



TECHNICAL COMMUNICATION

2019

SUMMIT

CONFERENCE & EXPO



HYATT REGENCY DENVER  
**5-8 MAY | DENVER, CO**

**SOCIETY FOR TECHNICAL COMMUNICATION**

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

**#STC19**

## Tech Talk — Monday, May 6 @ 1:00 pm

### Translation Technology: What Every Tech Writer Needs to Know

*Presenters: Scott Swanson, LanguageLine Solutions and Lisa Pietrangeli, 36Software*

Do you know what happens to the content you write when it goes off to translation? Are you aware that the choices you make as a writer directly affect the quality, cost, and timing of translation? Join Lisa and Scott as they lift the veil on translation technology, how translators work, and how you are a critical part of any translation project's success.

## Chat with us at Booths #209 and #207

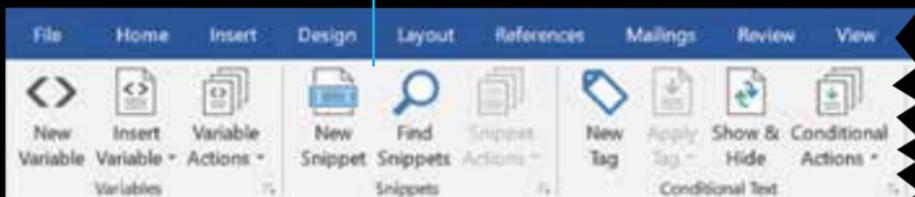
## Tech Talk — Tuesday, May 7 @ 10:00 am

### SmartDocs Demonstration: Complete Content Management and Reuse for MS Word Content

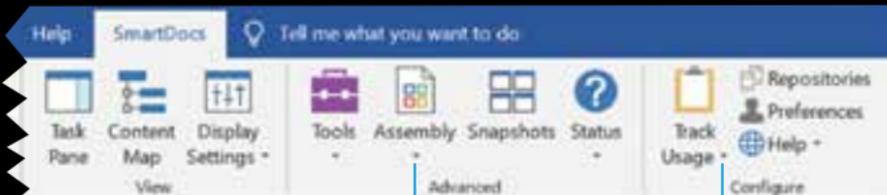
*Presenters: Lisa Pietrangeli and Bryan Lynn, 36Software*

Join us to see the newest SmartDocs update in action. It's powerful and easy – We will show you how SmartDocs provides Word authors with everything they need. Centralize, track, share, and reuse content easily and reliably.

## Write once. Approve once. Use everywhere.


 Reliably reuse only approved, up-to-date content


 Eliminate mistakes and ensure bullet-proof consistency


 Generate multiple variations from a single master document


 Let SmartDocs automatically create documents from existing content


 Know which content is being used where

# Schedule-at-a-Glance

## Sunday, 5 May

7:30 AM–7:30 PM

**Registration Open**  
*Centennial Ballroom Foyer, Level 3*

8:00 AM–Noon

**Leadership Program**  
*Mineral F-G, Level 3*

8:00 AM–5:00 PM

**Preconference Workshops**  
*Mineral rooms, Level 3*

Noon–5:00 PM

**Adobe Tech Comm Tools  
Certificate Workshop**  
*Mineral A, Level 3*

5:00–6:15 PM

**Opening General Session**  
*Centennial Ballroom, Level 3*

6:15–7:30 PM

**Welcome Reception and Expo Hall Open**  
*Centennial Ballroom, Level 3*

## Monday, 6 May

7:00 AM–4:30 PM

**Registration Open**  
*Centennial Ballroom Foyer, Level 3*

7:00–7:45 AM

**Continental Breakfast**  
*Expo Hall, Centennial Ballroom, Level 3*

7:00 AM–4:30 PM

**Expo Hall Open**  
*Centennial Ballroom, Level 3*

8:00–11:00 AM

**Education Sessions**  
*Mineral rooms, Level 3*

11:00 AM–1:00 PM

**Lunch on your own**

11:15 AM–Noon

**Speed Networking**  
*Expo Hall, Centennial Ballroom, Level 3*

11:15AM–12:15PM

**SIG Meeting**  
*Tech Editing SIG*  
**Register at <http://tinyurl.com/y3ub8bhy>**

1:00–4:45 PM

**Education Sessions**  
*Mineral rooms, Level 3*

2:45–4:00 PM

**Refreshment Break**  
*Expo Hall, Centennial Ballroom, Level 3*

5:00–6:00 PM

**Annual Business Meeting**  
*Centennial Ballroom, Level 3*

6:30 PM

**Dine Around**  
*various locations*  
**Register at the Rocky Mountain Chapter welcome table.**

## Tuesday, 7 May

7:00 AM–4:30 PM

**Registration Open**  
*Centennial Ballroom Foyer, Level 3*

7:00–7:45 AM

**Continental Breakfast**  
*Expo Hall, Centennial Ballroom, Level 3*

7:00 AM–4:00 PM

**Expo Hall Open**  
*Centennial Ballroom, Level 3*

8:00–11:00 AM

**Education Sessions**  
*Mineral rooms, Level 3*

11:00 AM–1:00 PM

**Lunch on your own**

11:15AM–12:15 PM

**SIG Meetings**  
*Academic SIG—Offsite*  
*API SIG—Quartz AB*  
*Consultants & Independent Contractors SIG—Mineral F*  
*Instructional Design & Learning SIG—Mineral B*  
*Policies & Procedures SIG—Mineral C*

1:00–4:45 PM

**Education Sessions**  
*Mineral rooms, Level 3*

2:45–4:00 PM

**Exhibitor Raffle Drawings  
& Refreshment Break**  
*Expo Hall: Centennial Ballroom, Level 3*

5:00–6:30 PM

**Honors Event**  
*Centennial Ballroom, Level 3*

8:00–10:00 PM

**Karaoke, hosted by the  
Rocky Mountain Chapter**  
*Jazz@Jack's*

## Wednesday, 8 May

7:30–9:30 AM

**Registration Open**  
*Centennial Ballroom Foyer, Level 3*

7:30–8:00 AM

**Coffee Service**  
*Centennial A Foyer, Level 3*

8:00–11:00 AM

**Closing Plenary Session –  
Tech Comm's Influence and Impact**  
*Centennial A, Level 3*

12:30 PM

**Post Summit Social Events**  
**Sign up in advance at the  
Rocky Mountain Chapter welcome table, or see p. 71.**

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# Welcome to STC's 2019 Technical Communication Summit

## Friends and Colleagues,



On behalf of the STC Board of Directors, staff, sponsors, and Conference Committee, I am happy to welcome you to the 2019 Technical Communication Summit and Expo! I am looking forward to a week of learning, catching up with old friends and meeting new colleagues, and sharing my excitement about the future of STC.

The past twelve months have marked several significant changes for STC. In March, we had a fundamental change, as STC headquarters moved to a new home in Fairfax, VA. STC has also made strategic changes this year, examining how we structure membership and how we provide the tools designed to hone our skills as technical communicators. One significant step forward is the introduction of STC Roundtable, a new community-based offering that promises fresh, innovative, and current content and support by subscription. I am excited about the road the STC has taken, and I can't wait to see where it leads us.

The backbone of STC's education programming is the annual Summit, held this year in beautiful Denver, CO. The 2019 program offers a wide-ranging choice of educational opportunities, reflecting the depth and breadth of our discipline, designed to provide technical communicators of all experience levels the tools to build on the foundational elements of our profession, as well as learn about the latest trends in the industry.

The Conference Committee has done an amazing job assembling a top-flight group of presenters for this year's program, putting together 90 different sessions and 10 preconference workshops on a variety of topics. Keynote speaker Peter Morville will draw on his groundbreaking work to talk about ways to shape the future through the principles of information architecture. We are especially excited about a new feature on Wednesday—a plenary session on “Technical Communication's Influence and Impact,” featuring three luminaries of our profession.

I'd like to encourage you to take advantage of the opportunities beyond the educational sessions. The Opening Reception in the Expo Hall offers the chance to meet our sponsors while kick-starting the week's networking. Meeting technical communicators with similar interests and hearing new perspectives on similar challenges can be just as valuable as the education sessions.

## 2018–2019 Board of Directors

Jane Wilson  
*President*

Ben Woelk  
*Vice President*

Alyssa Fox  
*Immediate Past President*

James Bousquet  
*Treasurer*

Kirsty Taylor  
*Secretary*

Alisa Bonsignore  
*Director*

Todd Deluca  
*Director*

Jessie Mallory  
*Director*

Robert Perry  
*Director*

### **STC Staff**

Liz Pohland  
*Chief Executive Officer*

James Cameron  
*Communications Manager*

Kobla Fiagbedzi  
*IT/Web Manager*

Erin Gallalee  
*Membership Manager*

Elaine Gilliam  
*Meetings Manager/  
Communities Relations*

Claudia Ventura  
*Education Manager*



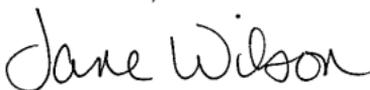
As President of the Society, I would be remiss if I did not urge you to attend the Annual Business Meeting on Monday night, where we will look back on the previous year, install the 2019–2020 Board of Directors, and discuss initiatives to be addressed in the coming year. It's a valuable window into the strategic management of our Society, and I promise you an interesting time!

On Tuesday night, a celebration is in order, as we honor the recipients of Society-level honors at the Honors Reception. Special guest Gabby Pascuzzi will tell us how her experience as a technical communicator influenced her recent success on the television show "Survivor."

Finally, while you are in Denver, don't forget to have fun! The local chapter has arranged several activities that showcase the best the city has to offer.

Thank you for taking the time to come to the STC Summit this year. The attendees are what makes this conference so special, and it is your energy that keeps STC—and the Summit—vibrant. I am looking forward to an exciting and valuable week—now, let's get this Summit started!

All the best,



Jane Wilson  
STC President, 2018–2019

# A Welcome Message from the Summit Conference Committee Chairs

Welcome to the 2019 Society for Technical Communication Summit & Expo! This year's Summit—the 66th—features top-notch presenters and thought leaders who will discuss key trends, issues, and cutting-edge solutions in technical communication. While other conferences may be narrowly focused, the Summit is broad. Its depth and breadth reflect the diversity of our profession, our members, and our attendees. The Summit also provides plenty of networking opportunities with your colleagues.

On the formal side are 11 workshops and 90 sessions that encompass 4 tracks—with 7 micro-tracks within those. The sessions are punctuated by three special sessions—the Opening Keynote by Peter Morville, a “founding father of information architecture”; a new Honors Event keynote by Gabby Pascuzzi, technical communicator and recent “Survivor” contestant; and a Closing Plenary on “Tech Comm’s Influence and Impact,” featuring three distinguished Fellows of the Society: Saul Carliner, Ginny Redish, and Karen Schriver.

On the informal side, there are plenty of networking opportunities—at the Welcome Reception Sunday night, during Speed Networking in the Expo Hall, at the Honors Event, and at the evening and Wednesday afternoon social events.

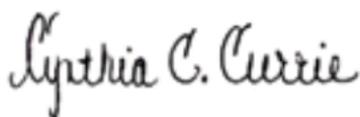
Please use this program and the AttendeeHub app to plan your schedule. There are four tracks (Content Design and Delivery; Tools and Technologies; Training Development and Delivery; and Project Management, Leadership, and Career Development) and three experience levels to choose from. Make sure to include social events, as well as a visit to the Expo Hall to meet the vendors, to attend speed networking, to learn about the latest tools and solutions, and to peruse the books in the library.

Our deepest thanks to the Conference Committee (Alan Houser, Aiessa Moyna, and Kevin Siegel), the keynotes, all the workshop and session speakers, the vendors and sponsors, all the STC volunteers, the STC staff, and everyone who contributed to putting together this outstanding event.

Happy learning!



Nicky Bleiel



Cynthia C. Currie

Co-Chairs of the 2019 STC Conference Committee

# Conference Committee

## Conference Chairs



Nicky Bleiel  
*IBM*



Cindy Currie  
*DXP*

## Track Managers



Alan Houser  
*Group Wellesley*



Aiessa Moyna  
*American Express*



Kevin Siegel  
*IconLogic, Inc.*



# About STC and the Technical Communication Summit

## **Mission**

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

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 & Expo is the premier conference for technical communication education and networking. The conference attracts hundreds of attendees and more than 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.

# 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, and receptions and breaks. Individuals without an official Summit name badge will not be permitted in these areas.

## Ribbons

Ribbons detailing your involvement within STC are available on a self-serve basis at the Registration Counter in the Centennial Ballroom Foyer.

## WiFi

STC has arranged for WiFi connection in the education session rooms and the Expo Hall. The network name is **STCSummit** and the password is **denver2019**.

## AttendeeHub Mobile App

With the official AttendeeHub app, you'll be able to view the entire schedule, read in-depth session and speaker info, customize your personal schedule, chat and interact with other attendees, and keep up to date with the Summit newsfeed. From your mobile device, download the AttendeeHub app from the Apple or Google Play stores. All attendees and speakers received an email invitation to join the app. If you need assistance with the app, please visit the Education Counter in the Centennial Ballroom Foyer.



## Charging Station

Keep your mobile devices charged so you can enjoy the mobile app and tweet about your Summit experience. A charging station will be located in the Summit registration area in the Centennial Ballroom Foyer.

