditch the Rose-Colored Glasses: A Look at the Costs, Risks, and Benefits of Moving to XML (Vaughn)	DITA Isn't for Everyone. Smartdocs Is. SmartDocs Transforms Word into a Complete Content Management Solution (36Software)
	11:00 AM–1:00 PM	<b>BREAK/EXPO HALL OPEN</b>						
	1:00–1:50 PM	Generating Web Service API Documentation Automatically from the Source Code (Marshall)	Know Your Client's Language (Mincey) & So You Think You Know What Your Readers Want? (Strimling)	Case Study: Finding Your Documentation Utopia in an Agile Environment (McCue)	Creating a Free Intranet Using Drupal (Simon)	Edits as ESL Teaching: Working with Multi-Lingual Writers (McCaughy)	Content as-a-Service: A Structured Program for Extending Your Business Value and Amazing More Customers (MacMillan)	Increase Productivity While Championing Creativity (TechSmith Corporation)
	1:50–2:10 PM	<b>BREAK/EXPO HALL OPEN</b>						
	2:10–3:00 PM	Is DITA Right for You? Scenarios for Considering a Move to DITA (Schengili-Roberts)	Prototypes of Use: Adapting Content to the Usability Expectations of Different Contexts (St.Amant)	Leveraging Structured Authoring: DITA Techniques When All You Have are Unstructured Tools (Semp)	Technical Editing for the 21st Century: Reconsidering Competencies in Academic Offerings (Palmer)	Cut Through the Clutter: Using Plain Language to Gain the Cutting Edge (Wagner-Smith)	Aligning Your Technical Communication Content with Brand Initiatives and Making Marketing Pay for It (Aldous)	Advance Your Career through Self-Publishing (Single-Sourcing Solutions)
	3:00–4:00 PM	<b>BREAK/EXPO HALL OPEN</b>						
4:00–4:50 PM	Collaboration, Communication, and Credibility: Building Stronger Content Teams (Breker)	My Android Dreams of Electric Cats: Are You Capturing Your Users' Emotive Analytics? (Proff) & Art of Writing in Agile (Saxena)	Tactics, Taxes, and Trust: Lessons from the Freelancing Front (Hester)	The Wonderful World of Proposals (Tincher)	Gamification of Instructional Design (Banner)	Give Readers the Power of Choice (Aschwanden)		
WEDNESDAY	9:00–9:50 AM		Improve Content Quality with One Process Change (Ruggeri & Adair)	How May I Help You? (Why Service Is a Smart Way Forward) (DeLuca) & Follow the Yellow Brick Road: A Leadership Journey to the Emerald City (Woelk)	Novices AND Experts, Not Novices OR Expert Users (Vega)	Regular Expressions for Tech Writers (Prentice)	PDF and HTML5 Make Content Truly Omnichannel (Jain)	
	9:50–10:10 AM	<b>BREAK</b>						
	10:10–11:00 AM		Know Your Audience (Better than They Know Themselves) (Tarantino)	Creating User Documentation in an Agile World (Wilson)	Disrupt Your Ownself: Streamlined Publishing Through the Cloud with HTML5 (Coules)	Git for Writers: Making it Easy (Berry)	The Art of Personal Branding: How to Tell the "You" Story and Gain New Customers (Fralely)	
	11:00–12:30 PM	<b>CLOSING GENERAL SESSION IN CHERRY BLOSSOM BALLROOM</b>						

# SCHEDULE-AT-A-GLANCE

## SUNDAY, 7 MAY

7:30 AM–8:00 PM	Registration Open
8:00 AM–Noon	Leadership Program
8:30 AM–4:30 PM	Preconference Workshops
Noon–5:00 PM	Adobe Workshop
5:30–6:45 PM	Opening Keynote General Session
7:00–8:30 PM	Welcome Reception and Expo Hall Open

## MONDAY, 8 MAY

7:30 AM–4:30 PM	Registration Open
8:00–8:45 AM	Continental Breakfast
8:00–11:00 AM	Expo Hall Open
9:00–11:00 AM	Education Sessions
11:00 AM–1:00 PM	Lunch on your own
11:30 AM–12:30 PM	SIG Meetings
1:00–4:50 PM	Education Sessions
1:00–5:00 PM	Expo Hall Open
3:00–4:00 PM	Refreshment Break
5:30–6:30 PM	Annual Business Meeting

## TUESDAY, 9 MAY

7:30 AM–4:30 PM	Registration Open
8:00–8:45 AM	Continental Breakfast
8:00 AM–4:00 PM	Expo Hall Open
9:00–11:00 AM	Education Sessions
11:30 AM–12:30 PM	Speed Networking
11:30 AM–12:30 PM	SIG Meetings
1:00–4:50 PM	Education Sessions
3:00–4:00 PM	Exhibitor Raffle Drawings & Refreshment Break
5:30–7:00 PM	Honors Reception
7:00–8:30 PM	After Party, hosted by the Washington, DC–Baltimore Chapter

## WEDNESDAY, 10 MAY

7:30–9:30 AM	Registration Open
8:00–8:45 AM	Continental Breakfast
9:00–11:00 AM	Education Sessions
11:00 AM–12:30 PM	Closing General Session

# EXHIBITORS\*

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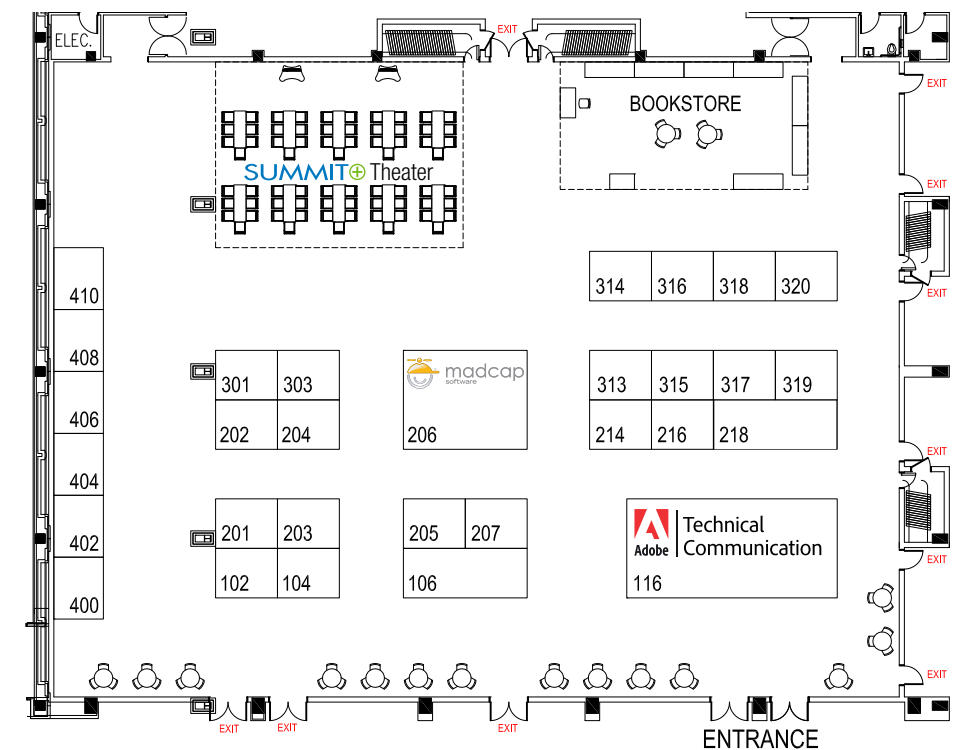
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\* Exhibitors listed with a logo are also sponsors.

# EXPO HALL DETAILS

Make time to visit the Expo Hall in Woodrow Wilson Ballroom during the times listed below to connect with your current service providers, discover new products and technology, attend a Summit+ session, or expand your network at Speed Networking. There are more than 30 booths showcasing products and services relevant to technical communicators. Continental breakfast and refreshment breaks will be served in the Expo Hall as well.

## Expo Hours

Sunday: 7:00–8:30 PM

Monday: 8:00–11:00 AM; 1:00–5:00 PM

Tuesday: 8:00 AM–4:00 PM

## SUMMIT+ Theater

A number of exhibitors are conducting special presentations about their products in the Summit+ Theater. In these 45-minute sessions, you can learn about cutting-edge services, tools, and products. The schedule and details of these presentations are included among the full program details.

## Speed Networking

The Summit's fast-paced networking experience puts you in touch with industry veterans, fellow colleagues, and product experts. During this hour-long event, you'll participate in several rounds of networking at multiple tables with fellow attendees and industry movers and shakers. Participation in this event is limited and is first come, first served.

Please arrive 15 minutes early to ensure your spot in this event.

Sponsored by



## Expo Giveaways!

Visit the Expo and enter for a chance to win two Airblock Modular Drones. Inside your conference tote bag, you will find an **Expo Bingo Card** printed with a scaled-down version of the Expo floor plan. Each square (with a number) represents the booth space of an exhibitor. Take this card to each exhibitor and have a representative initial on his or her corresponding booth space. Once your card is complete, fill out your name and contact information, and then place it in the raffle bin at the STC Bookstore. The winner of this prize and the Exhibitor Raffle Drawings will be announced on Tuesday, 10 May, from 3:00–4:00 PM in the Expo Hall.

