



TECHNICAL COMMUNICATION  
**STC** 2019 | **SUMMIT**  
 CONFERENCE & EXPO

*As of 9 January 2019 and subject to change*

**Preconference workshops on Saturday and Sunday have additional registration fees.**  
 Refer to <https://summit.stc.org/conference/registration-rates/> for the fee for specific sessions.  
**Adobe Workshop is free for all attendees.**

**Saturday, 4 May**

|                   |                                                                                       |                                                                                                                     |
|-------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|
| 8:00 am – 5:00 pm | Creating the Right Solutions for Real Audience Problems Using Design Thinking<br>Ames |                                                                                                                     |
| 8:30 am – 4:30 pm |                                                                                       | Certified Professional Technical Communicator (CPTC) Preparation Training Course and Exam<br>Houser and Gillenwater |

**Sunday, 5 May**

|                   |                                                         |                |                                           |                                                             |                                                |                                                                       |                                                                      |                                           |                                                                     |
|-------------------|---------------------------------------------------------|----------------|-------------------------------------------|-------------------------------------------------------------|------------------------------------------------|-----------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------|---------------------------------------------------------------------|
| 8:00 am – 5:00 pm |                                                         |                | API Documentation Workshop<br>Tom Johnson |                                                             |                                                |                                                                       |                                                                      |                                           |                                                                     |
| 8:30 am – 5:00 pm |                                                         |                |                                           |                                                             |                                                |                                                                       |                                                                      |                                           | CPTC Preparation Training Course and Exam<br>Houser and Gillenwater |
| 8:00 am – NOON    |                                                         |                |                                           |                                                             | Leadership Program                             |                                                                       |                                                                      |                                           |                                                                     |
| NOON – 5:00 pm    |                                                         | Adobe Workshop |                                           |                                                             |                                                |                                                                       |                                                                      |                                           |                                                                     |
| 8:00 AM - NOON    |                                                         |                |                                           | Designing Compelling and Powerful Infographics<br>Parkinson |                                                | Necessities of Editing<br>Oestreich                                   | Git the Docs: A Fun, Hands-On Introduction to Source Control<br>Todd | Information Design Essentials<br>Carliner |                                                                     |
| 1:00 pm – 5:00 pm |                                                         |                |                                           | Designing with Memory in Mind<br>Shank                      | Add UX Strategies to Your Portfolio<br>Gardner | Turning Theory into Practice: Content Strategy Demystified<br>Collins | Minimalism Strategies<br>Stevens                                     |                                           |                                                                     |
| 5:00 – 7:30 pm    | Opening Keynote & Welcome Reception with Peter Morville |                |                                           |                                                             |                                                |                                                                       |                                                                      |                                           |                                                                     |