## 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:  
<https://www.surveymonkey.com/r/2019STCSummitEducation>



Conference evaluation:  
<https://www.surveymonkey.com/r/2019TCSummit>

## Expo Hall Details

Make time to visit the Expo Hall in the Centennial Ballroom during the times listed below to connect with your current service providers, discover new products and technology, attend a Tech Talk session, or expand your network with fellow attendees. Exhibitors are 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: 6:15–7:30 PM  
Monday: 7:00 AM–4:30 PM  
Tuesday: 7:00 AM–4:00 PM

### **TECH** **TALKS Theater**

Exhibitors are conducting special presentations about their products in the Tech Talks 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.

## Expo Giveaways!

Visit the Expo and enter for a chance to win prizes from the exhibitors and books from the Summit Library. Inside your conference bag, you will find a list of all the exhibitors who are offering prize drawings. Be sure to meet these exhibitors and enter your name in their prize drawings. The winners of the exhibitor raffle drawings will be announced during the afternoon break on Tuesday, 7 May, from 2:45–4:00 PM in the Expo Hall.

## Exhibitors and Sponsors

See pullout for the exhibitor listings and an Expo Hall map. See page 75 for the full sponsor listing.

## 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. Please arrive 15 minutes early.

## Summit Library

The STC Tech Comm Library in the Expo Hall features over 80 tech comm-related titles. Several of the Summit speakers (including the Opening Keynote and Closing Plenary speakers) have donated copies of their books, and many of those are autographed. Alan Alda (an STC Honorary Fellow) donated an autographed copy of *If I Understood You, Would I Have This Look on My Face?* Subjects include: information architecture, content strategy, training, design, tools, user experience, management, mobile, usability testing, writing, research, virtual teams, and more. The library will be open for browsing during Expo Hall hours. Read without guilt, and buy the books from your favorite bookstore when you return home! At the Expo Hall closing ceremony on Tuesday afternoon, all books will be raffled off to Summit attendees (you must be present to win).

# Education Session Details

Concurrent education sessions are identified by experience level and track to help you better plan your conference experience. Use the criteria below to select sessions that best fit your Summit goals.

## Skill Level

Within each track, sessions are identified as Foundation, Practitioner, and Expert. To help you determine if a session is appropriate for your experience level, here are the definitions for each level:

### 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.

## Session Tracks

This year, the Summit education sessions are categorized by specific tracks. The tracks are:

- Content Design and Delivery
- Tools and Technologies
- Training Development and Delivery
- Project Management, Leadership, and Career Development

# Schedule of Events

## Saturday, 4 May

### Preconference Workshops

8:00 AM–5:00 PM

#### **Creating the Right Solutions for Real Audience Problems Using Design Thinking**

Room: Mineral A

Format: Workshop

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Andrea Ames**

If you've got a challenge, Design Thinking is an excellent approach to finding the very best solution. In this full-day, hands-on, experiential workshop, Andrea will facilitate participants to operate as a single team and identify one or more solutions to a fun challenge area that will be relevant to all. We'll go low-tech with flip-chart paper and sticky notes to take advantage of the face-to-face opportunity, but Andrea will discuss the best ways for geographically distributed teams to get the most from the process using online tools.

8:30 AM–4:30 PM

#### **CPTC Certification Prep Training Course (Two full days)**

Room: Quartz AB

Format: Workshop

Skill Level: Foundation

Presenters: **Alan Houser and Jamye Sagan**

*The registration fee for the CPTC training course is separate from Summit registration.* This two-day live classroom training covers all nine core competencies of the CPTC Foundation certification exam. At the end of the second day, you can take the exam and become a CPTC certified technical communicator at the STC Summit!

# Sunday, 5 May

7:30 AM–7:30 PM

## Registration Open

*Centennial Ballroom Foyer*

8:00 AM–Noon

## Leadership Program

*Mineral FG*

8:00 AM–5:00 PM

## Preconference Workshops

### API Documentation Workshop

Room: Mineral D

Format: Workshop

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Tom Johnson**

In this all-day workshop, you'll learn about API documentation in the context of using a simple weather API—making requests and analyzing the responses. We'll cover the essential elements of API reference topics, how OpenAPI specification and Swagger work, expected non-reference topics, version control workflows, and more. If you're starting to document a REST API, this workshop will get you up and running in the right direction. You'll leave with a solid grasp of the necessary components of REST API documentation as well as how to deliver an interactive learning experience that developers want.

8:00 AM–Noon

## Preconference Workshops

### Designing Compelling and Powerful Infographics

Room: Mineral E

Format: Workshop

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Mike Parkinson**

Learn to turn your words and data into clear, communicative, compelling graphics. Powerful visuals improve understanding, recollection, and persuasion, and increase the likelihood that your audience will adopt your content. This workshop shows you how to communicate even the most complex content in a way that is impactful and unforgettable. No design skill is needed.

## Git the Docs: A Fun, Hands-On Introduction to Source Control

Room: Granite B

Format: Workshop

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Becky Todd**

This hands-on workshop will teach you how to use a Git-based workflow for writing documentation. Together, we'll walk through some tricky Git concepts, breaking each down into easy-to-understand pieces.

## Information Design Essentials

Room: Granite C

Format: Workshop

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Saul Carliner**

This half-day workshop shows you how to design content that users can easily find and comprehend, and generate the desired response. Through a case-study approach, you'll identify the 15 essential information design techniques, pertaining to issues such as setting effective, measurable goals for projects, gaining, holding the attention of users, and following writing techniques that promote the effectiveness of users.

## Necessities of Editing

Room: Granite A

Format: Workshop

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Linda Oestreich**

Learn how you can survive in a world where technical editing often is ignored and devalued, how to be seen as a professional, and how to add value to your company while you maintain integrity, skills, and passion for your work. The workshop includes discussions and exercises to help you embrace the history of the field, levels of edit, toolbox contents, attitudes for success, and basic principles that we've often forgotten. There will also be discussions from current research and published materials about impact of technology on basics.

Noon–5:00 PM

## Adobe Workshop

### Adobe Tech Comm Tools Certificate Workshop

Room: Mineral A

Presenters: **Bernard Aschwanden, Matt Sullivan, and Barb Binder**

The Adobe Tech Comm Tools Certificate Workshop is specifically designed to give you an opportunity to meet and learn from renowned technical communication experts, get hands-on with the latest tools, and connect with peers. Consecutive sessions will be presented by Bernard Aschwanden, Matt Sullivan, and Barb Binder. Workshop attendees get an exclusive Certificate of Participation from Adobe. This workshop is free of charge and open to everyone. Register at <https://adobe-workshop-stc-summit-2019.meetus.adobeevents.com/register/registration/form>

1:00–5:00 PM

## Add UX Strategies to Your Portfolio

Room: Granite C

Format: Workshop

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **Michelle Gardner**

This half-day, interactive workshop gives you the opportunity to be among the first in your organization with a strong foundation in UX practices. You will learn to review user interfaces by applying usability heuristics; understand how user personas are necessary to the design process; create journey maps to improve product features and build content; and run usability tests.

## Designing with Memory in Mind

Room: Mineral E

Format: Workshop

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **Patti Shank**

Working with and not against memory is critical, because memory has attributes and constraints that impact how and whether we can learn. Learning, information design, usability, and other research offer actionable tactics that help us work with memory and not against it. This workshop will help you learn, remember, and apply research-driven tactics that make it easier to work within the attributes and constraints of memory.

## Minimalism Strategies

Room: Granite B

Format: Workshop

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Dawn Stevens**

Minimalists define the minimalism lifestyle as the “intentional promotion of the things we most value and the removal of everything that distracts us from it.” While you may not personally subscribe to this idea, professionally as technical writers, it should be our mantra. In this workshop, Dawn Stevens shows how to apply the principles of a clutter-free life to our technical content.

## Turning Theory into Practice: Content Strategy Demystified

Room: Granite A

Format: Workshop

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **John Collins**

Content strategy is at the core of decisions that technical writers make daily about content experience, editorial guidelines, content structure, and process. You can gather any team and use five key questions to form an actionable content strategy. Learn how Atlassian scales content strategy within a high-growth tech company, how you—a technical writer—can use the same approach with your teams, and then walk through a workshop to see the approach first-hand.

5:00–6:15 PM

## Opening Keynote General Session

*Centennial Ballroom, Level 3*



### **Peter Morville**

In this spirited talk about the design of paths and goals, Opening General Session Keynote Peter Morville builds upon his famous “polar bear book” to re-frame vision, strategy, process, findability, systems thinking, and the information architecture of time. Morville draws from his latest book *Planning for Everything* to reveal four principles and six practices essential for shaping the future.

6:15–7:30 PM

## Welcome Reception and Expo Hall Open

*Centennial Ballroom, Level 3*

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. 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.

A promotional graphic for Adobe DITA World 2019. It features a dark background with a red vertical bar on the right side containing the Adobe logo. The text is centered and reads: "Adobe DITA World 2019", "October 9<sup>th</sup>–11<sup>th</sup>, 2019", "Adobe DITA World 2018 saw 3000+ registrations and 21 expert sessions over 3 days.", "It's going to be even bigger in 2019! Registration for the world's biggest DITA online conference are now open.", and "Register for free at [dita-world.com](https://dita-world.com)".



# Adobe DITA World 2019

October 9<sup>th</sup>–11<sup>th</sup>, 2019

Adobe DITA World 2018 saw 3000+ registrations and 21 expert sessions over 3 days.

It's going to be even bigger in 2019! Registration for the world's biggest DITA online conference are now open.

Register for free at [dita-world.com](https://dita-world.com)

# Monday, 6 May

7:00 AM–4:30 PM

## Registration Open

*Centennial Ballroom Foyer, Level 3*

7:00–7:45 AM

## Continental Breakfast in Expo Hall

*Centennial Ballroom, Level 3*

7:00 AM–4:30 PM

## Expo Hall Open

*Centennial Ballroom, Level 3*

See page 10 for additional Expo Hall information and refer to the pullout for the Expo Hall map.

8:00–8:45 AM

## Concurrent Education Sessions

### Expanding Your Toolbox to Make Yourself a More Productive Editor

Room: Mineral C

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Kelly Schrank**

If you use Microsoft Word to edit other people's work, whether as an editor or as a peer reviewer or manager, you probably have your own bag of tricks to get the job done. In this session, I will share my tips and tricks, gathered from many years of experience editing different types of documents in the hopes that you will learn something new to make you a more productive editor. My goal is to cover a broad array of technical solutions and send you home with a handout to make sure you can put it into action. Examples shown will be in Office 365 version of Word, but most should work in earlier versions. I'll also introduce you to my favorite non-technical solution to be a more productive editor: checklists.

## Implementing a Technical Communication Solution in a Highly Regulated Industry

Room: Quartz AB

Presenter: **Charles E. Brownrigg IV**

This session will focus on implementing an enterprise content management strategy that consolidates existing content domains and infrastructure with aims to maximize best in class solutions by leveraging their value to sustain a competitive edge in financial/regulatory industry content.

## Improve Your Content and Expand Your Influence with Five Core Questions

Room: Granite A-C

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **John Collins**

No doubt you've heard about content strategy. Maybe you've read books and blogs about it, but if you're like me, it can still seem like an ethereal, theoretical concept. We've been exploring this at Atlassian.

Truth is, content strategy is at the core of what technical writers do every day. Decisions about content experience, editorial guidelines, content structure, and process flow from a content strategy. The agency Brain Traffic has defined this as the Content Strategy Quad, a fantastic metaphor for explaining content strategy. It makes a good graphic in presentations, but what if the quad could do more? What if you could turn it into a tool for building shared understanding, breaking down barriers, building a content strategy, and delivering on it? We've done that.

Come hear how you can gather any team and use five key questions to form an actionable content strategy.

## Leadership Opportunities Are Closer Than They Appear

Room: Mineral G

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenters: **Sara Feldman and Ben Woelk**

Leadership opportunities make you a better technical communicator by increasing your credibility, bolstering your industry understanding, and accelerating your professional development.

The labels “leader” or “influencer” can be intimidating, but the reality is that leadership is more accessible than most people think. Leadership takes many different forms and is more about seeking new experiences or finding new dots to connect than obtaining any particular title. You don’t need to be “prequalified” to lead.

Sometimes being a leader is just doing what needs to be done or helping others do what needs to be done. It’s about making a difference.

Join your peers in this interactive session to address common misconceptions around leadership, expand your perspective on leadership opportunities, and take the next step in your leadership journey.

## Mastering Your Website 101

Room: Mineral B

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Timothy Esposito**

Feeling intimidated about running a website? Considering moving from your old hosting service to another? Don’t know the difference between your HTTPs and your PHPs? Want to learn some tricks and tips for streamlining your Web presence with social media? Then this is the session for you. We’ll go over the basics of creating and running a website using WordPress and cPanel, along with some additional tools designed to make your webmastering easier.

## Measuring and Improving the Quality and Completeness of Your Documentation

Room: Mineral A

Skill Level: Expert

Track: Project Management, Leadership, and Career Development

Presenter: **Barbara Giammona**

My boss, the King of Continuous Improvement, threw down the gauntlet when we set my goals for the year. He asked me to come up with tangible ways to measure and improve the quality and completeness of our user documentation. We all know that measuring documentation is an extraordinarily complicated thing to do. And just how do we know our documentation is complete? In this session, I will share several initiatives my team took to tackle this challenge with hopes of inspiring you, to take a fresh look at how you might improve the performance of your own team and the satisfaction of your customers with the content you produce.