## Exhibitors and Sponsors

See pullout for the exhibitor listing and an Expo Hall map.

See page 62 for full sponsor listing.

# EDUCATION SESSION DETAILS

Choosing between over 65 unique education sessions can be tough. Use the criteria below to help narrow down your choices based on session type and skill level.

## Session Types

### Presentation

Presentations provide attendees an overview of the title topic. A presentation can be a case study, research report, 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.

### Training Solution

A training solution is a practical, solution-focused presentation that is interactive and audience-engaging. The talk can highlight and demonstrate how to solve a problem and will give attendees an opportunity to participate through facilitated discussion about the topic and solution.



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## Spotlight Talk

A 50-minute moderated session in which two spotlight talks will be presented back-to-back with complementary or contrasting topics focused on timely tech comm topics. Each speaker will talk for 20 minutes with approximately 10 minutes at the end of the session for questions to both speakers. Spotlight talks will be listed consecutively in the full schedule of events.

## Skill Levels

### Foundation

The content is introductory (for example, “101 level”) and suitable for all skill or knowledge levels. Beginner to three years of experience.

### Practitioner

Attendees are proficient with the topic, but will learn new and challenging material. Three to seven+ years of experience.

### Expert

The material is suitable for attendees who have advanced knowledge or job responsibilities (such as supervisor or manager). Ten+ years of experience.

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# FULL SCHEDULE OF EVENTS

## Sunday, 7 May

7:30 AM–8:00 PM

### Registration Open

*Woodrow Wilson Foyer, Ballroom Level*

8:00 AM–Noon

### Leadership Program

*Baltimore 3-5, Ballroom Level*

Join fellow community leaders for a half-day program focused on leadership skills training that will help you better manage your local STC community. A variety of topics will be covered including, flow-based leadership, succession planning, and mentoring.

8:30 AM–4:30 PM

### Preconference Workshop

#### Hard Day's Journey into Technical Editing

**Room:** Baltimore 1

**Format:** Preconference Workshop-Full

**Presenter:** **Linda Oestreich**

By attending this workshop, you will gain knowledge, expertise, and ammunition for defending your art, for providing value to your company, and for proving that you can and do affect your company's bottom line. Learn tactics and techniques to be better at what you do, while you learn enough about your skill and its history to truly be considered an expert in your own right. In today's world of tools and technology, how do the basic skills of technical editing fit in? Where and when can we depend on tools to help us with our craft, and how can we get better at what we do as we prove our value and show the results our input can bring?

Proposed schedule includes definitions, tools, basic mechanics, types/levels of edit, copy and comprehensive editing techniques, value and quality, the art of writing comments to wow your writers, and a view into the future of technical editing.

Come to this day-long, intensive, discussion and exercise-rich offering to get answers to these and other questions you bring with you!





8:30 AM–Noon

## Preconference Workshops

### Programming Language Storytime: Programming Language Literacy for Technical Communicators

**Room:** Annapolis 4

**Format:** Preconference Workshop-Half

**Presenter:** **Sarah Kiniry**

This session will examine open-source applications in a few of the most common programming languages: Java, JavaScript, C, C#, PHP, Python, Ruby, and Perl.

Simple code-reading techniques turn applications into an easy-to-read “story” to answer your questions:

- What does the application do?
- What text will the user see?
- What files or settings are involved in the process?

This session will be particularly helpful for writers who work with API documentation often. We will start with the basics of reading simple scripts, and then move on to explore extensive examples in several languages to gain experience in reading source code and finding answers.

### The 21st-Century Technical Communications Manager

**Room:** Baltimore 2

**Format:** Preconference Workshop-Half

**Presenter:** **Barbara Giammona**

This preconference workshop will cover 21st-century workforce issues including aging workforce, hiring millennials, changing technologies, and more. Attendees will learn about managing their boss, business case building, and change leadership.

**Objectives:**

- Network with other tech comm managers
- Share your own biggest issues with peers in the industry and work on solutions
- Learn about trends and issues affecting tech comm managers today
- Sharpen your skills in change leadership and people management
- Develop a plan for your department, for managing upward, and your team for the next year



1:00–4:30 PM

## Preconference Workshop

### Collaborating and Contributing in GitHub for Tech Comms

**Room:** Annapolis 4

**Format:** Preconference Workshop-Half

**Presenter:** **Nicky Bleiel**

GitHub could be considered a “one-stop-development-shop” because it includes version control, project management, and social features that technical communicators can use to manage and document software projects.

As noted in the session abstract, tech comms need GitHub skills because of the popularity of GitHub—it is reportedly the world’s largest open source community, and in addition to public GitHub, companies are rapidly adopting GitHub Enterprise for internal use.

In this workshop, we’ll learn how technical communicators can collaborate and contribute in GitHub in a variety of ways, including: writing content and managing issues; commenting on, reviewing, and merging proposed changes; documenting GitHub projects; and managing the wiki community.

We’ll discuss how opportunities for tech comms vary by the type of GitHub project (repository) you are working in, for example:

- Public Repositories – contribute content and comments
- Corporate Public Projects – project docs, community management
- Corporate GitHub Enterprise Projects (and private repositories) – project docs, issue tracking, project version control

### Revive and Thrive: Strategies for the Introvert in Today’s Workplace

**Room:** Camellia 3

**Format:** Preconference Workshop-Half

**Presenter:** **Ben Woelk**

Attendees will learn to identify and leverage strengths and mitigate weaknesses to become exceptional contributors in the workplace.

Objectives:

- Understanding strengths and weaknesses: the role of personality typing and temperament
- Reveal and discuss—participants’ temperaments
- Workplace challenges
- Misunderstandings
- Communication preferences
- Working with other types

- Getting to know yourself
- Leveraging introvert strengths
- Overcoming weaknesses
- Recharging
- Create and share action plans
- Finding support

Prerequisite—inventories at [humanmetrics.com](http://humanmetrics.com) and [keirseey.com](http://keirseey.com)

## **Modeling the Content Experience: Delivering the Right Content, to the Right Person, in the Right Place, at the Right Time**

**Room:** Annapolis 3

**Format:** Preconference Workshop-Half

**Skill Level:** Foundation

**Presenter:** **Andrea Ames**

Do you work in a multi-product environment and struggle to keep content experiences consistent and delightful for your customers across the enterprise? Do you feel that your style and design guidance is necessary, but not sufficient, to address the task of ensuring your content is delivered to the right person, in the right place, and at the right time? If so, join Andrea for this deep dive into modeling the content experience. You will dive into a real-world example and work in a group to follow Andrea's process for creating the framework of several models. You will complete enough of each model to continue the process back on the job, and you will take away actionable advice, tips, and tricks to make the work as efficient and successful as possible. Bring your questions and plan to get your hands dirty and have fun!

In this hands-on workshop, you will learn

- What content experience modeling is and how it differs from content or topic modeling
- How modeling benefits your customer experience
- What some typical models are and how to identify the right models for you
- How to design, develop, and validate models
- How to enable the content designers and developers on your team to apply those models



## **The Power of the Question: Developing Analytical Skills for TC Success**

**Room:** Baltimore 2

**Format:** Preconference Workshop-Half

**Presenter:** **Leah Guren**

Analytical skills are extremely important for any technical communicator. Logical, rational thinking, a healthy suspicion about information, and the ability to ask the right question are marks of the consummate professional TC. A TC with good analytical skills can spot potential project hazards, avoid major errors with content decisions, and help drive the entire documentation lifecycle. Clearly, this is an important skill! However, many practitioners, especially at the beginning of their careers, feel uncomfortable about asking questions and pushing aggressively for information. As a result, they make errors and miss opportunities. The workshop is designed to help new TCs develop analytical thinking, plus improve on the skills of more experienced TCs.

In this workshop, participants will learn:

- The causes and costs of poor analysis
- Strategy 1: Big Picture Analysis
- Strategy 2: Data and Content Analysis
- Strategy 3: Asking Successful Questions
- Strategy 4: Overcoming Lack of Confidence
- Strategy 5: Improving General and Technical Knowledge

Noon–5:00 PM

### **Adobe Workshop**

*Annapolis 1-2, Ballroom Level*

This program features hands-on tools training of the Adobe Technical Communication Suite by Adobe experts. The workshop features live training and provides tips, tricks, and best practices for the Adobe Technical Communication Suite. Attendees will receive an Adobe Tech Comm Tools certificate of participation.

5:30–6:45 PM

## Opening Keynote General Session Relationship Revolution: Elevating Your Impact and Influence in the Connected Age

**Seth Mattison**

*Cherry Blossom, Ballroom Level*



We are entering the greatest period of business transformation the world has ever known. The rigid models and long-standing rules we've come to count upon for centuries are no longer reliable. The constant state of disruption we are experiencing mandates a new level of courage and influence in order to effectively impact our organizations and those around us.