| Monday, 6 May          |                                                                                           |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |
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| 8 – 8:45 am            | Measuring and Improving the Quality and Completeness of Your Docs<br>Giammona             | Mastering Your Website 101<br>Esposito                                                                            | Expanding Your Toolbox to Make Yourself a More Productive Editor<br>Schrank | Writing for Voice and Tone in UX Content<br>Nate Wolf                                            | You Already Know What Structured Authoring Is, and I Can Prove It!<br>Magliery                 | Should There Be and App for That? Incentivizing Reality Through Gamification<br>Loftin          | Leadership Opportunities are Closer Than They Appear<br>Feldman and Woelk | Improve Your Content and Expand Your Influence with 5 Core Questions<br>Collins          |  |
| <i>BREAK</i>           |                                                                                           |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |
| 9 – 9:45 am            | Voice of Customer Tools That Help to Deliver Awesome Product Instructions<br>Michael Hall | Managing Service Outages: Getting Users Back to Success Quickly, Clearly, and Transparently<br>Berger and Wilburn | Meet the Editors<br>Dragga and Ames                                         | Designing Use Case Content for B2B<br>Grover                                                     | Making Agile Work for You<br>Garison                                                           | More Lessons Learned: What Harry Potter Professors Teach Us About Instructional Design<br>Sagan |                                                                           | How Sketching is Like Technical Communication<br>Alley                                   |  |
| <i>BREAK</i>           |                                                                                           |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |
| 10 – 11 am<br>(1 hour) | Taxonomies for Tech Comm: Best Practices for Use in the Real World<br>Shumate             | Docs as Code and DITA<br>Bina                                                                                     | Speed Editing<br>Oestreich                                                  | Making Video Part of Your Localization Strategy<br>Stegall                                       | The Why, How, and What to do Next of Measuring Quality<br>Kilian and Schwarzkopf               | An Introduction to Content Auditing: SEO, Assessment and Content Management<br>Getto            |                                                                           | Tech Comm Trends: Providing Value as a Generalist in a Sea of Specialists<br>Tom Johnson |  |
| <i>EXTENDED BREAK</i>  |                                                                                           |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |
| 1:00 – 1:45 pm         | Behind-the-Scenes Networking: The Secret to Today's Job Search<br>Fox                     | What Leaders in Industry and Academia Think about TC Training and Education<br>Andersen and Evia                  | International Standards for Info Dev and Content Management<br>Hackos       | In-Product Support: Evolving from Manuals to Driving the Customer Experience<br>Bosak and Viajar | Documentation Strategy for Open Source Projects<br>Dissanayake                                 | Optimize Your Content Like an Engineer<br>Feldman                                               |                                                                           | Teaching Online: Tips, Tricks, Techniques for Engaging Virtual Learners<br>Siegel        |  |
| <i>BREAK</i>           |                                                                                           |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |
| 2:00 – 2:45 pm         | Markdown, HTML5, XML in Tech Comm Workflows: Introducing Lightweight DITA<br>Evia         | Be the Best You Can Be: Mentoring and Being Mentored<br>Sheaffer and Miranda                                      | The Future of Communicating with Digital Natives<br>Settle                  | Facebook Polling as a User Research Tool<br>Lanier                                               | Plugging the Brain Drain: Using Knowledge Management to Capture and Share Information<br>Proff | xAPI: Geek Free Introduction for Instructional Designers<br>Torrence                            |                                                                           | Sort It Out: Improving Search with Taxonomies and Metadata<br>Stevens                    |  |
| <i>EXTENDED BREAK</i>  |                                                                                           |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |
| 4:00 – 4:45 pm         | Living in Volatile Contexts<br>Gallon                                                     | Analytics Can Change Your World<br>Payne                                                                          | How Many Languages? Help!<br>Tkaczyk                                        | Creating a Content Strategy for a Not-for-Profit Client<br>Howard                                | Pivot Your Passion into Profit<br>Gillenwater                                                  | Automated Release Notes<br>Winslow                                                              |                                                                           | Marketing Your Tech Comm Services Internally & Externally<br>Carliner                    |  |
| 5:00-6:00 pm           | Annual Business Meeting                                                                   |                                                                                                                   |                                                                             |                                                                                                  |                                                                                                |                                                                                                 |                                                                           |                                                                                          |  |