## Should There Be an App for That? Incentivizing Reality Through Gamification

Room: Mineral F

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Kelsey Loftin**

Users' rights and best interests should be taken into account when developers and businesses are creating mobile applications that use gamification principles to incentivize behavior in the real world. Some apps use overt game mechanics and others use subtle game mechanics to incentivize behavior. Some apps encourage users to build positive habits while others encourage negative or neutral habits. Others entice users to complete actions that benefit the app creators rather than the user. The combination of gamification and the behavior it motivates determines the ethical standing of the app.

## Writing for Voice and Tone in UX Content

Room: Mineral D

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Nate Wolf**

In this session, we discuss how and why our tech comm team at Cisco is driving on-screen text voice and tone decisions for our products. Learn about the standards we are creating across teams and product lines to make for a consistent user experience enterprise-wide. We cover some real-world examples of the content we are creating to make this happen.

## You Already Know What Structured Authoring Is and I Can Prove It!

Room: Mineral E

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Tom Magliery**

You've probably been hearing about structured authoring for many years; the term is bandied about especially by vendors of software tools that proclaim to work with it. Vendor claims may vary in veracity, but we can shake out some essential truths about what structured authoring is all about. The concepts are simple, natural, and intuitive, and the advantages to be gained from adopting it are plenty. Attend this session for a glimpse of what the buzz is all about.

8:45–9:00 AM

### Break

9:00–9:45 AM

## Concurrent Education Sessions

### Back to the Future of Collaboration and Review Among Authors and Subject Matter Experts

Room: Quartz AB

Presenter: **Amitoj Singh**

One of the questions asked in the Adobe Tech Comm Survey 2018 was about review and collaboration. In this session, we will talk about top asks from users for review and collaboration and how these workflows are evolving, with a live demonstration.

### Designing Use Case Content for B2B

Room: Mineral D

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Eschita Grover**

Technical communication has traditionally been focused on helping the user create “how to” content and procedures. With the modern options that our readers have for accessing and retrieving content, providing a focused, sophisticated content experience is an ongoing challenge.

## Does Your Education Ecosystem Fit Your Needs?

Room: Tech Talks Theater



Presenter: **Aaron Murray**

Your current training needs are ever evolving, and your tools should evolve as well. One tool will not always fit all solutions. When you need just one piece or part of a solution to fit into your LMS or work alongside your current training strategy, Ken Cook Co's Technical Delivery System may be the solution for you.

## How Sketching Is Like Technical Communication

Room: Granite A-C

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Elizabeth Alley**

How Sketching Is Like Technical Communication is for visual learners and non-visual learners, for analog enthusiasts and digital devotees. This session takes the art out of sketching and puts it back in your hands.

We will compare sketching and technical communication: both are fact-finding missions that require examining a subject and describing it for the reader or viewer. Science offers proof that sketching, drawing, and doodling improve memory and attention. This session looks at how and why that is. We'll also see how sketching can help you work out problems, take better notes, and understand your subject better. A brief look at tools will round out the session.

## Making Agile Work for You

Room: Mineral E

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **John Garison**

The software development world has taken to Agile in a big way, but many technical communicators are less than enthusiastic about it. It doesn't have to be that way—there are benefits and advantages for us too if we know where to look and how to use them.

This presentation provides an insider's perspective on a successful, real-world, long-term, enterprise-wide Agile implementation. We'll examine Agile meetings to see why they are important, what they accomplish, and how to use them to your advantage. We'll look at what it's like to be a technical communicator creating documentation in an Agile environment and provide suggestions about ways to change Agile and Agile tools so that they work better for everyone—including you. Along the way, we'll clear up misconceptions, confront problem situations, and provide guidelines for success.

## Managing Service Outages: Getting Users Back to Success Quickly, Clearly, and Transparently

Room: Mineral B

Skill Level: Practitioner

Track: Content Design and Delivery

Presenters: **Art Berger and Vanessa Wilburn**

Your users rely on your company's products and services to satisfy a real-world need they have, whether it's connecting with potential buyers by using your e-commerce B2B app or using your line of tools to build something. Planned maintenance, incidents, outages, recall notices—all of these are critical communication products that can empower your users to get the most out of your company's offering, even in a potentially painful situation. Nobody wants messages that are vague, inaccurate, delayed, noisy, or undiscoverable. Technical communicators, designers, and product managers will find this presentation's lessons-learned and hands-on activity helpful to improve their incident notification processes through user advocacy, stakeholder management, research and design, and TC development.

## Meet the Editors

Room: Mineral C

Skill Level: Foundation

Presenters: **Andrea Ames and Sam Dragga**

Editor-in-Chief of *Technical Communication*, Dr. Sam Dragga, and the editor of *Intercom* magazine, Andrea Ames, will host a 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 practitioners 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 comment and pose questions to the editorial teams.

## More Lessons Learned: What Harry Potter Professors Teach Us About Instructional Design

Room: Mineral F

Skill Level: Foundation

Track: Training Development and Delivery

Presenter: **Jamye Sagan**

Education plays a crucial role in the Harry Potter series by J.K. Rowling. At Hogwarts, the school where Harry Potter and his friends study magic, we witness several examples of instruction in action. Each of these professors—whether terrible or terrific—has important lessons to share with us regarding effective instructional design and training delivery.

In this sequel presentation to "Lessons Learned," we will profile more Hogwarts professors, and analyze the effectiveness of their lesson delivery. Within the lens of each professor profile, we will share more practical tips on tackling common training issues, as well as provide some real-life (aka Muggle) training examples.

By the end of the presentation, you will have even more tools to confidently tackle many basic training requests.

## Voice of Customer Tools That Help to Deliver Awesome Product Instructions

Room: Mineral A

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Michael Hall**

Are the instructions I make actually relevant and useful to users? What is the Voice of the Customer (VoC) and how do I collect and analyze it? Many communicators produce instructions in a silo, disconnected from the end user by layers of management and geographical distance. This makes it difficult to produce information that moves beyond feature and function descriptions. Attend this session to learn about tools to create a VoC study and collect user needs. Gain knowledge of how your customers use the product without relying on assumptions from engineers or product managers.

9:45–10:00 AM

### Break

10:00–11:00 AM

## Concurrent Education Sessions

### An Introduction to Content Auditing: SEO, Assessment, and Content Management

Room: Mineral F

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Guiseppe Getto**

We all have content within our organizations that is outdated and hard to manage. Typically, we write content on an as-needed basis and, once it is published, we don't look back at it. Within this context, how many of us can say that every piece of public-facing content within our organization has been recently assessed for currency, reliability, authoritativeness, or SEO? More importantly: how many of us can say that we have a sustainable system in place for assessing our content on a regular basis?

This tutorial will introduce you to the ins and outs of conducting content audits for your organization, be it a business, university, nonprofit, or governmental entity. You will be introduced to the core tasks essential to any content audit. You will leave the tutorial with a variety of tools and best practices for assessing all the different types of content you are responsible for.

## Docs as Code and DITA

Room: Mineral B

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **George Bina**

Treating documentation as code and using similar tools as developers and trying to integrate and synchronize the documentation with the code is a trend known as “Docs as Code” that has gained a lot of attention and adoption in recent years. The choice for the documentation format, however, is advised to be a plain text markup like Markdown, reStructuredText, or AsciiDoc, which work but do not feature functionality that we find in more elaborate languages like DITA: reuse, semantic markup, profiling, and so on. DITA is based on XML, which is also a plain-text markup, but lightweight DITA can be written also in Markdown or HTML.

Join this session to discover how you can benefit from both the agility of a Docs as Code methodology and the flexibility and power of DITA as the documentation format.

## Let Them Eat Cake: Don't Wait for Your Customers to Revolt

Room: Quartz AB

Presenter: **Chad Dybdahl**

How does your organization deliver its content? Are your customers leading a revolution that you haven't yet discovered? We'll take a look at some examples and anecdotes from a range of industries and disciplines, then explore how we can empower users to find the content they need, when they need it, on whatever device they choose.

## Making Video Part of Your Localization Strategy

Room: Mineral D

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Sarah Stegall**

Technical illustration has evolved into technical instructional videos, and technical writing has expanded to encompass localization for international audiences. This session will discuss the confluence of these two strategies: producing video for an international audience, with the focus on how to prepare a video for translation or voiceover. Just as we would alter a documentation strategy in preparation for translation, we need to prepare videos for subtitling, voice-over narration, and even animation in foreign languages. Video can be the ultimate write-once, deliver-many strategy, but it must be planned for carefully.

## Speed Editing: Doing the Most Good with the Least Time and Support!

Room: Mineral C

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Linda Oestreich**

This presentation will provide some basic tips and tricks for getting the most bang for your editing buck! How to make the biggest difference in the smallest amount of time, with minuscule support.

## Taxonomies for Tech Comm: Best Practices for Use in the Real World

Room: Mineral A

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Jennifer Shumate**

Managing a large amount of content is equal parts art and science. Left to its own devices, content can quickly devolve into chaos. A strict taxonomy keeps your content organized and allows you to easily identify how all of your content fits together. During this interactive session, you will learn what a taxonomy is, how it can help you, and how to create one of your own. You'll also get to try out your new skills by building a simple taxonomy for a real-world software application.

## Tech Comm Trends: Providing Value as a Generalist in a Sea of Specialists

Room: Granite A-C

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Tom Johnson**

Trends in technical communication can be hard to decipher, even when looking at data. But one underlying trend is that technology seems to be getting more specialized and complex. This trend toward specialization is driving up the value of technical knowledge, making it more prized than writing skills. To handle the complexity, technical writers may find that they are playing increasingly collaborative roles with engineers to create the needed documentation. To drive up their value in organizations, technical writers should look for ways to collaborate more skillfully with engineers in creating content.

## The Why, How, and What to Do Next of Measuring Quality

Room: Mineral E

Skill Level: Expert

Track: Project Management, Leadership, and Career Development

Presenters: **Kerwin Kilian and Kim Schwarzkopf**

The core values of John Deere are commitment, innovation, integrity, and quality. This session will provide a guided journey of how John Deere Information Development Services defines, measures, and manages quality in technical communications. Through a defined review process that includes both copy and technical editing, John Deere gathers data from internal and external writers to measure and report quality. This process ensures the readability and accuracy of John Deere's technical communications. Whether your staff of writers is 5 or 500, John Deere's method of measuring content quality can be scaled to meet the needs of your organization.

11:00 AM–1:00 PM

### Lunch on your own

11:15 AM–12 Noon

### Speed Networking

*Expo Hall: Centennial Ballroom, Level 3*

There may still be space available. Please check-in in the Expo Hall for seating.

11:15 AM

### SIG Meeting

See page 73 for details.

1:00–1:45 PM

## Concurrent Education Sessions

### Behind-the-Scenes Networking: The Secret to Today's Job Search

Room: Mineral A

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **Alyssa Fox**

According to several sources, 70–80 percent of jobs are not posted, but are filled through networking. So why are we still spending all our time applying online instead of talking to employers? You're a professional communicator—now's the time to put those skills to use and highlight your personal brand.

Researching companies and the people who might be hiring at those companies is essential when conducting a job search today, and LinkedIn is the best tool to help you do that. See how the presenter used LinkedIn extensively in a recent job search and how it helped her build her network and garner multiple job offers and some great new contacts.

### Documentation Strategy for Open Source Projects

Room: Mineral E

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Shavindri Dissanayake**

Who cares about content? Everyone who touches an open source project! The community can't contribute to a project they don't understand. But writing documentation isn't enough: you need a content strategy that defines how the content will be structured, written, tested, and updated along the way as contributions come in. If there is no proper process in place, you are going to be in one hot mess.

## In-Product Support: Evolving from Manuals to Driving the Customer Experience

Room: Mineral D

Skill Level: Foundation

Track: Content Design and Delivery

Presenters: **Sarah Bosak and Patty Viajar**

Content creates opportunities to engage customers and enhance their experiences, which leads to customer loyalty and increased renewal rates. As content creators, what role do technical communicators have in the customer experience? Help documentation, whether it be instructions, videos, or on-screen tutorials, offers an opportunity to engage with customers and provide microlearning experiences that build partnerships with the customer. How can you build documentation into the customer experience? What tools can you use, and how do you convince your stakeholders that your documentation and resources play an integral role in the customer experience? (Spoiler alert: through data gathering and analysis.) Join us as we discuss how we took our documentation from being an afterthought to an integral part of developing our customer experience.

## International Standards for Information Development and Content Management

Room: Mineral C

Skill Level: Expert

Track: Tools and Technologies

Presenter: **JoAnn Hackos**

Standards provide a substantive, internationally supported framework through which information can be managed, developed, reviewed, tested, maintained in a content management system, and published in a variety of forms. Standards provide a means for information developers to ensure that they are managing and developing content effectively. Implementing standards in an organization helps to ensure that technology choices made today will not restrict future technology developments.

In this session, learn about the standards developed for information developers by the International Standards Organization (ISO). Understand exactly what a standard is, what types exist, why we need standards in information development, how standards are developed and adopted, and why standards are important in the development and dissemination of technical information.