This program is designed to help individual contributors and leaders understand the forces impacting the new state of work today and arm them with the practical tools and techniques to deepen their connection to those around them and amplify their capacity to positively effect change and influence outcomes

Attendees gain:

- Deep insights into the macro drivers of change impacting the new world of work.
- Insights on the roadblocks preventing us from forming meaningful relationships in the connected age.
- New perspectives on the power of empathy, authenticity, and vulnerability to foster lasting bonds and ultimately influence change.
- Strategies for navigating the connected age's forces of distraction.

7:00–8:30 PM

## Welcome Reception and Expo Hall Open

*Woodrow Wilson, Ballroom Level*

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! Meet with SIG leaders and find a virtual community to connect with. This event is included in your Summit registration fee. Guests are welcome, but a ticket is required and must be purchased in advance.



## Monday, 8 May

7:30 AM–4:30 PM

### Registration Open

*Woodrow Wilson Foyer, Ballroom Level*

8:00–8:45 AM

### Continental Breakfast

*Woodrow Wilson, Ballroom Level*

8:00–11:00 AM

### Expo Hall Open

*Woodrow Wilson, Ballroom Level*

See page 9 for additional Expo Hall information and refer to the pullout for Expo Hall map and listing of exhibitors.

9:00–9:50 AM

### Concurrent Education Sessions

#### **Breaking Down Silos: Combining Marketing and Technical Content to Deliver a Consistent Customer Experience**

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Dustin Vaughn**

Content is king, and organizations are creating content in amounts that were unheard of just a few years ago. Marketing and technical publications teams often develop content in different tools and store content in separate content management systems, which makes it difficult to share content and deliver a unified and consistent customer experience. Gone are the days when you had the luxury of getting phone calls from confused customers. Today, consumers would much rather tap or swipe their way to your competitor. Join Dustin Vaughn, Solutions Consulting Manager at Adobe, as he discusses how to integrate technical and marketing content.

## Gain the Edge by Learning to Read Microexpressions

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Foundation

**Presenter:** **Crystal Elerson**

Being able to communicate effectively requires good listening skills developed over time. Beyond using our ears to listen, we use our eyes to see and read people. Leading research experts, such as Dr. Paul Ekman, claim that without training, the average person misreads visual cues 50% of the time. That means that half the time, we are wrong in our perceptions of the feelings and thoughts of others during face-to-face meetings. In today's technology-driven world, we meet with clients, customers, and colleagues face-to-face through video-driven meetings. The visual clues we need to understand each other are in front of us all the time. But we have not learned to read them properly. This session aims to train the audience in the basics of reading microexpressions for immediate practical use in professional settings. The soft skill of reading microexpressions will help improve interpersonal communication and reduce misunderstandings due to misconceptions, giving the user an edge in the workplace.

## Leveraging Cognitive Science to Improve Structured Authoring

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Rob Hanna**

Have you ever wanted to know what information typing is and its significance for structured, topic-based authoring? Where did concept, task, and reference come from anyway? Decades of research and practice have shaped the tools and standards we often take for granted in the technical communication community. This session examines some of the relevant research behind structured authoring practices to reveal fundamental concepts many of us may have been missing. It takes you through the history and science behind structured authoring to discuss many of the best practices writers at Precision Content employ.



## **The Holy Trifecta of Intelligent Technical Content**

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Expert

**Presenter:** **Valerie Swisher**

Technical communication professionals revolutionized the publishing world with the introduction of structured writing and intelligent content. By adopting innovative methods, approaches, and content standards, we were able to craft and deliver content to multiple channels quickly, often with reduced effort and cost. And we're not done yet. When technical content is required for global audiences, intelligent content alone is not enough to tackle the obstacles multilingual content introduces. Combining structured intelligent technical content, terminology management, and translation memory together can solve these challenges. We call this the Holy Trifecta of Intelligent Technical Content. When all three of these are leveraged together, we can systematically produce consistent content that is on-brand, on-message, and easy to read in every language; the right content to the right person in the right language on the device of the consumer's choosing. In this session, we will clearly describe intelligent content, terminology management, and translation memory. You will gain an understanding of how they are interrelated and why they are important to technical communication projects.

## **To Manage or Not to Manage: That Is the Career Path Question**

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Meredith Kramer**

When looking at their career path, most people are eventually faced with the question: Do I want to be in management? For some this is a no brainer and they can easily say, "Yes, sign me up!" or "No, I'd rather be an individual contributor." Then there are others who just aren't sure. For years I was in the "individual contributor" camp and I thought I always would be. Then, as different opportunities came my way, I started to waver in my decision. As our lives change, so may our career aspirations. So whether you have never been a manager before or you have managed a team in what now feels like a past life, there are questions to ask yourself to see if management would be a good fit for you. This session guides you through one technical writer's journey from individual contributor to manager and all of the introspective questions asked along the way.



## User Experience Strategies for Winning API Documentation

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Eric Cressey**

API documentation is a product. Are you confident you've built a great user experience for yours? This session covers strategies for creating, validating, and maintaining better API documentation. You will leave with practical advice on working with API development teams and tips for creating a great user experience for your API docs.

9:50–10:10 AM

**Break**

10:10–11:00 AM

## Concurrent Education Sessions

### **Analytics and Tech Doc: The Dawn of a New Era**

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Daniel Baloche and Camille Ponchet**

Understanding how product documentation is consumed can fuel your company with data that has the potential to transform operations and impact strategic decisions. To gain this insight, you need to change the way you track and mine the behavior of users when they search, read, and interact with your technical content. By combining the latest delivery, text-mining, and analytics technologies, you will transform tech content into a sensor and its delivery into a data generator. You will thereby unleash the tremendous potential of information innovation.



## **A Layman's Crash Course on Analytics in Help Content**

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Vivianne Costa**

If your help content lives on an HTML page, then you can easily measure how well it's performing, who it's reaching, how they get to it, and what you need to do to make it more, well ... helpful. You can do this for free with Google Analytics. In this beginner-level session, you're going to get a step-by-step breakdown of what you need to do to develop a Google Analytics monitoring strategy that demonstrates the value of your tech comm team's work. We're going to cover the important stuff you need to be measuring and how you can use it to improve your content strategy. We'll also dive into what you need to report to your leadership team and how to do it in a way that makes you look like an analytics expert (even if you aren't).

## **Avoiding the \$36 Comma: Clever Editing Strategies Can Reduce Translation Costs**

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Adam Jones**

Editing documents can often lead to unanticipated translation costs. While explaining the secrets of localization pricing, this session shares with documentation managers and editors some concrete tips for reducing expenses. Strategies for both new and updated materials are covered. Attendees will benefit from learning about the impact of translation memory on cost, and the impact of editing on translation memory effectiveness. The session also covers strategies for avoiding the hidden translation costs involved in changing documentation formats (such as from FrameMaker to XML).

## Documentation Support for an IoT Product: A Case Study

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Expert

**Presenter:** **Michael Harvey**

The Internet of Things\* (IoT) generates huge volumes of data from a wide range of locations. This session will share experiences and knowledge gained through providing documentation support for an IoT product. Learn how this product enables programmers to build applications to process and analyze streams of continuously flowing events. The lessons learned can be generally applied to any highly technical subject, and can provide useful insight into other IoT products.

\*The Internet of Things is any collection of devices that are embedded with the electronics, software, and network connectivity that enables them to collect and share data.

## Lights, Camera, Screen, and Audio: Make Better Videos with the Basics

**Room:** SUMMIT+ Theater

**Format:** Presentation/Product Demonstration

**Skill Level:** Foundation

**Presenter:** **TechSmith Corporation**

Need to get started with video but overwhelmed by where to start? Attend this session to get the lay of the land and practical tips for balancing time, cost, and quality. We'll cover the video creation workflow, basic gear needed, and some fundamental techniques.

## Picture Perfect! How to Turn Words and Data into Powerful Graphics

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Foundation

**Presenter:** **Mike Parkinson**

Quickly turn your words, data, and ideas into powerful graphics. Attend this high-energy, interactive session to learn how to communicate even the most complex content in a way that is impactful and unforgettable. Get step-by-step instructions, practical tips, and tools. After attending this session, you'll be able to make any complex idea easy to understand in three steps; turn ideas, text, and data into graphics; visualize and better communicate your solutions; make professional graphics that are clear, communicative, and compelling; and find the right imagery at the right price.



## **Workflows: Your Treasure Map to Great Content**

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Rosie Arcelay**

As technical writers, creating content to document software can be an adventure. With workflows, you and your team can navigate the jungles of bad communication and find the treasure of user-focused content. Using examples from an Agile Scrum team, this session shows how to create a software workflow, which you can use to create and complement your documentation and training materials. This knowledge will empower you and your team to minimize the mini-waterfall effect you sometimes see during Agile processes.

11:00 AM–1:00 PM

### **Lunch on Your Own**

1:00–5:00 PM

### **Expo Hall Open**

*Woodrow Wilson, Ballroom Level*

1:00–1:50 PM

### **Concurrent Education Sessions**

#### **A Business Case for Augmented Reality**

**Room:** SUMMIT+ Theater

**Format:** Presentation/Product Demonstration

**Skill Level:** Foundation

**Presenter:** **STAR Group**

The shortage of qualified engineers combined with the increasing complexity of products and higher demands on information provision are creating complex challenges. In the near future, numerous industries are likely to see service costs soar, margins shrink, service quality plummet, and customer satisfaction decline. This presentation will demonstrate how augmented reality (AR), in combination with intelligent information structures, offer a cost effective and practical solution to this problem. Benefits of an AR approach for technical communications are well documented and have been measured and published in recent studies.