| Tuesday, 7 May         |                                                                                                                |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |
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| 8 – 8:45 am            | <b>UX Writing: Users First, Better Products</b><br>Yvonne Gando                                                | <b>Accessibility and Privacy: Techniques for Designing and Editing Docs</b><br>Matthews and Wiedemer                   | <b>License to Write: Techniques for Tech Comm Success</b><br>Queeney            | <b>The Human Touch: Bringing Instructor Presence into eLearning</b><br>Cho                 | <b>Building a Tech Comm Team</b><br>Kreger                                          | <b>Tone Up Your Content: Finding the Voice that Builds Loyalty</b><br>Nealson                                         | <b>Context, Content, and Care: Usability and Design in Health and Medical Contexts</b><br>Kirk St.Amant | <b>Why Technical Communicators Should Be More than Writers</b><br>Porter                                  |  |
| <i>BREAK</i>           |                                                                                                                |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |
| 9 – 9:45 am            | <b>UX and TC: Aligning for Success</b><br>Dwyer                                                                | <b>Tech Comm 2.0: Inventing, Selling, Implementing a Better Way to Work</b><br>Warner                                  | <b>Intro to Certified Profession Tech Comm (CPTC)</b>                           | <b>Disrupting PR: How Technical Writers Can Augment Public Relations</b><br>Shuck          | <b>Architecting Your Team's Career Path</b><br>Jensen and Fish                      | <b>eLearning: Creating Virtual Reality Projects with Adobe Captivate</b><br>Siegel                                    | <b>Introducing a New UX Approach for Health Communication: Plus-Minus-Check</b><br>Meloncon             | <b>#PowerOfStory: The Cultural Program that Got Me Clicks</b><br>Dill                                     |  |
| <i>BREAK</i>           |                                                                                                                |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |
| 10 – 11 am<br>(1 hour) | <b>A Tale of Two Podcasts: From Concept to Reality</b><br>Proff and Woelk                                      |                                                                                                                        | <b>Topic-based Authoring for Training</b><br>Wheeler                            | <b>Innovations in Tech Comm Curricula for College Programs</b><br>Hirst/Baehr/Agnew        | <b>Your Career Portfolio: Planning for Future Growth</b><br>Koster-Lenhardt         | <b>Visual Media: Crossing Paths with Technical Publications</b><br>Kamikawa                                           | <b>Maintaining a Healthy DITA Project</b><br>Coravu                                                     | <b>Introduction to API Documentation</b><br>Tom Johnson                                                   |  |
| <i>EXTENDED BREAK</i>  |                                                                                                                |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |
| 1:00 – 1:45 pm         | <b>Technology for Good: Helping Orgs Do (More) Good with Technology</b><br>Perry                               | <b>Engineering Better Training Experiences Through Innovative Presentation Techniques and Technologies</b><br>Campbell | <b>Intro to the STC Body of Knowledge</b><br>Brewer                             | <b>Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Tech Comm</b><br>Behles | <b>TC ROI: Presenting a Business Case for Hiring More TCs</b><br>Sobeck             |                                                                                                                       | <b>Intro to \$1000D: Authoring to Support the Civil Aviation and Defense Industries</b><br>Evans        | <b>You Got Your Content in My Strategy!</b><br>Webb and Fox                                               |  |
| <i>BREAK</i>           |                                                                                                                |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |
| 2:00 – 2:45 pm         | <b>Technical Writers for Good: Humanizing Proposal Writing Through Non-Profit Grants</b><br>Kramer and Simpson | <b>Just-in-Time (JIT) Training</b><br>Murray                                                                           | <b>Turn on a Power Tool to Create Highly Functioning Remote Teams</b><br>Brewer |                                                                                            | <b>Documented Disconnect: Gender Bias in Onboarding Technical Documents</b><br>Hart | <b>Cultivating a Design Mind</b><br>Bowie                                                                             | <b>Developing Training Websites with (Mostly) Open-Source Tools</b><br>Kinsey                           | <b>The Dollars and Sense of Visuals in Content: Original Research and Innovative Approaches</b><br>Foster |  |
| <i>EXTENDED BREAK</i>  |                                                                                                                |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |
| 4:00 – 4:45 pm         | <b>Docs and Definition of Done: Incorporation Docs into an Agile Environment</b><br>Hu and Walker              | <b>Polymath CommunicatorsThe Future of Tech Comm</b><br>Bonsignore                                                     | <b>What's the Deal with Release Notes?</b><br>Ogale                             | <b>Style Guides: What Goes in Them and What All Can They Cover?</b><br>Fraleay             | <b>Unexpected Manager: Learning to Lead When I Didn't Expect It</b><br>Christensen  | <b>Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy</b><br>Brown-Hoekstra | <b>Website Search with Apache Solr</b><br>Prentice                                                      | <b>Leveraging Doc Scope Creep to Your Advantage</b><br>Aschwanden                                         |  |
| 5:00-7:00pm            | <b>Honors Event with Gabriella Pascuzzi</b>                                                                    |                                                                                                                        |                                                                                 |                                                                                            |                                                                                     |                                                                                                                       |                                                                                                         |                                                                                                           |  |

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|---------------------------|-----------------------------------------------------------------------------------|
| <b>Wednesday, 8 May</b>   |                                                                                   |
| <b>8:00 am – 11:00 am</b> | <b>Closing General Session</b><br>Saul Carliner<br>Ginny Redish<br>Karen Schriver |
|                           | <i>Post Summit activities TBD</i>                                                 |