## Optimize Your Content Like an Engineer

Room: Mineral F

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Sara Feldman**

As a technical communicator, you are responsible for an increasingly dynamic content experience. You are expected to contribute value through cross-functional and interdisciplinary methods, such as content strategy and quantitative analysis. Your content must enable more than break-fix, but engage users at every stage of the customer journey. There's a lot to do! Fortunately, concepts such as data-driven design, velocity, minimal viable product (MVP), QA, and retrospectives can improve how you optimize your content.

Learn how to incorporate engineering principles and quantitative measures into continuous content optimization. Benefits include better cross-departmental collaboration and content ROI that proves the value of a mature content experience.

## Teaching Online: Tips, Tricks, and Techniques for Engaging Virtual Learners

Room: Granite A-C

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **Kevin Siegel**

Many organizations, in an attempt to save training money on travel, are requiring trainers to teach live online classes via virtual classroom platforms like GoToTraining, WebEx, and Adobe Connect. Unfortunately, trainers are ill-equipped to take their "training act" online and the result is a failed training initiative.

The number one failure of online trainers is the inability to engage their virtual students. The result? Students tune out and often times multi-task instead of fully participating in the training.

This session will teach and demonstrate proven engagement techniques that will improve the virtual experience for both the trainer and the student.

\*Note: This is a hands-on, interactive session (no boring lecture here). A Registration URL will be provided before the conference. During the session, attendees can enter the virtual classroom and experience online learner engagement first-hand while the concepts are discussed.

## Translation Technology: What Every Tech Writer Needs to Know

Room: Tech Talks Theater

**TECH**  **TALKS**

Presenter: **Scott Swanson and Lisa Pietrangeli**

Do you know what happens to the content you wrote when it goes off to translation? Are you aware that the choices you make as a writer directly affect the quality, cost, and timing of translation? Join Lisa and Scott as they lift the veil on translation technology, how translators work, and how you are a critical part of any translation project's success. This is not just a high-level overview or myth. You will leave with knowledge and tools you can put into practice right away! We will make practical handouts available to all who attend the discussion

## What Leaders in Industry and Academia Think About Technical Communication Training and Education

Room: Mineral B

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenters: **Rebekka Andersen and Carlos Evia**

In this session, we highlight preliminary results of a multi-staged, multi-year research project that examines the skills students and early-career practitioners need to lead and innovate in the changing profession of technical communication. Strong technical writing skills are still important, but professionals in the 21st Century rarely can build and sustain a career on them alone. We report on skills and competencies that in the contemporary workplace are as important as the more traditional skills in rhetorical analysis, writing, and design associated with the discipline.

We showcase data collected from two workshops and over 25 interviews (in progress) with industry leaders and university administrators and educators. Findings from this study point to needed changes for technical communication education at various levels. We will address implications of these research results for students and early-career professionals, as well as for hiring managers, educators, and trainers.

1:45–2:00 PM

**Break**

2:00–2:45 PM

## Concurrent Education Sessions

### Be the Best You Can Be: Mentoring and Being Mentored

Room: Mineral B

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Eva Miranda and Carrie Sheaffer**

Even seasoned technical communicators can find the idea of mentoring a less-experienced writer intimidating. And for the writer still learning the ropes, being mentored can pose its own challenges.

This session provides a conversational overview, from both mentor and mentee perspective, that identifies key components of a successful relationship. Expect techniques and tips for giving successful feedback on one hand, and making the most out of received feedback on the other.

### Facebook Polling as User Research Tool

Room: Mineral D

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Clinton Lanier**

Facebook has the potential to provide new and effective methods for conducting user research. However, while the social media platform has become ubiquitous, there is little information existing that delivers practical information to those who want to use it for this purpose. This presentation gives attendees practical advice for using Facebook, and specifically Facebook polling, as a user research mechanism for technical communication products.

## Is Your DITA Output Ugly? It Doesn't Have To Be

Room: Tech Talks Theater



Presenter: **Liz Fraley**

Traditionally, stylized DITA output has been clunky and code-editor driven. But it doesn't have to be that way. See how one tool is taking features from other user experiences and bringing them in to a world that has been neglected.

You can create styling libraries like you create content libraries. Change it once and change it everywhere. Design faster. Implement faster. Save yourself time and bring value to your company.

In this TC Dojo, get a look at Styler and learn how you can make appealing DITA output in minutes.

## Markdown, HTML5, and XML in Technical Communication Workflows: Introducing Lightweight DITA

Room: Mineral A

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Carlos Evia**

This presentation showcases workflows for developing and publishing technical communication products with Lightweight DITA (LwDITA). LwDITA is a simplified version of the Darwin Information Typing Architecture (DITA) standard. LwDITA allows authors to create content in XML, HTML5, and Markdown, and it enables production, collaboration, and publication across those markup languages.

The objective of this session is to introduce sample workflows for the diverse audiences that can benefit from using LwDITA. Those audiences include current DITA users, bloggers and marketing content specialists, software developers, subject matter experts, and casual contributors to content repositories. The sample workflows will provide use cases, tools, and recommendations to demystify the process of adopting LwDITA.

## Plugging the Brain Drain: Using Knowledge Management to Capture and Share Information

Room: Mineral E

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **M. Allie Proff**

In addition to the regular rhythm of employees hiring and leaving, Baby Boomers are 55 to 70 years old and retiring out of the work force. Does the age of people in your organization look like a two-humped camel: lots of new hires and lots of people about to retire but very few in the middle? Does your company have a plan in place to capture the knowledge of your valuable employees before they leave or retire?

In this session, Allie will discuss what she's learned in two years in a knowledge management organization of a Fortune 500 company to give you actionable ideas you can take back to your organization.

## RTFM! How to Tackle It and Get Your Users' Mindshare

Room: Quartz AB

Presenter: **Nibu Thomas**

RTFM, right? Information developers put so many hours of sweat and toil into creating content all the time, hoping that someone will read it—someday. But everyone knows the truth. That's why we have an abbreviation for it today. In this session, let's discuss the reasons why our work isn't being used and how RTFM can become a thing of the past.

## Sort It Out: Improving Search with Taxonomies and Metadata

Room: Granite A-C

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Dawn Stevens**

The number one user complaint about anyone's technical information these days is their inability to find what they are looking for. It is essential to understand what users need and to ensure your content is tagged appropriately to support their search strategies. In this session, Dawn Stevens provides the foundation for creating a taxonomy and metadata strategy within your organization.

## The Future of Communicating with Digital Natives

Room: Mineral C

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Maddy Settle**

What will your audience expect in the future of communication? As technology continues to permeate our everyday lives, a new demographic is emerging: the digital native. These people have grown up with information and tools at their fingertips like never before. Drawing on my time as a User Experience Designer for K-12 educational products, I will give examples and lessons learned from today's youth, who will become your primary audience before you know it. How would they like to be talked to? When would they like information? What format are they looking for? These are some of the questions I will attempt to shed some light on during my session.

## xAPI: Geek Free Introduction for Instructional Designers

Room: Mineral F

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **Megan Torrance**

As adoption of xAPI begins to take hold, it allows for more robust and interesting tracking of the learning process. As actual performance and results data are integrated with learning metrics, we will have the data we need to tailor the learning process to individual needs at the same time that we can draw more useful conclusions about the learning as a whole across a wider population.

After a brief introduction to xAPI and what's new about it from the instructional design side, we'll discuss three key areas that impact instructional design.

This session includes a readiness assessment checklist and other job aids to support your implementation. The slide deck will be shared with participants as well.

2:45–4:00 PM

## Refreshment Break

*Expo Hall: Centennial Ballroom, Level 3*

4:00–4:45 PM

## Concurrent Education Sessions

### Analytics Can Change Your World

Room: Mineral B

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **David Payne**

With an ever-present need to prove value to the organization, I found myself struggling to get the data I needed to put together an argument based on fact, rather than anecdotes. In this session, I'll take the anecdote of my situation and show how analytics enabled my team to pull forward, get executive buy-in, enable process change, and succeed. Over the course of the session, I'll delve into some of the questions you might be asked and propose where you'll find some answers.

What your users are telling you about how they access your content can tell you volumes about roads to improve all aspects of user assistance.

### Automated Release Notes

Room: Mineral F

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Michael Winslow**

As a team practicing DevOps for Xfinity Mobile, we are always looking for opportunities to increase the velocity in which we move software through the deployment pipeline. This becomes increasingly important as we begin to discover production issues which are impacting our customers and require immediate attention.

A common side effect of increasing speed is a reduction in quality. We MUST avoid this as much as possible. Through automating processes, which are good candidates for automation, we can actually increase both speed and quality at the same time.

We identified software release notes as a highly repeatable process that was a good candidate for automation. Since we automated the process, not only did we save hundreds of hours worth of manual work, but we also have increased the accuracy of our releases.

## Creating a Content Strategy for a Not-For-Profit Client

Room: Mineral D

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Tharon Howard**

This presentation will describe the development of a content strategy plan for a breast cancer support/survivor group known as Bosom Buddies. The presentation will follow six steps in developing the content strategy for Bosom Buddies. First, how to set goals for the plan with the client's leadership. Second, how to conduct a persona research study (using Redish's approach) and how to build a UX journey map (using Kalbach's approach). Third, how to conduct a content audit (using Halverson's approach). Fourth, how to use data collected to brainstorm and determine which types of content to develop (e.g., websites, Facebook, Slack, Twitter, blogs, YouTube channels, etc.). Fifth, how to recommend a content management system which a not-for-profit volunteer organization like Bosom Buddies can use. And finally, we will demo the branding logos, wordmarks, look and feel guidelines, templates, sample content, and a content management plan for the organization.

## How Many Languages? Help!

Room: Mineral C

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Karen Tkaczyk**

Technical writers rarely write with translation in mind. Yet, in today's global business environment, translation is often inevitable. Documentation departments are often directed to "Get this translated!" This usually happens far too late in the production process. Using her expert knowledge of translation and the technical work environment, Karen will give insights into what works, what doesn't, and what to do when you're out of your depth. Beginning at the document level, she'll look at how to make translation faster and more reliable, and as a result, produce higher quality and with fewer unnecessary expenses. Karen will then move on to the translation process and talk about the technologies, tools, and people your company needs to get translation and localization right the first time.

## Living in Volatile Contexts

Room: Mineral A

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Ray Gallon**

The advent of Big Data coupled with rapid advances in artificial intelligence technology means that inevitably, technical information delivery will depend on increasingly sensitive, fine-grained context sensing, delivered automatically to users based on instant profiles created from their immediate situation—place, time of day, but also emotional state, and ephemeral environmental factors. This is not just “context-sensitive,” but situation-specific information, delivered on the spot, assembled in real time, based on parameters that can change in as little as a few minutes. This is defined as a volatile context.

In this talk we’ll look at a volatile situation from the user’s perspective, to see how information needs evolve, and we’ll dive deeper into questions of how we validate such volatile information, and how the validation cycle needs to be different from that of persistent information where safety, health, or life itself may be at stake.

## Marketing Your Technical Communication Services Internally or Externally

Room: Granite A-C

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Saul Carliner**

Whether working internally or externally, technical communicators work as service providers. By actively promoting—marketing—our work, we promote strong relationships with our internal and external clients, satisfaction with our work, and build interest in the full range of services that we provide. This session provides an introduction to marketing technical communication processes in services, including reasons for marketing, the effective use of online and social media to make people aware of our services, and the use of well-timed messages to build and maintain relationships with internal and external stakeholders.

## Pivot Your Passion into Profit

Room: Mineral E

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Jamie Gillenwater**

As the gig economy picks up, startups fail, and Social Security is at risk, have you wondered how you can increase your financial security without leaving your current employer? In this session, you will learn ways to supplement your income by using your passions and without leaving your house.

As a technical communicator, you already have many of the required skills to develop passive income streams. With audience analysis experience, solid communication skills, and some basic media knowledge, you can create online courses, write books, or build a profitable blog.

During this session, we will talk about mapping your your passions to your professional expertise and assessing which residual income stream is best for you. We will also discuss considerations you need to make when planning and promoting your new income stream.

5:00–6:00 PM

### Annual Business Meeting

*Centennial Ballroom, Level 3*

Make time for the Annual Business Meeting where a variety of association-related topics will be discussed. This meeting is open to everyone. Only members in good standing may vote.

6:30 PM

## Dine Around

*Various locations*

Dine Around at various restaurants close to the hotel. This activity is great for networking with a small group of people in a fun and casual atmosphere. (Participants pay for their own food and drink.) Space at each venue is limited so RSVP today, or stop by the Rocky Mountain Chapter welcome table. Visit <https://summit.stc.org/social/> for registration links.

- Buckhorn Exchange: Game and exotic food.
- Oskar Blues: Craft beer and fresh ingredients.
- Linger: Small plates.
- Biker Jim's Gourmet Dogs: Gourmet hot dogs, including game sausage.
- Rio Grande: Mexican food.
- Sam's No. 3: Diner.
- Appaloosa Bar and Grill: natural and organic take on American cuisine.
- Euclid Hall: International pub food.
- Rioja: Mediterranean cuisine.
- Osaka Ramen: Ramen and cider bar.

# Tuesday, 7 May

7:00 AM–4:00 PM

## Registration Open

*Centennial Ballroom Foyer, Level 3*

7:00–7:45 AM

## Continental Breakfast in Expo Hall

*Centennial Ballroom, Level 3*

7:00 AM–4:00 PM

## Expo Hall Open

*Centennial Ballroom, Level 3*

See page 10 for additional Expo Hall information and refer to the pullout for Expo Hall map.