## How Social Media Can Be Part of Your Set of Technical Communication Skills

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Rahul Prabhakar**

With the emergence of social media in the last decade or so, there has been a paradigm shift in consumer behavior. Consumers no longer rely on conventional advertisements or marketing/technical literature to make a purchase. They would rather rely on a trusted source within the online or social community who can influence their purchasing decision by providing a true, holistic view of the product or its features. Brands also realize the true reach and engagement of social media influencers, and thus want to work with them in order to create authentic content about their offering, drive engagement around their brand, and push traffic to their websites or landing pages.

Technical communicators all over the world are known to have a range of skills or abilities that make them successful in the workplace. By being the best communicators within the organization, they can leverage third-party social media tools like blogs, Facebook, Instagram, Twitter, etc. to create a communication channel with customers, potentially influencing their purchasing decisions in the process.

This presentation will focus on how social media can be part of your set of technical communication skills.

## How to Fix the Credibility Problem When Using Responsive Design

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Clinton Lanier**

This session will discuss responsive design—its history and methods—and the implications of a 2016 study that demonstrated trustworthiness and credibility are perceived differently when information is changed to accommodate screen size. Finally, and most importantly, the session will provide lessons and suggestions drawn from the research results that practitioners can use to better design information for credibility using responsive design methods.



## **Introducing MadCap Central for Cloud-based Content Management**

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Jennifer Morse**

Are you interested in learning how you can combine powerful desktop authoring with a cloud-based content management environment? Do you struggle with managing production schedules and tasks associated with your project deliverables? Are you tired of relying on your IT team to help publish your content? If you answered yes to any of these questions, join me for an overview of MadCap Central, where we will walk through how MadCap Central can extend your authoring and publishing capabilities within your documentation workflow.

## **Introverted Entrepreneurship: Leverage Your Strengths to Build a Successful Business**

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Alisa Bonsignore**

Are you an introvert? You're not alone, particularly at this conference. For many of us, "introvert" and "entrepreneur" conjure images of two vastly different types of people: the former is seen to be a quiet, isolated worker and the latter an outgoing dynamo.

## **Walk in Your Customer's Shoes: Learn the Art of Journey Mapping**

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Practitioner

**Presenter:** **Michelle Gardner**

When you create a journey map, you're actually walking in a customer's shoes. Journey maps help us clarify the needs of users and identify their pain points. Writers can learn to use journey maps to create targeted content. With this knowledge, writers can also push for improvements to the user interface to reduce the need for documentation. This interactive session will teach you how to create journey maps—either with your product team or on your own. You will also learn how to apply the journey map process to targeted content.

1:50–2:10 PM

**Break**

2:10–3:00 PM

## Concurrent Education Sessions

### Customer Centricity at Your Fingertips

Room: Baltimore 5

Format: Presentation

Skill Level: Foundation

Presenter: **Abhishek Jain**

In today's world, creating flawless content isn't enough. In the end, it's all about creating delightful experiences for your end users. It's about simplifying the customer journey. Starting from a simple search or an F1 click, how easy is it for the end users to get to relevant content? The effectiveness of your content is largely driven by the success of your end users.

In this session, let's learn what can we do to be yet another step closer to our customers. We will see how you can create a great looking output which is personalized, searchable, and consumable across all form factors.

### Focus on Your Creativity, Not Your Tools

Room: **SUMMIT+** Theater

Format: Presentation/Product Demonstration

Skill Level: Foundation

Presenter: **Xeditor**

At Xeditor, we believe that you should not have to learn XML or DITA in order to create great structured content. Attend this session to find out how you and your team can get started right away.

### Implementing a Content Strategy Is Like Running 100 Miles: Painful But Possible

Room: Annapolis 1/2

Format: Presentation

Skill Level: Foundation

Presenter: **Gavin Austin**

As customers' demands evolve, you might wonder how in the world you can change your content strategy to keep up. Finding consensus among executives, teammates, and departments with competing ideas about content can seem as challenging as running 100 miles. Gavin has run 100 mile ultramarathons! He has also helped Salesforce's 100+ person documentation team implement a new content strategy. In both cases, survival required overcoming fear, choosing the right gear, learning from mistakes, prioritizing the right tasks, enlisting a crew for support, and not quitting when it felt like there was no way to finish. But finish they did, and you can too once you hear more about his experiences and lessons learned.



## Learning Styles and the Cancer Experience

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Debbie Kerr**

Although the majority of the population are visual learners, most details about a medical diagnosis or treatment are delivered verbally. To exacerbate the problem, the majority of the information being delivered consists of concepts and terminology. They are difficult for doctors to explain and even more difficult for patients to understand. Learn from a real-life cancer experience of how information was presented and what could have been done to make it easier to understand and remember. Find out what we can do as technical communicators to address different learning styles and an audience that is not clearly defined.

## Meet the Editors

**Room:** Baltimore 4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Liz Pohland and Sam Dragga**

STC will host a “meet the editors” session at the 2017 Summit. The editor-in-chief of *Technical Communication*, Dr. Sam Dragga, and the editor of *Intercom* magazine, Liz Pohland, will host a face-to-face session with conference participants and STC’s contributing editors. They will explain the publication missions, editorial processes, recent submission trends, and other topics of interest for scholars and writers looking to publish their work. The aim of the session is to help prospective authors understand how to be published in STC venues and what content is needed. Participants will have an opportunity to speak and pose questions to the editorial teams.



## **On Track! Running an Effective Meeting Is More than the Agenda**

**Room:** Annapolis 3/4

**Format:** Spotlight Talk 1 of 2

**Skill Level:** Foundation

**Presenter:** **Viqui Dill**

Most tech comm projects include a series of meetings. Requirements gathering and status updates are a necessary part of every project. But does attending a meeting mean team members are not making progress on tasks or deliverables? This spotlight presentation will show attendees how to make the most of everyone's time and offer proven solutions for meeting management. Starting up front with an engaging icebreaker, gathering expectations about what should be accomplished during the meeting, and then collecting feedback at the end. All this to make your meeting more effective and your team more productive.

## **Six Super Success Hacks**

**Room:** Annapolis 3/4

**Format:** Spotlight Talk 2 of 2

**Skill Level:** Foundation

**Presenter:** **Leah Guren**

The difference between average and great may just be the six hacks you will hear about in this session. You can improve your performance and give your career the edge! Work your calendar: manage time with one new habit. Stop lying to yourself: remove the biggest block to self-improvement. Lobby for the user: amp up job satisfaction by this simple switch in perspective. Communicate like a pro: make your words more effective and persuasive. Find the spotlight: stop downplaying your achievements. Fake it till you make it: master the cognitive neuroscience behind courage.



## **Section 508: Are You Ready for ADA Compliance Standards?**

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Earl Peters**

Compliance with the Americans with Disabilities Act (ADA) standards has been a requirement for government and public sector websites since 2008. But did you know that ADA compliance is rapidly becoming a critical need for private sector websites as well, with new standards set to take effect in 2018? Whether you are a manufacturer, retailer, or service/support organization, making sure that your website and the content you place on it meets compliance standards is a new challenge for many businesses and organizations. In this session, find out the key requirements, what applies to you, along with useful tools and resources to ensure compliance.

3:00–4:00 PM

### **Refreshment Break**

*Expo Hall: Woodrow Wilson, Ballroom Level*

4:00–4:50 PM

### **Concurrent Education Sessions**

#### **Engineering Content Champions**

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Becky Todd**

Crowdsourcing content is a concept that seems foreign to traditional technical communication. But it is becoming increasingly common for everyone from developers to product managers to contribute content. What happens when you open the doors to your documentation and let non-technical writers craft content? Do standards go out the window? It turns out that you can build excellent documentation via crowd sourcing. But there are some rules for the road. Learn how engineering a culture of content champions, both inside and outside your organization, can help create a wealth of valuable documentation for your users.

## A Guide to XML Content Conversion and Web-based XML Authoring for SMEs

Room: **SUMMIT**⊕ Theater

Format: Presentation/Product Demonstration

Skill Level: Foundation

Presenter: **Stilo International**

Is your organization looking to implement structured content solutions using XML DITA? Do you need to understand how to convert your existing content to XML DITA from source formats including FrameMaker and Word? Are you worried that collecting and reviewing contributions from subject matter experts may suddenly become a difficult problem to manage?

Join us for a combined demonstration of the Migrate cloud XML content conversion service and AuthorBridge, a new low-cost, web-based authoring tool that has been developed for use by SMEs with no knowledge of XML. AuthorBridge provides authors with a Word-like interface, along with a guided and fluid authoring experience, free from the usual constraints of traditional XML authoring tools.

With Migrate, you will learn how to make a simple DITA structure, configure basic conversion rules and witness a real-time conversion to DITA. We will then review the DITA output in AuthorBridge and learn how to edit and review existing DITA topics and to quickly create new ones without requiring any knowledge of DITA or XML.

## The Heart of MadCap Central: Project and Task Management

Room: Baltimore 5

Format: Presentation

Skill Level: Foundation

Presenter: **Paul Stoecklein**

This session takes a detailed look at the parts of MadCap Central where users will spend most of their time—projects and tasks. You will learn how to connect your MadCap Flare projects to MadCap Central and use the integrated source control solution to keep your content in sync. I will also discuss how you can build, publish, and roll back output, plus more. And finally, I will cover MadCap Central's system for task management. You will see how it can help managers and writers maintain control of their ongoing processes and workloads.



## **Proving ROI: Agilely Cutting Costs in Help**

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Jessica Kreger**

ROI isn't just a buzzword in the C-suite—it's a must-have for technical communicators and managers to get the resources they need to succeed. Learn how you can cut costs, improve efficiency, and join the Agile bandwagon. Single-sourcing and the tools of information architecture will help you present your information in the most intuitive way. Users will be able to find what they need in a fraction of the time, cutting down the costs needed for support calls and training. Coordinating your efforts in an Agile development environment will smoothly manage your projects and further cut costs. Jessica will show you how to achieve the metrics that you need to prove your business case.

## **Supporting Customer Advocacy with Intelligent Knowledge Management**

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Steve Pfeilsticker**

Express Scripts recently developed an enterprise-wide knowledge management system focused on improving efficiency and quality, as well as reducing operating costs. Steve will share his experience using MadCap Flare and other tools to develop a centralized Knowledge Management System. He will also share tips and principles his team used to successfully implement our "Support Customer Advocacy with Intelligent Knowledge Management." Hear about the substantial benefits to both users and the enterprise as a whole, including: improvement in overall quality; reducing average call handle time; and reducing inappropriate/unnecessary transfers/referrals.

## Video Provides the Edge

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Mark Kleinsmith**

Five years ago, the technical documentation team at Mark's company abandoned its traditional help system and replaced it with an online video library that now consists of over a thousand short training videos. Each video's goal is to answer a specific "How do I..." question. Mark will show how they arrived at this point and take you through the barriers removed and lessons learned, as well as the success stories.

## Work Global, Live Local

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Foundation

**Presenter:** **Melissa Kulm, Kate Bowerman, and Karen Marginot**

Do you work in a different location than your team? Finding it difficult to get out of stealth mode as a "work-in-place" technical communicator? This session will change that. Salesforce remote writers share their success stories and tips for improving visibility and recognition as a full-fledged member of a global team. They'll also discuss how to participate in corporate culture and build goodwill with your stakeholders across time zones and offices.

5:30–6:30 PM

## Annual Business Meeting

*Cherry Blossom, Ballroom Level*

Make time for the annual business meeting to meet the 2017–2018 board members and discuss a variety of association-related topics. This meeting is open to everyone. Only members in good standing will have the opportunity to present motions to the Board and vote.



## Tuesday, 9 May

7:30 AM–4:30 PM

### Registration Open

*Woodrow Wilson Foyer, Ballroom Level*

8:00–8:45 AM

### Continental Breakfast

*Woodrow Wilson, Ballroom Level*

8:00 AM–4:00 PM

### Expo Hall Open

*Woodrow Wilson, Ballroom Level*

Note that the Expo Hall will not be closed during the midday break from 11:00 AM–1:00 PM on Tuesday, so stop in for refreshments, to chat with exhibitors, and participate in Speed Networking. See page 9 for additional Expo Hall information and refer to the pullout for the Expo Hall map.



Earn your Certified Professional Technical Communicator (CPTC) Credential with Exam Prep Training from Group Wellesley.



For upcoming classes, visit [www.groupwellesley.com/cptc](http://www.groupwellesley.com/cptc).

9:00–9:50 AM

## Concurrent Education Sessions

### A Tech Writer, a Map, and an App

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** Sarah Maddox

It's hard to create an app. It's even harder to get the app published and make it available for other people. That's true whether you're a developer or a technical writer. You need to put yourself on the edge and take the jump. You need courage, conviction, and knowledge. Above all, you need documentation and examples to give you the edge. This presentation tells the story of a tech writer, a map, and an app. Tech Comm on a Map is an interactive Web-based map that shows events of interest to technical communicators. You'll hear why Sarah decided to create an app and how she went about it. You'll see some code and understand the nuts and bolts of the app: where the data is stored, how it gets there, and how it ends up on a map for everyone to see.

### Customer Success: It's Not Just a Job, It's a Calling!

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** Jack Molisani

Gone are the days when you could document "Enter your name in the Name field" or wait for SMEs to throw information over your cubical wall just so you can "make it pretty" and throw it back. We are in the middle of a content development revolution. Customers need help solving problems, reducing costs, and generating revenue—and so does your employer! In this session, we will discuss why you should shift your focus from "technical writing" to "customer success"—no matter if your "customer" is internal, external, or a paying client. We will define "customer success" and why it is important, and show how focusing on customer success adds to your company's bottom line and can advance your career.



## Everyone's an Editor

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Elizabeth Navarro**

Having a full-time, dedicated editor for a technical writing team is a luxury that few organizations can afford these days. Documentation quality suffers if no one's work is being edited. But how do you implement a peer-editing approach, and does it work? Is it possible for writers to be editors too? This presentation maintains that peer-editing is a viable alternative to hiring a full-time editor. It offers several peer-editing approaches that we tried at NetIQ, and it provides perspectives on the pros and cons of each approach.

## Five Cascading Style Sheet Techniques That Every Technical Writer Should Know

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Mike Hamilton**

We all know how to style in word processors but too many writers seem reluctant to learn CSS techniques. In this session, Mike Hamilton shares five easily mastered CSS techniques to help and build confidence in writers at any skill level. Since the CSS language is the basis for modern markup languages, the more you learn about CSS the more it will benefit your career. Learn the basic techniques for the beginner, and some intermediate techniques for those more advanced. In addition, Mike will finish with a prototype CSS technique allowing for vocabulary control over your content in a responsive design situation.



## Productivity Hacks for Technical Communicators

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Expert

**Presenter:** **Kit Brown-Hoekstra**

Feeling overwhelmed? Stuck? Less productive than you want to be? Join us in discovering five productivity hacks that you can implement today that will help you be more productive! Today's technology allows us to get more done faster, but this increased efficiency often comes at the price of the time to think deeply about what we are doing. Being busy and efficient does not necessarily mean that we are being productive. According to Michael Hyatt and others, true productivity is doing the right things well. Productivity is what sets apart the stellar performers from the merely good ones. Being able to manage your time and knowing how to filter out the busy work from the truly important sets you apart from your peers.

## Writing Complete APIs

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Robert Delwood**

Web applications (particularly those using REST) have taken off, replacing traditional client side applications. API technology far outpaces documentation technology. Many new writers have come to rely on automated documentation systems (such as Swagger, Sand Castle, and Visual Studio's Summary XML tags), but they are not complete. Relying solely on those tools forms only a partial API suite. The truth is the suite is a combination of several disciplines. Robert's session goes back a step and puts API documentation in proper perspective. It outlines the requirements of API documents, such as the difference between an API and SDK (software development kit), the parts of an API, the methods description page, how automated tools can make this better (or worse), and the relationships between the writer, developer, and reader. You don't need programming or scripting experience, although those with familiarity may benefit the most.



9:50–10:10 AM

## Break

10:10–11:00 AM

## Concurrent Education Sessions

### **Accessibility Made Easy: Automating and Optimizing Accessible Outputs from DITA XML**

Room: Baltimore 3

Format: Presentation

Skill Level: Practitioner

Presenter: **Edna Elle**

Let's face it: making accessible HTML outputs from DITA XML is time-consuming, expensive, and error-prone. Learn how to automate your way to create accessible output using DITA XML and to optimize your HTML results. This presentation will show you how to automate inclusion of accessibility requirements with minimal DTD changes/customizations; how to move most of your testing to XML, where it can easily be corrected before publishing; how to optimize your output rendering tools and stylesheets; and the most common and avoidable DITA HTML output mistakes.

### **DITA Isn't for Everyone. SmartDocs Is. SmartDocs Transforms Word into a Complete Content Management Solution**

Room: **SUMMIT+** Theater

Format: Presentation/Product Demonstration

Skill Level: Foundation

Presenter: **36Software**

Microsoft Word letting you down? 36Software is pleased to present SmartDocs – the only completely collaborative content reuse and management solution for your MS Word content. Optimize what your company already has and relies on. Get more than you ever thought possible out of Word and SharePoint with SmartDocs as your solution. Don't leave anybody out – SmartDocs is for everyone, no matter where they work.

SmartDocs is just a fraction of the cost, training, and set-up time to XML or DITA-based CMS solutions. Proven. And, unlike other solutions, SmartDocs is scalable and affordable for teams of 5 to 5000. Join Lisa Pietrangeli and Bryan Lynn to experience everything that SmartDocs can do, without ever leaving your Word environment. Bring your questions and Word content challenges. SmartDocs will solve them!