8:00–8:45 AM

## Concurrent Education Sessions

### Accessibility and Privacy: Techniques for Designing and Editing Documents

Room: Mineral B

Skill Level: Foundation

Track: Content Design and Delivery

Presenters: **Danielle Matthews and Erin Wiedemer**

Now that most people access technical documentation electronically, creating documents that everyone can use and understand is vital to the success of your projects. The U.S. Federal Government has several standards for ensuring that documentation, software, and websites are fully accessible, regardless of an individual's disability. Section 508 and the Americans with Disabilities Act (ADA) are two standards that can be easily met by technical writers with a few extra steps that will ensure maximum usability of manuals and documentation.

Another federal standard, the Health Insurance Portability and Accountability Act of 1996 (HIPAA), protects the use of individual's personally identifiable information (PII). Through this session learn how to apply a set of standardized, sample user data which adds detail to documentation without the risk of releasing PII. Join our session and learn how to take your documentation to the next level by improving accessibility and privacy.

## Building a Tech Comm Team

Room: Mineral E

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Jessica Kreger**

As technical communicators, unless we've had human resources training, doing our own recruiting, hiring, onboarding, and employee training—and learning how to balance it all with our own work—aren't topics that are usually covered in our education. In this presentation, Jessica Kreger, Senior Manager of Client Training and Education at TradeStation, an award-winning online brokerage firm, will show you step-by-step how to build a technical communication team from the ground up. Discover best practices for defining your team's scope, managing performance, motivating employees, and promoting your new group.

## Context, Content, and Care: Usability and Design in Health and Medical Contexts

Room: Mineral G

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Kirk St.Amant**

Effective health and medical communication involves addressing the settings where a range of individuals access and use materials. The dynamics of these contexts can vary from setting to setting and affect what constitutes a usable design in health and medical contexts. For technical communicators working in health and medical settings, these factors greatly affect the perceived and the actual usability of materials in environments where individuals administer or receive care. This presentation overviews a method that can guide user research and design development in this area to create materials that meet the usability expectations different audiences associate with a particular health or medical context. In examining these issues, the presenter will explain how this approach can serve as a mechanism for testing existing designs of materials as well as planning the development of new products for different health and medical contexts.

## License to Write: Techniques for Tech Comm Success

Room: Mineral C

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Ann Marie Queeney**

The exciting exploits of James Bond may seem far removed from the field of technical communication. However, Ian Fleming (Bond's creator) was a disciplined writer whose commitment to clear, sharp writing and accuracy shares many similarities with our field.

The presenter draws upon her technical communication experience and a book titled, *The Man with the Golden Typewriter* (James Bond's Letters), to discuss how Ian Fleming's approach to his work can strengthen your writing and editing skills, transform SMEs from information suppliers to valuable collaborators, and maximize your efficiency in meeting project goals.

During the session there will also be time for a glimpse of Fleming's remarkable life, several Bond fun facts, and the story behind his golden typewriter.

## Pedal to the Metal (DITA from 0 to 60 in About an Hour)

Room: Quartz AB

Presenter: **Bernard Aschwanden**

Brakes, engine, or chassis are mission-critical for a car. Equally important is all the documentation (owner's manuals, user guides, quick reference guides, etc). Without these, a car is not finished, and cannot be shipped or sold. Documentation failure can cost over \$100,000 per MINUTE if it results in a manufacturing/assembly line being shut down. When supporting one of the biggest auto manufacturers in the world meant migrating to DITA, a solution that supported publishing had to work right. It had to work the first time, and every time.

Learn about the journey and discovery of concerns, project scope definition and change, trials and tribulations of getting tools to do what was needed, and the net results. Discover an automated publishing solution, where one source of content is transformed to multiple channels and uploaded to a CCMS.

## The Human Touch: Bringing Instructor Presence into eLearning Environments

Room: Mineral D

Skill Level: Foundation

Track: Training Development and Delivery

Presenter: **Julia Cho**

Online learning continues to steadily grow in popularity each year. But bringing a course online and having students be successful learners in a class has its challenges. Establishing instructor presence in an online course has been shown to improve learning outcomes and retention rates. This session will present techniques for building instructor presence to humanize the online learning environment, leading to a deep, meaningful learning experience for participants.

## Tone Up Your Content: Finding the Voice That Builds Customer Loyalty

Room: Mineral F

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Dave Nealon**

Technical writers know how to distill complex processes into discrete steps. They make sure our messages are clear so our products are usable. But they can also win the trust and loyalty of prospects and customers by achieving just the right tone in all our communications—user interface and user assistance, marketing, and training materials.

In this session we'll discuss tone that engages our users rather than making them feel disconnected. We'll explore how to use tone to build customer confidence and loyalty. We'll discover how to fine-tune it to our audiences, using the right combination of clarity, brevity, warmth, and empathy. Finally, we'll work through how to achieve a consistent tone across departments.

## UX Writing: Users First, Better Products

Room: Mineral A

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Yvonne Gando**

Storytelling, content strategy, writing-focused design. These labels have been used to help define UX writing. But what, exactly, is it? And why should you care?

Find out how words can make or break your product experience. Through case studies on Google products, learn about the UX writing principles that guide effective design decisions across a wide range of product areas, including artificial intelligence/machine learning, conversation design, social media, messaging, and virtual/augmented reality.

## Why Technical Communicators Should Be More Than Writers

Room: Granite A-C

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Alan Porter**

Our job, at its core, is a simple one: We take the technically complex and make it simple, and then communicate that knowledge to the people who need it.

The way that those in need want to access and consume that knowledge is changing. Some text accompanied by a an occasional illustration, photo, or screenshot is no longer sufficient.

Customers now expect to not just consume but interact with all types of content in all types of ways—from social media likes, to commenting on videos, to online chatbots, to voice command interfaces like Siri and Alexa.

It's no longer enough for companies to think of themselves as publishers, or for us to think of ourselves as "writers." We need to be communicators.

8:45–9:00 AM

### Break

9:00–9:45 AM

## Concurrent Education Sessions

### #PowerOfStory: The Cultural Program That Got Me Clicks

Room: Granite A-C

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **Viqui Dill**

My current job is to do internal communications within my company for IT. It's my job to help four thousand employees make friends with our programs, especially the much avoided Microsoft Office 365 suite of products. This presentation will explain how I was able to leverage our corporate #PowerOfStory program to engage employees online and help them get over the fear of change to be able to use the tools for content management and communication.

## Architecting Your Team's Career Path

Room: Mineral E

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenters: **Brian Fish and Megan Jensen**

Learn how one organization revamped its technical writer role to better align with the changing workforce that is being driven by Millennials. With more than 65 technical writers on staff (50 percent of whom have been in the workforce for less than five years), Cerner has evolved its technical writer role from a position that had limited career growth to one in which an associate now can pursue multiple career opportunities in technical communication: from that of a technical writer, documentation architect, and documentation quality analyst. This presentation will provide you with guidance for developing your business case for expanding the technical writer role into a career with longevity at your company, as well as tips for gaining buy-in from both leadership and team members alike as they experience the shift in professional growth opportunities.

## Disrupting PR: How Technical Writers Can Augment Public Relations

Room: Mineral D

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Melissa Schuck**

The lines between communications specialties are blurring. The field of public relations, in particular, is experiencing a huge shift both in form and function. It's becoming increasingly apparent that technical communicators have the skills and abilities to cross over into this specialty in a way that adds a significant amount of value to organizations. This session will discuss the changing needs of today's public relations professional, and where and how technical communicators can provide the most value to public relations organizations and projects. It's time to look to public relations and see how we can use our skillsets to enhance the ability of organizations to build relationships with their audiences.

## eLearning: Creating Virtual Reality Projects with Adobe Captivate

Room: Mineral F

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Kevin Siegel**

It used to be that creating virtual reality projects required specialized (and expensive) hardware and software. Not anymore. Adobe Captivate 2019 allows you to easily create immersive virtual reality projects out of the box.

## Introducing a New UX Approach for Health Communication: Plus-Minus-Check

Room: Mineral G

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Lisa Meloncon**

Ninety million Americans lack health literacy skills to productively participate and engage in their own health care. And as we well know, technical communicators are adept at producing and designing information that can be understood by specific, targeted audiences. With this growing need for health communication specialists, technical communicators can leverage our knowledge of user experience, usability methods, and our attention to purpose and audience to patient education materials. In this presentation, I introduce a new method of usability testing that is based on research and tested within health communication settings to ensure that health information can meet the needs of their intended audience.

## Off with Their Heads! Headless CMS, IoT, and You

Room: Quartz AB

Presenter: **Chad Dybdahl**

Traditional “dead-end” publishing, where content is published in PDFs or locked away in other types of deliverables, may no longer be meeting the needs of your customers. Surfacing content as a service for your customers is a growing need within many organizations. During this session, we’ll take a look at the possibilities, potential pitfalls, and how the content landscape is changing.

## Tech Comm 2.0: Inventing, Selling, and Implementing a Better Way to Work

Room: Mineral B

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Roberta (Bobbi) Werner**

Even in the most technologically sophisticated companies, it's not uncommon for tech comm teams to lag far behind their engineering and marketing colleagues in the tools they use at work. This was the case at Welch Allyn, one of the top medical device companies in the world, where tech comm tools were not upgraded for over a decade, and user documentation stagnated. Recognizing customer demand for more intelligent digital content, this writer, in collaboration with a senior manager, launched the Tech Comm 2.0 initiative. The primary goal of Tech Comm 2.0 was to secure state-of-the-art tools to support delivery of single-sourced, responsive, customizable, searchable, and interactive user content. This presentation will address key strategies of this initiative, the many factors that led to its approval and successful implementation, and lessons learned, many of which generalize to other contexts.

## UX and Tech Comm: Aligning for Success

Room: Mineral A

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Julie Dwyer**

There are many reasons why technical writing is closely aligned with user experience (UX). As technical communicators, we know that plain language, voice and tone, and consistency all contribute to a successful customer experience. However, many times, the user interface and on-screen text are written by developers in an Agile environment where the content and language are not a high priority.

Are you already working with your UX team, or are you wondering how to get involved? We will share our experiences of how tech comm can drive standardization across UX, engineering, marketing, and branding. We will discuss the challenges you might find in implementation and the best practices you can use to communicate, manage your projects, and deliver the results.

## What's Next with STC Certification: Practitioner Level Exam

Room: Mineral C

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Craig Baehr**

Join us for an overview of all you need to know to prepare for the CPTC Practitioner certification level, to be launched later this year. The session will provide an overview of the recommended requirements, related core competencies, exam format, sample questions, and study prep resources available.

9:45–10:00 AM

### Break

10:00–11:00 AM

## Concurrent Education Sessions

### A Tale of Two Podcasts: From Concept to Reality

Room: Mineral A

Skill Level: Foundation

Track: Content Design and Delivery

Presenters: **M. Allie Proff and Ben Woelk**

Twelve million Americans listened to their first podcast last year. Of people who are podcast listeners, 80 percent listen to all or most of each episode, and listen to an average of seven episodes each week.

Given that sort of engagement, it's no wonder that businesses are starting to seriously explore podcasting as a new method to reach customers and other businesses.

Whether you engage in content marketing, capture general knowledge via audio, or are personally interested in podcasting, this session is for you. Attend the session to discover how Allie and Ben took their podcasts from concept to reality, and how you can do the same!

## Do I Need to Be the Godfather of Stylesheets for Designing PDF Templates for My Documentation?

Room: Quartz AB

Presenter: **Amitoj Singh**

As a technical author, how can I have control over PDF template design without programming knowledge of stylesheets (CSS)? Does PDF template design need to be different based on whether my content is in XML/DITA or non-XML? In this session, we shall explore the solution to these questions.

## Innovations in Tech Comm Curricula for College Programs

Room: Mineral D

Skill Level: Foundation

Track: Content Design and Delivery

Presenters: **Beth Agnew, Craig Baehr, and Russel Hirst**

This is a panel presentation by three academic scholar-teachers who will speak about curricular innovations in technical communication at their respective institutions. A collective Q&A will follow the three presentations.

Craig Baehr will describe how technical communication courses and programmatic objectives can be aligned with professional certification, and he will share best practices and lessons learned.

Beth Agnew will discuss how she integrates media—video, audio, social media, and augmented reality—into TC education. The challenge for educators is integrating a wealth of media-creation principles into the curriculum—without taking focus off the foundational principles of good communication.

Russel Hirst will speak about how he expanded his department's TC curriculum in the categories of experiential learning (EL) and intercultural learning (IL). His presentation will show how TC in his department (English) has prospered in recent years by using the EL/IL vehicles.

## Introduction to API Documentation

Room: Granite A-C

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Tom Johnson**

Technical writers who can document application programming interfaces (APIs) are in high demand. Documentation is critical for an API to be successful in the marketplace. This presentation is for writers who want to learn more about APIs, or want to break into the field of API documentation.

This talk provides an introduction to REST API documentation. You will learn what a REST API is and the components of an API. You will learn some of the basics of what API writers need to know, including the eight essential sections in REST API endpoint reference documentation, and how to test and analyze API requests and responses.