## **Ditch the Rose-Colored Glasses: A Look at the Costs, Risks, and Benefits of Moving to XML**

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Dustin Vaughn**

There are many good reasons to consider a move to structured authoring. However, there are risks and costs that can make even the best plans take longer than expected to execute. Join Dustin Vaughn, Solutions Consulting Manager at Adobe, as he discusses how to mitigate these risks and increase the adoption of structured authoring within an organization.

## **Getting to Compliant: Responding to Government RFPs for the Technical Communicator**

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Sean Stevenson**

There are two kinds of technical communicators: those who have been thrown into business development, and those who will. Technical communicators already have the skills they need to write superior responses to government Requests for Proposals (RFP), they just need a little context. This presentation explains the processes and lingo necessary to jump into proposal writing, along with some lessons learned moving from technical editing to proposal management.

## **Hello World! RIP Traditional Content Strategies and Methodologies**

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Pamela Noreault**

In order to adapt to changes in content consumption and learning preferences, documentation teams are employing alternative content strategies which employ aspects of crowdsourcing, social media, gamification, and YouTube. In this interactive session, you will gain insight, ideas, and knowledge about how to shift away from traditional content delivery mechanisms.



## **We're Going Mobile! Great! What Does That Mean?**

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Neil Perlin**

So your company has decided to take its documentation mobile. Great! But just saying “mobile” is too vague. What does that mean and what effect will it have on your documentation efforts? We’ll first look at various definitions of “mobile,” their pros and cons, and classes of tools you can use. We’ll then look at how your documentation practices might have to change, including eliminating local formatting, shrinking, or even eliminating tables, cutting text, and more. You’ll leave this presentation with a solid understanding of mobile development options and how your work may have to change to stay on the cutting edge of technical communication.

## **We Stoop to Conquer: Adjusting to Mediocrity**

**Room:** Baltimore 4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Li-At Rathbun**

When our boss or client says “good enough” work is good enough, shouldn’t it be good enough? Why is it a struggle to produce mediocre work when that’s what the customer wants? Yes, one day the powers that be will agree that all documentation must be flawless and superb. But how do we survive until that day comes?

In this session, Li-At explores reasons for why mediocre work might be okay and teaches attendees a mantra—for those times we just need to hunker down and deliver less than what we’re capable of. Of course, sharing and venting will be encouraged! In our cone of silence, we will close our eyes, use anonymous names, and share our travails. We will learn we are not alone in the trenches of mediocrity!\*

\* No, of course you’ve never worked on a project of this sort; I’m talking to the others. You’ll just be there “to observe.”

11:00 AM–1:00 PM

**Break***Expo Hall Open*

11:30 AM–12:30 PM

**Speed Networking***Expo Hall: Woodrow Wilson, Ballroom Level*

The Summit's fast-paced networking experience puts you in touch with industry veterans, fellow colleagues, and product experts. During this hour-long event, you'll participate in several rounds of networking at multiple tables with fellow attendees and industry movers and shakers. Participation in this event is limited and is first come, first served. Please arrive 15 minutes early to ensure your spot in this event. Sponsored by:



1:00–1:50 PM

**Concurrent Education Sessions****Case Study: Finding Your Documentation  
Utopia in an Agile Environment****Room:** Baltimore 1/2**Format:** Presentation**Skill Level:** Practitioner**Presenter:** **Shannon McCue**

For writers who work in Agile companies, it can be tough to carve out a place in the overall process. How do we meet release deadlines when the developers work in short sprints? How do we share writers as specialized resources across several development teams? How do we get our work, and who prioritizes it? This presentation focuses on these questions and many more regarding technical writers in Agile.



## **Content-As-a-Service: A Structured Program for Extending Your Business Value and Amazing More Customers**

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Chris MacMillan**

Content-as-a-Service (CaaS) is the productization of your content creation, management, and publishing services. You have the skills. You have the technology. Transform your services into a scalable, revenue generating program for your technical writing operation.

Content in today's organizations is dynamic, complex, and often required across several locations throughout an organization. Organizations can no longer view content as a cost of business managed by traditional operating models. Content must be treated as a valuable corporate asset. Organizations that are successful at managing their content can focus their efforts on who needs it, rather than where it's stored, the format, or which version is published.

The road from today's practices to Content-as-a-Service requires business process engineering, information governance, and IT planning. During this session, we'll explore the best-of-breed technology platforms, processes, and practices you can adopt to implement a CaaS program of your own.

## **Creating a Free Intranet Using Drupal**

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Kelley Simon**

This case study shows how two technical writers and a systems administrator designed, built, and currently maintain an intranet site using only internal resources. Royal is a credit union with 27 branches and about 560 team members whose primary communication tool was email. In 2013, Royal began exploring different content management systems. With a budget of about \$15k, we quickly found that the flexibility and affordability of current products were not sufficient. In late 2013, the project team delivered a radical idea to our executive team: let's build our own custom intranet using an open-source, free solution, Drupal. For companies that need assistance with internal communication but do not have a huge budget to spend on a solution: Drupal may be what they are looking for. It was our team's way of gaining an edge on corporate communication and getting instant results.

## **Edits as ESL Teaching: Working with Multi-Lingual Writers**

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Foundation

**Presenter:** **Jessica McCaughey**

What happens when your writers do not speak English as their first language? Editing the work of multi-lingual writers presents challenges that many editors—both experienced and novice—struggle with. The errors and issues of clarity inherent to many second-language writers often require editors to do more than “correct.” But when editors understand how language learning really happens, the editing process can substantially improve multi-lingual writers’ work. Jessica provides practical techniques, supported by proven pedagogy in the field of English language acquisition, for helping multi-lingual writers develop through a refined feedback process focused on what you and the organization truly value in writing. Attendees will leave with strategies for commenting on and discussing drafts that allow multi-lingual writers to develop as communicators, rather than simply get a finished writing product out the door.

## **Increase Productivity While Championing Creativity**

**Room:** SUMMIT+ Theater

**Format:** Presentation/Product Demonstration

**Skill Level:** Foundation

**Presenter:** **TechSmith Corporation**

There’s a tension between creativity and productivity--between fostering a creative work environment and an efficient one. This session will discuss approaches and practices to help a creative champion lead a team or organization using visual communication. It will also show practical examples of how creative visuals can save you time and help you reclaim your work day.

## **Know Your Client’s Language**

**Room:** Annapolis 3/4

**Format:** Spotlight Talk 1 of 2

**Skill Level:** Foundation

**Presenter:** **Chrystal Mincey**

As a government contractor for more than ten years, Chrystal has learned the ins and outs of various agencies, and also knows it is a necessity to know the language of management. What is their style? Do they prefer writers to follow a particular style guide? Each client is very different and it is in your interest to learn the government client’s language if you want to get the edge.



## **So You Think You Know What Your Readers Want?**

**Room:** Annapolis 3/4

**Format:** Spotlight Talk 2 of 2

**Skill Level:** Practitioner

**Presenter:** **Yoel Strimling**

Do you know what your readers really want? It's not always easy to get direct feedback, so we often rely on our "gut instincts" and assume that readers define high-quality documentation the same way that writers do. But is this a safe assumption? This Spotlight Talk presents data from a comprehensive, empirically-based study that measured and compared how writers and readers define documentation quality, as well as how writers assume readers define it. The results might surprise you—but they will definitely help you bridge the gaps and keep your readers happy.

## **Generating Web Service API Documentation Automatically from the Source Code**

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Ed Marshall**

Learn a new way of generating real-time interactive documentation for web service APIs that enables API users to try APIs without having to create a "sandbox," which often is time-consuming and complicated. You'll see demonstrations of two popular, powerful tools that perform these tasks: RESTful API Modeling Language (RAML) and Swagger (now called OpenAPI Specification). You'll also learn how these tools are used to document APIs, receive instructions on setting up and configuring both RAML and Swagger, and learn the strengths and weaknesses of both approaches.



1:50–2:10 PM

**Break**

2:10–3:00 PM

**Concurrent Education Sessions****Advance Your Career through Self-Publishing****Room:** SUMMIT+ Theater**Format:** Presentation/Product Demonstration**Skill Level:** Foundation**Presenter:** **Single-Sourcing Solutions**

Writing a book gives you an opportunity to provide tangible value. It can establish your brand and increase your professional standing. Information professionals are uniquely positioned to take advantage of self-publishing because we already know how to transform source material to online and print materials and because we have editors, designers, and talented peer reviewers in our networks. While self-publishing is easier than ever, reaching your audience and making money from your book is harder for self-publishers; we must master marketing and distribution so the audience can find our book.

**Aligning Your Technical Communication Content with Brand Initiatives and Making Marketing Pay for It****Room:** Baltimore 5**Format:** Presentation**Skill Level:** Foundation**Presenter:** Tom Aldous

In this session, Tom Aldous will be discussing where your traditional technical post-sales content like user guides and specification sheets currently lands in the customer journey. Armed with this understanding, you can now reach out to your marketing group for brand alignment. This will get you a seat at the revenue producers table, where budgets are more generous.

We will also discuss how moving to a DITA XML workflow will make a dynamic brand aligned templated environment not only possible but a necessity.