## Maintaining a Healthy DITA Project

Room: Mineral G

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Radu Coravu**

There are lots of aspects necessary to have a happy and healthy DITA project. Project structure, version control, work-flow, custom validation rules, an internal style guide, tools to perform batch modifications, automation of the publishing processes, automation of the project-wide validation checks, ways to quickly ask and receive feedback from engineers, ways to requests and receive feedback from end users. When implemented, all these aspects lead to more consistent outputs, a reduction in technical writers' stress, and the ability to focus on the task at hand. We will go through each of these aspects, and I will show you examples of how we collaborate on our DITA-based user's manual, and together we'll find some best practices leading to a successful DITA project.

## SmartDocs Demonstration: Complete Content Management and Reuse Without Ever Leaving MS Word

Room: Tech Talks Theater



Presenter: **Lisa Pietrangeli and Bryan Lynn**

Join us to see the newest SmartDocs update in action! Our customers love how powerful and easy SmartDocs is. SmartDocs provides everything every writer in Word needs to create, approve, reuse, track, and update content. Unlike XML solutions, SmartDocs has a low cost-of-entry and low learning curve and all the benefits of centralized content reuse. Come check it out and take home a free trial!

## Topic-Based Authoring for Training

Room: Mineral C

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **Sandra Wheeler**

If you're writing training material in a quick-revision environment, like product development, or juggling multiple audiences or product versions, the traditional approach might not get it done. Topic-based authoring tools allow authors to create and draw from a library of complete topics, select which topics are appropriate for each document and audience, and reuse identical topics across multiple documents. Content can be easily shared between related training documents, and also between other training materials and user documents. Topic-based authoring tools also offer advanced functionality that allow authors to create learning tools that are part of any training material: an answer key from course activities and quizzes, instructor notes, and activity callouts in the margins.

This presentation demonstrates these techniques with MadCap Flare, but these techniques can also be applied to other authoring tools, including FrameMaker.

## Visual Media: Crossing Paths with Technical Publications

Room: Mineral F

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Keith Kamikawa**

From hand-drawn illustration to virtual and augmented reality, learn how visual media plays a key role in how we learn, and how it enhances the world of technical publications. The presentation is very visually focused with industry examples in video form.

## Your Career Portfolio: Planning for Future Growth

Room: Mineral E

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Victoria Koster-Lenhardt**

Good financial planning requires taking time, often annually, to review your portfolio and investment strategy to make sure your investments continue to grow. You can use the same concept for managing your career. Consider these four phases: identify your goals, monitor your progress, adjust as needed, and acknowledge failures and learn from them. Sounds simple, but it takes time and courage. Are you ready to look at your career this way and plan for your future? Don't let your assets sit in a low-interest job. Instead, invest them in high-growth opportunities that will enable you to enjoy life and reap the benefits.

11:00 AM–1:00 PM

### Lunch on your own

11:15 AM

### SIG Meetings

See page 73 for details.

1:00–1:45 PM

### Concurrent Education Sessions

#### Do You Have This in Your Toolbox?

Room: Tech Talks Theater **TECH  TALKS**

Presenter: **Ronan Daly and Greg Somerville**

Artificial intelligence will never displace a skilled writer. Your job is safe. But as a smart writer, you welcome new tools.

VisibleThread offers enterprise-wide solutions for automating tedious editorial processes. In this interactive session, you will learn how the VisibleThread Insights Platform helps technical communicators. If you are passionate about plain language, user experience, and brand tone of voice, we think you will see why VisibleThread belongs in your toolbox.

## Engineering Better Training Experiences Through Innovative Presentation Techniques and Technologies

Room: Mineral B

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **Chuck Campbell**

Many of you have presented at meetings and conferences. When you present, you typically have slides of some sort to present to the audience. Although some of your slides may contain simple animations or videos, most are probably static slides with text and graphics and are typically not interactive. But what if you could create an interactive presentation and turn any white board, screen, or even a blank wall into a smart board to engage the audience?

In this session, you will learn how to create interactive presentations using advanced presentation software features and relatively inexpensive technologies to transform your static slides into interactive presentations.

## Introduction to S1000D: Authoring to Support the Civil Aviation and Defense Industries

Room: Mineral G

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Andre Evans**

Companies are always interested in reusing information to make documentation more affordable. This presentation introduces you to S1000D—an international specification that uses XML to author, manage, and deliver content for the defense industry in support of the Digital Twin. S1000D harmonizes a variety of military specifications to create an international neutral standard for defense applications. S1000D XML data elements are used with other Logistics Product Data using a suite of S-Series specifications in support of the Digital Twin.

## Intro to the STC Body of Knowledge

Room: Mineral C

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Pam Brewer**

A professional body of knowledge is one hallmark of a cohesive field of practice. Over the years, many technical communication professionals have envisioned and crafted what is now the TCBOK, no small accomplishment in a field as widely varied as technical communication. We have laid a good foundation in the TCBOK, and a dedicated group of professionals continue this important work. In this session, participants will get a close look at the TCBOK today, and at the same time, become contributors by helping test the interface for searching and submitting. Bring your WiFi-enabled device and join us for this brief workshop.

## Technical Communication in Health and Medicine (Panel)

Room: Mineral E

Skill Level: Practitioner

Track: Content Design and Delivery

Presenters: **Heidi Lawrence, Kirk St.Amant, Kelly Schrank, and Roberta (Bobbi) Werner**

Members of STC's Technical Communication in Health and Medicine SIG (@STCHealthMed) will participate in a panel discussion on current issues and trends that influence the material we produce and how we deliver it to our audiences, including health and medical professionals, service personnel, and consumers.

## Technology for Good: Helping Organizations Do (More) Good with Technology

Room: Mineral A

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Robert Perry**

As we embrace the Fourth Industrial Revolution, there is a constant struggle with using technology for the greater good. Now more than ever, people are striving to lead their lives with purpose, and the workforce is looking for institutions that promote the values and ideals that are important to them. Society is increasingly looking to companies to play a part in creating real and measurable impact. In this session, I will discuss Industry 4.0, the implications for our industry, and relate how my company, Salesforce, has created solutions to get technology in the hands of nonprofits, educators, and philanthropic organizations so they can connect with others and do more good. I will also discuss how Salesforce is incorporating Compassionate Technical Writing into our content and how writers can not only show users how to use technology, but also reflect empathy and awareness of the difficulties they might encounter. Technology is constantly changing and can be challenging at times. Technical writers can help bridge the gap and bring about a better understanding of not only the technology but how to use that technology to make a positive difference in the world.

## Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Technical Communicator

Room: Mineral D

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **Jessica Behles**

With new high-impact data breaches being announced practically every month, cybersecurity (CS) is a thriving, quickly evolving field that is rapidly growing in importance. Cybersecurity threats are ever becoming more pervasive and difficult to prevent. Many of the field's problems—ranging from the need for understandable, on-time documentation for increasingly complex security products to training users to exercise good security hygiene—are inherently communication-based. Technical communicators are a natural fit to face these challenges with their blend of communications skills and technical expertise.

This session will teach you what it takes to break into and thrive in cybersecurity, a field currently experiencing a talent shortage. You will learn the skills, education, and other requirements that recruiters look for, as well as those attributes that will help you succeed in the field once you break in. You will also find out what CS technical communicators do in these positions.

## You Got Your Content in My Strategy! Lessons Learned From Implementing Global Strategy Across Marketing and Tech Comm

Room: Granite A-C

Skill Level: Practitioner

Track: Content Design and Delivery

Presenters: **Alyssa Fox and Geoff Webb**

In this session, Alyssa Fox and Geoff Webb will take the audience through the two-year pilot and initial implementation of a global content strategy across marketing and technical communication in a \$4 billion public company. This project drove a top-down strategy for content creation and content operations and formed a key element for the re-architecting of the global marketing strategy.

The presenters will discuss the creation of the business case, the process of gaining executive support, and the lessons learned from the pilot project.

1:45–2:00 PM

**Break**

2:00–2:45 PM

## Concurrent Education Sessions

### Collaboration Scenarios for Technical Documentation

Room: Tech Talks Theater

Presenter: **George Bina**

In today's world, technical documentation is rarely created by lone writers, so there is a constant focus on collaboration. Collaboration can be with other writers or with people with other roles, usually referred to as subject matter experts, who may be part of your organization or external experts. The collaboration needs to be enabled by making them part of the usual processes. In this presentation, we will explore three collaboration scenarios that show how to implement continuous improvement loops for published documentation, how to integrate documentation as part of the product development, and how instant collaboration can take place, initiated by technical writers.

### Cultivating a Design Mind

Room: Mineral F

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **John Bowie**

Over the past several decades, many different business processes have come and gone, but little attention has been paid to developing a new thought process for envisioning and creating great products that deliver great user experiences. The practice of UX design has mutated into something resembling version 12.0 software: patched and bloated with unnecessary features, all crammed together into a framework that it outgrew years ago. Lean UX is a step in the right direction, but what we need is a simpler way of thinking through a design (as opposed to a simpler process for doing design).

Let's try to filter out the noise and discover the essence of experience design, and explore how technical communicators can take on a leadership role in ensuring customers succeed with the technology that has become integral to their lives.

## Developing Training Websites with (Mostly) Open Source Tools

Room: Mineral G

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Gretyl Kinsey**

How can you make the most of open-source tools to create a Web-based training resource? This case study shows how Scriptorium Publishing created the free DITA training website *LearningDITA.com* using the DITA learning and training specialization, GitHub, XSLT, video, and WordPress. The LearningDITA website uses multiple approaches to educate students about DITA, an open XML-based standard for creating, organizing, and managing content. Lessons include step-by-step instructions, guided and independent exercises, and assessment questions. Courses also provide resources, such as links to instructional videos.

## Documented Disconnect: Gender Bias in Onboarding Technical Documents

Room: Mineral E

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **William Hart**

There is a growing interest in male-dominated industries and the challenges women face finding their place within the workplace community. Yet, there seems to be little research on how training documents, generally created by technical communicators, may isolate and limit women who seek to pursue careers in these fields. Technical communication and gender scholars have examined women in the technical communication field and gender bias in male-dominated industries, but they have not yet examined gender stereotypes in training documents. Training documents are designed to provide written instructions and a reference guide for job functions, workplace rules, orientation, and company policies.

By analyzing training documents for pilots in the aviation field, several patterns of bias emerged and are used to make recommendations for how technical communicators can avoid isolation in documents meant to create connection.

## Interactive Digital Guidance: A New Approach to Delivering Documentation

Room: Quartz AB

Presenter: **Kapil Jaiswal**

As with everything else, today's users expect help on-demand. In this session, we will discuss the demographic and technological trends that are causing a sizeable shift in user-expectations and how the next-generation technology can help technical writers address that need. Starting with real-time interactive guidance, digital adoption platforms will extend the in-app help to all sources of help/information across the enterprise.

## Just-in-Time (JIT) Training

Room: Mineral B

Skill Level: Practitioner

Track: Training Development and Delivery

Presenter: **Aaron Murray**

Just-in-Time (JIT) is a manufacturing methodology aimed primarily at reducing times within production system as well as response times from suppliers and to customers. These same principles of driving efficiency and reducing response times can be applied to training.

Why not change the mindset of how digital training is delivered so you can provide the right content to the learner, when they need it, just in time? A mobile-first strategy in training delivery allows for online, self-paced training. But digital training extends beyond just making content available online. In this session, we will uncover the instructional design, adult learning theory, SAAS, and SAAS subscription-based mentality for developing and delivering Just-In-Time training.

## Let's Tackle Open Source Docs

Room: Mineral D

Skill Level: Practitioner

Track: Tools and Technologies

Presenter: **Sarah Maddox**

Open source is great. Some of the world's most-used software is open source: the Linux operating system, Firefox Web browser, LibreOffice, Apache web server, to name but a few well-known brands. Large companies like Microsoft, Google, Red Hat, and IBM contribute to, as well as use, open source code.

Open source ideology is great, too. People share code in public repositories, collaborate on making the code better, invite others to join their communities . . . and, all too often, expect those newcomers to understand the product, the code, and the community's values with very little good documentation.

Why the dearth of good docs? Because writing documentation is hard. But wait . . . there are people who know how to do docs well!

## Technical Writers for Good: Humanizing Proposal Writing through Nonprofit Grants

Room: Mineral A

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Elisabeth Kramer-Simpson**

Proposal writing for large corporations can be often focused on the quantitative data support and company reputation at the cost of the more humanizing factors of the grant and its long-term impacts on the community. I challenge practitioners to try nonprofit foundation grant writing as a way to polish their skills in identifying the human impact in the proposals they write. I use text samples from 14 successful foundation grants to highlight rhetorical strategies that encourage community buy-in and long-term benefits of projects. I also include information on persuasive elements of these proposals from interviews with funders. Nonprofits are uniquely suited to bring out issues of community and narrate stories of lives changed. In the process of writing for nonprofits, proposal writers will be helping their communities and themselves.

## The Dollars and Sense of Visuals in Content: Original Research and Innovative Approaches

Room: Granite A-C

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Daniel Foster**

This talk will share new, original research that quantifies (in time and dollars) the impact of images and video on understanding, retention of complex information, tasks completion, and productivity. The study also explores changing consumer preference and what it means for content creators in 2019.

We'll wrap up by looking at one innovative method for leveraging the power of visual communication while reducing the need to update and localize the visuals in software documentation. See real life examples of Simplified User Interface (SUI)—a visual treatment for screenshots—and learn the three benefits of this approach.

## Turn on a Power Tool to Create Highly Functioning Remote Teams

Room: Mineral C

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **Pam Brewer**

It is common for today's organizations to rely heavily on the work that takes place in remote teams. However, most organizations don't prepare these teams to produce to their potential. In fact, most organizations don't know how to prepare these teams to realize their potential. In this tutorial session, Dr. Pam Estes Brewer instructs you in using one of the power tools that supports highly functioning remote teams. She will take you through the why's and the how's of using this tool so that you can increase productivity in your remote teams and give team members an increased sense of control and satisfaction—whether those team members reside in Denver or Beijing. Join her as she provides you with a valuable teaming tool and gives you the opportunity to practice using it during the session.

2:45–4:00 PM

## Exhibitor Raffle Drawings and Refreshment Break

*Expo Hall: Centennial Ballroom, Level 3*

4:00–4:45 PM

## Concurrent Education Sessions

### Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy

Room: Mineral F

Skill Level: Expert

Track: Project Management, Leadership, and Career Development

Presenter: **Katherine (Kit) Brown-Hoekstra**

The Internet of Things, automation, chatbots, augmented and virtual reality, machine translation, among other innovations, are driving companies to develop content that is easily digestible by both humans and machines. To accomplish this feat, we need to incorporate controlled language and terminology management into our content strategies and information architectures. Implementing controlled language should be a strategic, multidisciplinary decision that is based on a holistic analysis of your terminology and content creation efforts.

Join us as we discuss some ways you can integrate controlled language into your content strategies.

## Docs and Definition of Done: Incorporating Documentation Into an Agile Environment

Room: Mineral A

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenters: **Janet Hu and Jessica Walker**

With more and more companies transforming their developers, QAs, and writers into Scrum teams while following the Agile methodology, how do we, as technical writers, provide documentation for the sprint that actually meets our team's Definition of Done (DOD)? We'll explore how Agile works in two different scrum teams at SAP and how the documentation process has evolved from waterfall to Agile.

## Leveraging Documentation Scope Creep to Your Advantage

Room: Granite A-C

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Bernard Aschwanden**

Just asking "and?" seems like such a small thing. You deliver PDF, they say "and?" to which you need to reply "HTML5, Apps, eBook, etc." You offer to create a user guide, they say "and?" so you include admin guide, reference guide, tutorials, and support docs. Push back. See how you can deliver more, and do more, regardless of tools or tech. Show that you add value to sales, support, marketing, IT, and every department in the organization. Then leverage that to ask for (and get) more. More conferences, more resources, more vacation time, and more influence. Show up, learn to deliver more, do more, and get more.

## Polymath Communicators: The Future of TechComm

Room: Mineral B

Skill Level: Practitioner

Track: Project Management, Leadership, and Career Development

Presenter: **Alisa Bonsignore**

Technical communicators were once thought to be single-subject experts. Today, we realize that the most successful among us are truly polymaths, bringing together subject matter expertise with our knowledge of multiple media channels, content strategy, user experience, and of course, writing. Yet for all of the skills that we bring to the workplace, we're often uncertain about how to best communicate our value to management.

Attendees will learn the skills of the most successful communicators, discover new ways to leverage their strengths, and be able to demonstrate the value of being a Swiss Army Knife in a world of single-purpose tools.

## Release Notes Matter!

Room: Mineral C

Skill Level: Practitioner

Track: Content Design and Delivery

Presenter: **Swapnil Ogale**

Product managers swear by them, development managers are keen on producing them, and quite often your developers or engineers will help (grudgingly) craft them.

Release notes are everywhere, be it a product or a process. They are often your first point of communication with customers eager to know what's new or fixed in your product or process. In some instances, they also become the most frequently or commonly accessed content on your documentation site.

This is a presentation about how release notes can help shape your initial conversations with customers.

## Style Guides: What Goes in Them and What Can They Cover?

Room: Mineral D

Skill Level: Foundation

Track: Content Design and Delivery

Presenter: **Elizabeth Fraley**

Style guides serve an important role for writers. They establish guidelines to improve communication, ensure consistency, and enforce best practices in composition, presentation, and language. They may vary in scope and length, but they always represent the specific needs of the business and its customers. Most organizations adopt one of the major manuals of style, like the *Chicago Manual of Style* or the *Microsoft Manual of Style*, as their foundation. Most also develop an internal manual representing the “house style” that further defines the voice, tone, and vocabulary for the organization.

In this session, we’ll talk about the different kinds of style guides and what each one covers. We’ll normalize some vocabulary so that when someone asks if you have a particular type of style guide, information model, or specification, you’ll be able to easily relate your situation to theirs.

## Unexpected Manager: Learning to Lead When I Didn’t Expect It

Room: Mineral E

Skill Level: Foundation

Track: Project Management, Leadership, and Career Development

Presenter: **Christine Christensen**

Don’t think management is for you? Neither did I—until I became the manager of a group of technical writers. Whether or not you are in management or even think it could be possible, join me for a look at my journey down this unexpected career path. We’ll look at how to discover your management style and find mentors who can bring out your best. We will discuss personality types and how to use that information to better understand yourself, your motives, and your employees and explore how this can help you be a better manager. Learn how to identify your strengths and weaknesses and use that information to gain a greater understanding of your management style and improve on your weaknesses. Finally, we will discuss the harder parts of management, like change management or personnel issues, and how to approach those through the lens of your management style and personality type. All this while being authentic to yourself—the unexpected manager!

## Website Search with Apache Solr

Room: Mineral G

Skill Level: Foundation

Track: Tools and Technologies

Presenter: **Scott Prentice**

Search is crucial for helping customers access your online content. They may use Google to initially locate your docs, but once on your website, help them focus on your content by providing a search tool integrated with your content. Do you spend time semantically tagging your content? Perhaps you should consider exposing some of that metadata to your customers. Do you have other types of content, like forums, blogs, and marketing material? A custom search implementation can tie it all together. Apache Solr is a widely adopted, open source, search platform with features including full-text search, hit highlighting, faceted search, real-time indexing, and rich document (Word, PDF) support. This presentation will introduce you to Solr's features and walk you through a basic installation and setup. It's not as hard as you might think!

5:00–6:30 PM

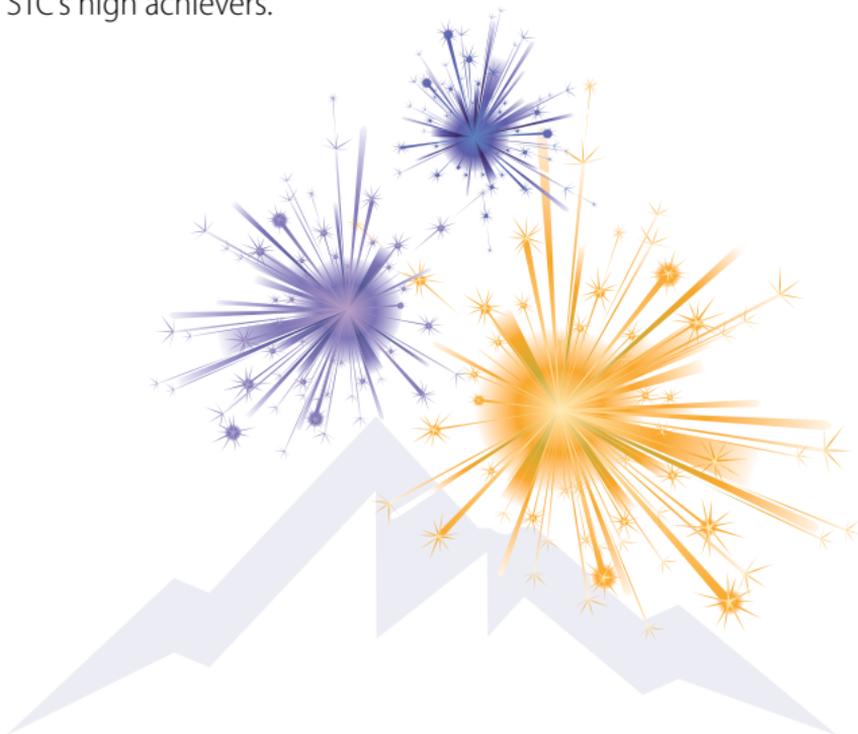
### Honors Event

*Centennial Ballroom, Level 3*



The Honors Event celebrates STC's individual award winners, as well as the Most Improved Community, and the Community of the Year recipients. In addition, guest speaker Gabriella (Gabby) Pascuzzi will share how her tech comm skills helped her as a contestant on the television show "Survivor: David vs. Goliath."

All Summit attendees are invited to this special event to honor STC's high achievers.



# Wednesday, 8 May

7:30–9:30 AM

## Registration Open

*Centennial Ballroom Foyer, Level 3*

8:00–11:00 AM

## Closing Plenary Session

### Tech Comm's Influence and Impact

*Centennial Ballroom, Level 3*

The Closing Plenary Session brings together three technical communication luminaries who will discuss the state of our profession, the impact we have made, and how we can more effectively influence others. This interlocking plenary will be a unique event that has been curated especially for STC's Summit by three distinguished Fellows of the Society: Saul Carliner, Ginny Redish, and Karen Schriver.



#### Saul Carliner

In this session, Saul will share the results of his 2018 Census of Technical Communicators and will use them to facilitate a conversation on the current state of our field and how we will use this information to assess our own careers and situations.



#### Ginny Redish

Journey back in time to see a quick and very visual history of STC and our profession. Revel in the changes that both ideas and technology have wrought. See how our demographics changed, our skills broadened, our domains expanded. And also see what has been constant—the underlying focus on helping people do their tasks, meet their goals, solve their problems.



#### Karen Schriver

Technical communicators are an entrepreneurial lot. Many of us are redefining ourselves by expanding both what we do and how we do it. We are also looking for empirical support about why we do what we do and how we can do it better. Come listen to Karen Schriver offer ways to develop your personal expertise and increase your credibility by drawing on research. See how becoming a critical consumer of research can help you more effectively argue from evidence to influence decision making on the job.

## Post-Summit Social Events

Noon–6:00 PM

### Two hiking events

Cost includes lunch and transportation.

- Falcon: Moderate hike in the foothills west of Red Rocks. Register here: <https://www.eventbrite.com/e/hike-at-mt-falcon-tickets-55784052603>
- NCAR: Easy to moderate hiking in Boulder. Register here: <https://www.eventbrite.com/e/hike-at-national-center-for-atmospheric-research-boulder-tickets-55589829677>

12:30–3:00 PM

### Colorado History Museum Tour

Meet in the hotel lobby and walk over to the museum. Your visit to the museum will be enhanced by special guest tour guide Saul Carliner! At the end of the tour, the group will have the opportunity to “debrief” your experience. Tickets are \$12 per person. Sign up here: <https://www.eventbrite.com/e/stc-trip-to-history-colorado-center-tickets-57059541625>

6:00 PM

### Baseball: Colorado Rockies vs. San Francisco Giants

Game starts at 6:40 PM.

Tickets are limited and must be reserved by 5 April. Sign up here: <https://www.eventbrite.com/e/stc-rockies-baseball-game-tickets-55589096484>

For more information about what to do in and around Denver, check out the STC Summit microsite (<https://www.denver.org/stcsummit2019/>) set up by the Visit Denver Convention and Visitors Bureau. Or stop by the Rocky Mountain Chapter welcome table in the Summit registration area to find out about what the locals do!



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## Get in touch

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# SIG Meetings

## Monday, 6 May

11:15 AM

### Technical Editing SIG

Offsite, register at <https://tinyurl.com/y3ub8bhy>

Contact: Amanda Altamirano,  
[Amanda.Altamirano@stc-techedit.org](mailto:Amanda.Altamirano@stc-techedit.org)

## Tuesday, 7 May

11:15 AM

### Academic SIG

Offsite

Contact: Beth Agnew, [Beth.Agnew@senecacollege.ca](mailto:Beth.Agnew@senecacollege.ca)

### API SIG

Room: Quartz AB

Contact: Grant Hogarth, [cgh@periap.com](mailto:cgh@periap.com)

### Consulting and Independent Contracting SIG

Room: Mineral F

Contact: Marilyn Woelk, [Marilynw@wingzcreative.com](mailto:Marilynw@wingzcreative.com)

### Instructional Design and Learning SIG

Room: Mineral B

Contact: Viqui Dill, [Viqui.dill@gmail.com](mailto:Viqui.dill@gmail.com)

Marcia Shannon, [Mstewartshannon@gmail.com](mailto:Mstewartshannon@gmail.com)

### Policies and Procedures SIG

Room: Mineral C

Contact: Ann Marie Queeney, [AQueeney@stc-techedit.org](mailto:AQueeney@stc-techedit.org)

# Photographer

Photography G is the official photographer for the 2019 Summit. They will be taking pictures throughout the event. In addition to event photos, the photographers will be available to take headshots for individuals. If you need to update your social media and/or corporate profile, this is an opportunity to get a new picture. Headshots are \$45 and include three poses, all electronic photos. Set up an appointment at: <https://calendly.com/photographyg>. Photography G will have a studio in the Slate Room, near the Centennial Ballroom Foyer on Level 3.