## **Cut Through the Clutter: Using Plain Language to Gain the Cutting Edge**

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Foundation

**Presenter:** **Wendy Wagner-Smith**

What is plain language, and how can it help you? What do you need to know to write or edit the clearest, most comprehensible copy so your message makes maximum impact? This session will introduce the concepts of plain language and help change your thinking about word choices, structure, and writing in general. Whether you are a plain language expert or have never heard of the concept, this session will challenge you to question your word choices, whether technical jargon is really necessary, and to reduce or eliminate the alphabet soup of acronyms that clog technical communications.

## **Is DITA Right for You? Scenarios for Considering a Move to DITA**

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Keith Schengili-Roberts**

In the past few years I have done considerable research on the impact that DITA has had on technical writing, and have undertaken interviews with technical documentation staff at a number of firms that have recently moved to DITA. Common patterns have emerged for why firms may want to move to DITA, including localization cost savings, making content creation processes more efficient, improving workflows, ensuring that only accurate content goes out the door, and more. For many small documentation teams, I have discovered that there are other tipping points that emerge, like the need to effectively handle an increasingly unwieldy base of documentation, a growing lack of consistency, discovering the limits of traditional desktop publishing software, or the need to break down siloed writing groups. I will examine each of these scenarios, providing information to attendees on when moving to DITA becomes cost effective. I will also give examples of proven change management techniques to aid technical writing teams who are moving to DITA. In a nutshell, my presentation lays out the likely scenarios for why a documentation team might seriously consider migrating to DITA, and when it makes sense to do so.

## Leveraging Structured Authoring: DITA Techniques When All You Have Are Unstructured Tools

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Monique Semp**

You've heard the buzz about structured authoring and DITA—how great it is for efficient content reuse, how it enforces consistency, how it guides our writing for topic-based presentations. But what if there's no budget for new tools, no time for training to “become a DITA writer,” and no time to migrate legacy unstructured content? Don't despair! You can easily leverage many structured authoring best practices even when using unstructured tools. This session demonstrates tool-agnostic techniques such as writing a good short description, designing task-focused documents, and increasing content reuse. You'll also see how to use FrameMaker (unstructured), Word, and Flare features to style content semantically, standardize textual navigation aids, add metadata, and perform multi-channel publishing. Whether you're a DITA beginner, a structured authoring guru forced to use unstructured tools, or a strategist contemplating a legacy conversion project, you can immediately apply the techniques in this session to your daily work.

## Prototypes of Use: Adapting Content to the Usability Expectations of Different Contexts

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Kirk St.Amant**

Increasingly, technical communicators must adapt content to meet the needs of different contexts. Doing so requires the use of approaches that are easy to use and can be quickly adapted to different contexts. This presentation will discuss how the cognitive psychology concept of prototypes can be used as a method to understand expectations of usability in different contexts and adapt content to user needs across a range of settings. In so doing, the presenter will walk attendees through applications of this approach in different settings.



## **Technical Editing for the 21st Century: Reconsidering Competencies in Academic Offerings**

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Laura Palmer and Susan Lang**

Technical editing is a field in the midst of rapid change. Competencies for many editorial positions now extend beyond text and markup; today, many newly-hired editors can expect to apply best practices in editing to digitally-born products as well as print genres. This presentation provides both practitioners and academics insight about the challenges and opportunities for training and hiring editors. For practitioners, our session situates how students perceive technical editing as both an academic subject and a workplace task, and its perceived value when reconfigured to include multimodal practices. We also highlight how business and industry can re-envision their connections with the academy to shape editing courses that meet real-world needs. Additionally, we explore how new editing competencies can be incorporated into existing work practices and products, and what these convergences mean for future workplace hires. For academics, our session demonstrates what assumptions students had concerning the class, as well as where they perceived their greatest weaknesses for handling the coursework to be. We'll present ideas for more effectively structuring curricula for technical editing to meet market demands and remedy student weaknesses in order to prepare students to take on leading-edge roles in editing.

3:00–4:00 PM

### **Exhibitor Raffle Drawings and Refreshment Break**

*Expo Hall: Woodrow Wilson, Ballroom Level*

4:00–4:50 PM

## Concurrent Education Sessions

### Art of Writing in Agile

**Room:** Annapolis 3/4

**Format:** Spotlight Talk 1 of 2

**Skill Level:** Foundation

**Presenter:** **Shikha Saxena**

Communicators are being asked to become more technical every day, learning about not just the product but also the entire business unit developing the product. As project environments change, so too should our writing. Project teams using Agile require more flexible and innovative writing for requirements, user stories, and themes. Your advantage may be in taking a more creative approach while working hand-in-hand with the Agile methodology: keep your writing simple, short, and crisp.

### My Android Dreams of Electric Cats: Are You Capturing Your Users' Emotive Analytics?

**Room:** Annapolis 3/4

**Format:** Spotlight Talk 2 of 2

**Skill Level:** Foundation

**Presenter:** **Allie Proff**

Chances are you're already measuring analytics (hopefully like a boss). But . . . do you know what your users feel when they read your content? Is your help documentation building customer loyalty? How can you make your company's next marketing piece more viral? Not only do tools exist to measure your user's emotions, but intelligent software is becoming better at emoting back to humans. Are you ready to write help and documentation for your artificially intelligent agent? Join Allie as she shares the basics of emotive analytics, how it works (and how to avoid facial recognition), current uses in industry and academia, and ideas to start laying the groundwork for the future.



## **Collaboration, Communication, and Credibility: Building Stronger Content Teams**

**Room:** Annapolis 1/2

**Format:** Presentation

**Skill Level:** Expert

**Presenter:** **Melissa Breker**

Starting the content conversation across departmental teams can seem tricky. In fact, it can seem impossible.

Whether you work independently or are part of larger project team, this presentation will share some ways to better plan for content projects, reduce conflict, and improve internal communication.

Like any conversation, understanding your audience, creating a shared vision for content, and using the right approach can not only align departments, but also improve engagement for content across your organization.

This session will uncover how you can:

- Build content leadership and community across cross-functional teams
- Use a digital governance framework to understand organizational readiness for content strategy
- Help frame, facilitate, and get buy-in for a strategic approach to technical content
- Understand the requirements to build a strong case for change

## **Gamification of Instructional Design**

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Practitioner

**Presenter:** **Phylise Banner**

This session will focus on the role of “play” in online learning by exploring design-thinking methods and tools that you can use to engage your learning communities in “play.” Participants will be able to experiment with these methods and tools, and actualize “play” using Learning Battle Cards—a deck of playing cards designed to inspire and facilitate a variety of instructional design and development methods.

## Give Readers the Power of Choice

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Bernard Aschwanden**

We know content has to be created for different audiences, with different expectations. We create, manage, and deliver content to people based on \*our\* thoughts about their needs. Go further. Discover how to deliver content that lets users decide what to read. Based on your audience, platforms they work with, or even the products they use we can let readers create their own experience. This is a live demonstration where we create, organize, publish, and then let the user pick and choose what is most relevant.

## Tactics, Taxes, and Trust: Lessons from the Freelancing Front

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Chris Hester**

Making the move to independent consultant is exciting: you can choose your hours, projects, and even your location. But starting your own business is more than coming up with a name and signing a contract—it requires juggling many plates: project management, customer service, bookkeeping, and marketing, to name a few. Chris learned some hard lessons about what to do and not do as a business owner in her first few years and will share what she's learned (and is still learning) about running a business and managing relationships and finances.

## The Wonderful World of Proposals

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **Louise Tincher**

If you've seriously considered proposal writing, but not yet taken the plunge, this session is for you. It will provide an overview of proposal types, roles, tools, tactics, and strategies. We'll look at similarities and differences between proposal writing and other kinds of technical writing. How can you sell your technical writing skills effectively to employers? What personality types and situations should you expect to encounter? And, last but not least, can you be happy in this environment? Louise will draw on her experience in sales, technical writing and editing, as well as proposal writing, editing, and management for this engaging session.



5:30–7:00 PM

## Honors Reception

*Cherry Blossom, Ballroom Level*

The Honors Reception is a celebration for everyone and honors the best and brightest in the field. Snacks, small plates, and soft drinks will be served. Cash bars are available for anyone who wants a cocktail or other drink. This event is included with your registration fee. Guests are welcome, but a ticket is required for guests and must be purchased in advance.



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7:00–8:30 PM

**After Party, hosted by Washington, DC-  
Baltimore Chapter**

*Cherry Blossom, Ballroom Level*

Continue the festivities after the Honors Reception by rocking out to the Rough Drafts, hosted by the Washington DC-Baltimore Chapter.





## Wednesday, 10 May

7:30–9:30 AM

### Registration Open

*Woodrow Wilson Foyer, Ballroom Level*

8:00–8:45 AM

### Continental Breakfast

*Woodrow Wilson, Ballroom Level*

9:00–9:50 AM

### Concurrent Education Sessions

#### **Follow the Yellow Brick Road: A Leadership Journey to the Emerald City**

**Room:** Baltimore 1/2

**Format:** Spotlight Talk 1 of 2

**Skill Level:** Foundation

**Presenter:** **Ben Woelk**

Have you ever felt like your professional journey has a surprise around every bend? Have you thought about how the characters in the *Wizard of Oz* faced issues similar to what you face on your own journeys? How can you apply the lessons their challenges provide? Join the speaker as he journeys along the Yellow Brick Road and reveals lessons he learned about leadership from the characters he encounters along the way.

## **How May I Help You? (Why Service Is a Smart Way Forward)**

**Room:** Baltimore 1/2

**Format:** Spotlight Talk 2 of 2

**Skill Level:** Foundation

**Presenter:** **Todd DeLuca**

What if someone told you a pill could increase your recognition, improve your reputation, and boost your career opportunities? Or that it could make you more attractive than your co-workers. And you didn't have to diet or exercise. Would you be interested?

We don't have that pill just yet, but there is something you can do to reap many of those benefits. Come to this session and hear why offering services is a smart and simple way to differentiate yourself and jump start your career. You will learn differences between product and service skills, hear some practical service examples, and discover how improving service can positively transform how others perceive you. Join us to be inspired, motivated, and prepared to begin reaping the rewards that service brings.

## **PDF and HTML5 Make Content Truly Omnichannel**

**Room:** Baltimore 5

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Abhishek Jain**

A number of surveys have emphasized the existence of various output formats like CHM, WebHelp, HTML5, PDF, EPUB, etc. We often witness discussions on one format gaining traction over the others. However, there is no single winner here. While PDF continues to be important for various reasons, HTML5 is fast gaining traction. It's not either/or between the two.

In this session, let's learn about various aspects of creating best-in-class HTML5 output from content that's used to generate PDFs. We will be sharing best practices on splitting content into Topics, making it responsive and searchable, creating navigation and other miscellaneous items.



## **Improve Content Quality with One Process Change**

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Practitioner

**Presenters:** **Kathleen Ruggeri and Lisa Adair**

For almost 10 years, Rockwell Automation had two full-time editors for our technical communicators. With a large group of writers on multiple campuses, time limitations meant that not all of the team could be edited. There was no easy way to measure content quality or track improvement. In 2014, Rockwell Automation implemented a machine-editing program, which guides writers to create high-quality content. Along with standard grammar rules, we customized style and terminology rules specific to our company. Writers now run a tool during the content creation process. Evaluation and assistance are instant, and presented right in the document for the writer to correct. With this machine-editing tool, writers can spend more time learning about what they're documenting and less time remembering style guidelines and looking up terms. With this process change, the company was able to improve the quality of source content, control English terminology, and gain translation speed with decreased costs.

## **Novices AND Experts, Not Novices OR Expert Users**

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Laurian Vega**

A user interface (UI) is like a joke; if you have to explain it, it isn't very good. Like a joke, everyone should understand a good UI. But just because everyone can understand the UI doesn't mean that all users will approach it with the same domain knowledge and familiarity. Creating an adaptable user interface that will work for novices and experts requires design and usability knowledge. This session will review the spectrum of user skills and knowledge, examine how to design for both, and cover common user interface components that can be adapted to support both novices and experts.

## **Regular Expressions for Tech Writers**

**Room:** Baltimore 4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Scott Prentice**

Regular expressions (regexes) may be one of the most powerful but least used technologies available to authors. Most authoring tools provide a regex option in the search dialog, but when did you use it last? A regex is a special syntax that matches on a pattern of characters. Regexes can be quite complex, but a simple regex can do amazing things. What's nice is that you can learn this language slowly on an as-needed basis, and it's [mostly] not tool-specific. Learn how to use real regexes in your daily work to potentially save considerable time from tedious search and replace operations. You'll see how to use regexes in various authoring tools as well as in scripting, such as Perl or ExtendScript (JavaScript), when some really heavy lifting is required.

9:50–10:10 AM

### **Break**

10:10–11:00 AM

## **Concurrent Education Sessions**

### **The Art of Personal Branding: How to Tell the “You” Story and Gain New Customers**

**Room:** Baltimore 5

**Format:** Presentation

**Level:** Foundation

**Presenter:** **Liz Fraley**

If you want someone to hire you or your company, you need to be able to tell your story: who you are, what your plan is, and what defines you. There are key points to address at each point in the story in order to gain customers. Whether you're the boss or on your own, you are constantly interviewing and telling your story. This session is for you if you're thinking about working for equity, starting a business, or going out on your own. Attendees will learn:

- How to gain customers by telling your story
- How to identify who your customer is (and is not)
- How to identify the keys to telling your story well



## **Creating User Documentation in an Agile World**

**Room:** Baltimore 1/2

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Jane Wilson**

When the Agile Manifesto was introduced in 2001, it did not make any allowance for or reference to creating user content. Since then, technical communicators have adopted Agile practices and adapted themselves to Agile methodologies; however, sometimes it feels like we are fitting a square peg into a round hole, but it doesn't have to be that way! This presentation will address ways to smooth off that square peg and adapt traditional documentation processes and procedures to fit in an Agile world. We'll discuss pros and cons of creating content using Agile methodologies. You will see ways for technical writers to become active participants and leaders in scrum teams, and strategies for tracking documentation work using Agile tools.

## **Disrupt Your Own Self: Streamlined Publishing Through the Cloud with HTML5**

**Room:** Baltimore 3

**Format:** Presentation

**Skill Level:** Practitioner

**Presenter:** **David Coules**

David will show case studies of how HTML5 and other technologies (Web apps, cloud tech, etc.) are enabling self-publishers to go beyond novels, forging ahead into technical communications. Self-publishing with complex technical documents using one lite-and-easy publishing stream is disrupting our expectations—it no longer has to be difficult to get your content moving.

## **Git for Writers: Making It Easy**

**Room:** Baltimore 4

**Format:** Training Solution

**Skill Level:** Foundation

**Presenter:** **Mysti Berry**

Writers without a strong developer background struggle with Git. Part of the problem is that the basic metaphors don't apply to distributed systems. There's no "bucket" of "your" stuff. Git changes your view depending on a number of factors, and once you understand them without relying on metaphors from centralized source control systems, you'll really understand what happens when you change a file and submit it to the system. Fear will become confidence. Git provides fantastic review and commenting ability, stellar forensics, and far better conflict resolution than typical technical writing tools. But you can't take advantage of these unless you can use Git with confidence.

## **Know Your Audience (Better than They Know Themselves)**

**Room:** Annapolis 3/4

**Format:** Presentation

**Skill Level:** Foundation

**Presenter:** **Christopher Tarantino**

Knowing your audience is the foundation of all communications, yet technical communicators often fail because we don't understand the basics. This session will arm communicators with the tools necessary to identify segments of their audience (beyond demographic information frequently used to target messaging) by highlighting theories traditionally used for marketing and sales. This presentation will help social media managers, communications strategists, and other technologists improve engagement by developing compelling communications strategies and messages based on psychographic data, technographic data, and new media audience analyses.

11:00 AM–12:30 PM

## **Closing General Session**

### **Fix My App**

*Cherry Blossom, Ballroom Level*

The Summit's closing general session will feature a live taping of a brand new UX Web show called Fix My App. Summit attendees will witness first hand and participate in a usability testing of a new app. The closing session will be filmed as an episode of Fix My App and will debut later in the year.

Audience members will watch as users attempt to use a startup's new app for the first time during a usability test. After the usability test is complete, a team of user experience experts will collaborate to solve the major problems and advise on best UX practices for the app and why the UX problems occurred in the first place.

# SIG MEETINGS

**Monday, 8 May**

**11:30 AM–12:30 PM**

## **Accessibility, Agile, and Usability and User Experience SIGs combined meeting**

**Room:** Camellia 4

**Contact:** Jamye Sagan, [sagan.jamye@heb.com](mailto:sagan.jamye@heb.com)

## **Policies & Procedures SIG**

**Room:** Camellia 3

**Contact:** Louise Tincher, [louise@tincher.co](mailto:louise@tincher.co)

## **Technical Editing SIG**

**Location:** Bond 45 Restaurant, 149 Waterfront Street

Leave at 11:15 AM from in front of Belevedere Lobby Bar of the Gaylord to walk to restaurant

**Contact:** Li-At (Ruttenberg) Rathbun, [Li-At.Ruttenberg@stc-techedit.org](mailto:Li-At.Ruttenberg@stc-techedit.org)

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**Tuesday, 9 May**

**11:30 AM–12:30 PM**

**API and Lone Writer SIGs combined meeting**

Room: Camellia 3

Contact: Ed Marshall, ed.marshall@verizon.net

**Consulting and Independent Contracting SIG**

Room: Camellia 4

Contact: Marilyn Woelk, marilynw@wingzcreative.com

**Instructional Design and Learning SIG**

Room: Annapolis 1

Contact: Viqui Dill, viqui.dill@gmail.com

## PHOTOGRAPHER'S STUDIO

STC's official Summit photographer is available to take headshots. Appointments are recommended and can be made at his studio in Magnolia 1 or online at <https://stc-summit-2017-headshots.eventbrite.com>. Headshots are \$45 and payment is due at the time of the appointment.



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