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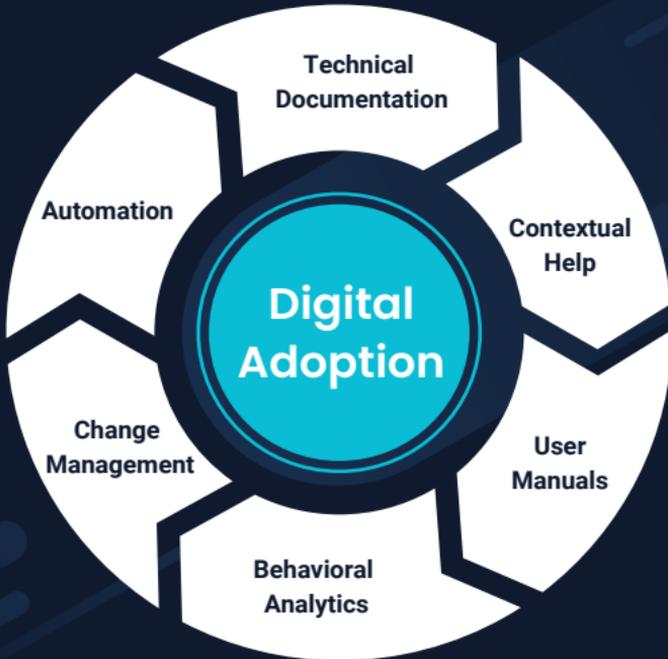
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	Time/Room	Quartz AB	Mineral A				Limestone				
SAT/SUN	8:00 AM–5:00 PM	Certified Professional Technical Communicator (CPTC) Preparation Training Course and Exam— <i>Houser and Gillenwater</i>				Creating the Right Solutions for Real Audience Problems Using Design Thinking— <i>Ames</i>				Board Meeting	
	Time/Room	Quartz AB	Granite A	Granite B	Granite C	Mineral A-C	Mineral D	Mineral E	Mineral FG		
	8:00 AM–12 Noon	Certified Professional Technical Communicator (CPTC) Preparation Training Course and Exam— <i>Houser and Gillenwater</i>	Necessities of Editing— <i>Oestreich</i>	Git the Docs: A Fun, Hands-On Introduction to Source Control— <i>Todd</i>	Information Design Essentials— <i>Carliner</i>	Adobe Workshop— <i>Multiple Speakers</i>	API Documentation Workshop— <i>Johnson</i>	Designing Compelling and Powerful Infographics— <i>Parkinson</i>	Leadership Program		
	1:00–5:00 PM	Turning Theory into Practice: Content Strategy Demystified— <i>Collins</i>	Minimalism Strategies— <i>Stevens</i>	Add UX Strategies to Your Portfolio— <i>Gardner</i>			Designing with Memory in Mind— <i>Shank</i>				
5:00 PM	Opening Keynote General Session and Welcome Reception—Centennial Ballroom and Expo Hall										
Time/Room	Mineral A	Mineral B	Mineral C	Mineral D	Mineral E	Mineral F	Mineral G	Granite A-C	Quartz AB		
MONDAY	7:00–7:45 AM	CONTINENTAL BREAKFAST IN EXPO HALL									
	8:00–8:45 AM	Measuring and Improving the Quality and Completeness of Your Documentation— <i>Giammona</i>	Mastering Your Website 101— <i>Esposito</i>	Expanding Your Toolbox to Make Yourself a More Productive Editor— <i>Schrank</i>	Writing for Voice and Tone in UX Content— <i>Wolf</i>	You Already Know What Structured Authoring Is and I Can Prove It!— <i>Magliery</i>	Should There Be an App for That? Incentivizing Reality Through Gamification— <i>Loftin</i>	Leadership Opportunities are Closer Than They Appear— <i>Feldman and Woelk</i>	Improve Your Content and Expand Your Influence with Five Core Questions— <i>Collins</i>	Implementing a Technical Communication Solution in a Highly Regulated Industry— <i>Brownrigg</i>	
	8:45–9:00 AM	BREAK									
	9:00–9:45 AM	Voice of Customer Tools That Help to Deliver Awesome Product Instructions— <i>Hall</i>	Managing Service Outages: Getting Users Back to Success Quickly, Clearly, and Transparently— <i>Berger and Wilburn</i>	Meet the Editors— <i>Ames and Dragga</i>	Designing Use Case Content for B2B— <i>Grover</i>	Making Agile Work for You— <i>Garison</i>	More Lessons Learned: What Harry Potter Professors Teach Us About Instructional Design— <i>Sagan</i>		How Sketching Is Like Technical Communication— <i>Alley</i>	Back to the Future of Collaboration and Review Among Authors and Subject Matter Experts— <i>Singh</i>	
	9:45–10:00 AM	BREAK									
	10:00–11:00 AM	Taxonomies for Tech Comm: Best Practices for Use in the Real World— <i>Shumate</i>	Docs as Code and DITA— <i>Bina</i>	Speed Editing: Doing the Most Good with the Least Time and Support!— <i>Oestreich</i>	Making Video Part of Your Localization Strategy— <i>Stegall</i>	The Why, How, and What to Do Next of Measuring Quality— <i>Kilian and Schwarzkopf</i>	An Introduction to Content Auditing: SEO, Assessment and Content Management— <i>Getto</i>		Tech Comm Trends: Providing Value as a Generalist in a Sea of Specialists— <i>Johnson</i>	Let Them Eat Cake: Don't Wait for Your Customers to Revolt— <i>Dybdahl</i>	
	11:00 AM–1:00 PM	LUNCH BREAK - SPEED NETWORKING, SIG MEETINGS									
	1:00–1:45 PM	Behind-the-Scenes Networking: The Secret to Today's Job Search— <i>Fox</i>	What Leaders in Industry and Academia Think About TC Training and Education— <i>Andersen and Evia</i>	International Standards for Information Development and Content Management— <i>Hackos</i>	In-Product Support: Evolving from Manuals to Driving the Customer Experience— <i>Bosak and Viajar</i>	Documentation Strategy for Open Source Projects— <i>Dissanayake</i>	Optimize Your Content Like an Engineer— <i>Feldman</i>		Teaching Online: Tips, Tricks, Techniques for Engaging Virtual Learners— <i>Siegel</i>		
	1:45–2:00 PM	BREAK									
	2:00–2:45 PM	Markdown, HTML5, and XML in Tech Comm Workflows: Introducing Lightweight DITA— <i>Evia</i>	Be the Best You Can Be: Mentoring and Being Mentored— <i>Miranda and Sheaffer</i>	The Future of Communicating with Digital Natives— <i>Settle</i>	Facebook Polling as a User Research Tool— <i>Lanier</i>	Plugging the Brain Drain: Using Knowledge Management to Capture and Share Information— <i>Proff</i>	xAPI: Geek Free Introduction for Instructional Designers— <i>Torrance</i>		Sort It Out: Improving Search with Taxonomies and Metadata— <i>Stevens</i>	RTFM! How to Tackle It and Get Your Users' Mindshare— <i>Thomas</i>	
2:45–4:00 PM	EXTENDED REFRESHMENT BREAK IN EXPO HALL										
4:00–4:45 PM	Living in Volatile Contexts— <i>Gallon</i>	Analytics Can Change Your World— <i>Payne</i>	How Many Languages? Help!— <i>Tkaczyk</i>	Creating a Content Strategy for a Not-for-Profit Client— <i>Howard</i>	Pivot Your Passion into Profit— <i>Gillenwater</i>	Automated Release Notes— <i>Winslow</i>		Marketing Your Tech Comm Services Internally or Externally— <i>Carliner</i>			
5:00–6:00 PM	ANNUAL BUSINESS MEETING—CENTENNIAL BALLROOM										
TUESDAY	7:00–7:45 AM	CONTINENTAL BREAKFAST IN EXPO HALL									
	8:00–8:45 AM	UX Writing: Users First, Better Products— <i>Gando</i>	Accessibility and Privacy: Techniques for Designing and Editing Docs— <i>Matthews and Wiedemer</i>	License to Write: Techniques for Tech Comm Success— <i>Queeney</i>	The Human Touch: Bringing Instructor Presence into eLearning Environments— <i>Cho</i>	Building a Tech Comm Team— <i>Kreger</i>	Tone Up Your Content: Finding the Voice That Builds Loyalty— <i>Nealon</i>	Context, Content, and Care: Usability and Design in Health and Medical Contexts— <i>Kirk St.Amant</i>	Why Technical Communicators Should Be More Than Writers— <i>Porter</i>	Pedal to the Metal (DITA from 0 to 60 in About an Hour)— <i>Aschwanden</i>	
	8:45–9:00 AM	BREAK									
	9:00–9:45 AM	UX and TechComm: Aligning for Success— <i>Dwyer</i>	Tech Comm 2.0: Inventing, Selling, and Implementing a Better Way to Work— <i>Werner</i>	What's Next with STC Certification: Practitioner Level Exam— <i>Baehr</i>	Disrupting PR: How Technical Writers Can Augment Public Relations— <i>Schuck</i>	Architecting Your Team's Career Path— <i>Fish and Jensen</i>	eLearning: Creating Virtual Reality Projects with Adobe Captivate— <i>Siegel</i>	Introducing a New UX Approach for Health Communication: Plus-Minus-Check— <i>Meloncon</i>	#PowerOfStory: The Cultural Program That Got Me Clicks— <i>Dill</i>	Off with Their Heads! Headless CMS, IoT, and You— <i>Dybdahl</i>	
	9:45–10:00 AM	BREAK									
	10:00–11:00 AM	A Tale of Two Podcasts: From Concept to Reality— <i>Proff and Woelk</i>		Topic-Based Authoring for Training— <i>Wheeler</i>	Innovations in Tech Comm Curricula for College Programs— <i>Agnew, Baehr, and Hirst</i>	Your Career Portfolio: Planning for Future Growth— <i>Koster-Lenhardt</i>	Visual Media: Crossing Paths with Technical Publications— <i>Kamikawa</i>	Maintaining a Healthy DITA Project— <i>Coravu</i>	Introduction to API Documentation— <i>Johnson</i>	Do I Need to Be the Godfather of Stylesheets for Designing PDF Templates for My Documentation?— <i>Singh</i>	
	11:00 AM–1:00 PM	LUNCH BREAK - EXPO HALL OPEN, SIG MEETINGS									
	1:00–1:45 PM	Technology for Good: Helping Orgs Do (More) Good with Technology— <i>Perry</i>	Engineering Better Training Experiences Through Innovative Presentation Techniques and Technologies— <i>Campbell</i>	Intro to the STC Body of Knowledge— <i>Brewer</i>	Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Technical Communicator— <i>Behles</i>	Technical Communication in Health and Medicine— <i>Lawrence, St.Amant, Schrank, and Werner</i>		Intro to S1000D: Authoring to Support the Civil Aviation and Defense Industries— <i>Evans</i>	You Got Your Content in My Strategy! Lessons Learned from Implementing a Global Strategy Across Marketing and Tech Comm— <i>Fox and Webb</i>		
	1:45–2:00 PM	BREAK									
	2:00–2:45 PM	Technical Writers for Good: Humanizing Proposal Writing Through Non-Profit Grants— <i>Kramer-Simpson</i>	Just-in-Time (JIT) Training— <i>Murray</i>	Turn on a Power Tool to Create Highly Functioning Remote Teams— <i>Brewer</i>	Let's Tackle Open Source Docslc?— <i>Maddox</i>	Documented Disconnect: Gender Bias in Onboarding Technical Documents— <i>Hart</i>	Cultivating a Design Mind— <i>Bowie</i>	Developing Training Websites with (Mostly) Open-Source Tools— <i>Kinsey</i>	The Dollars and Sense of Visuals in Content: Original Research and Innovative Approaches— <i>Foster</i>	Interactive Digital Guidance: A New Approach to Delivering Documentation— <i>Jaiswal</i>	
2:45–4:00 PM	EXTENDED BREAK IN EXPO HALL WITH PRIZE DRAWINGS										
4:00–4:45 PM	Docs and Definition of Done: Incorporation Docs into an Agile Environment— <i>Hu and Walker</i>	Polymath Communicators: The Future of TechComm— <i>Bonsignore</i>	Release Notes Matter!— <i>Ogale</i>	Style Guides: What Goes in Them and What Can They Cover?— <i>Fraleigh</i>	Unexpected Manager: Learning to Lead When I Didn't Expect It— <i>Christensen</i>	Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy— <i>Brown-Hoekstra</i>	Website Search with Apache Solr— <i>Prentice</i>	Leveraging Documentation Scope Creep to Your Advantage— <i>Aschwanden</i>			
5:00–6:30 PM	HONORS EVENT—CENTENNIAL BALLROOM										
WED	7:30 AM	COFFEE SERVICE									
	8:00–11:00 AM	Closing Plenary Session: Tech Comm's Influence and Impact Who Are We? A Report on the 2018 Census of Technical Communicators, <i>Saul Carliner</i> Where We've Been; Where We're Going, <i>Ginny Redish</i> Improving Your Professional Value: Using Evidence to Influence Decision Making, <i>Karen Schriver</i>									

# Exhibitors



## 36Software

### Booth 209

19 Cambridge Street,  
Rochester, NY 14607  
[www.36software.com](http://www.36software.com)



## Adobe

### Booth 101

345 Park Avenue  
San Jose, CA 95110-2704  
866-647-1213  
<http://www.adobe.com/products/one-adobe-solution-for-technical-content.html>

## Comtech Services

### Booth 205

710 Kipling Street, Suite 400  
Denver, CO 90215  
303-232-8586  
[www.comtech-serv.com](http://www.comtech-serv.com)

## Crestec USA, Inc.

### Booth 306

2410 Mira Mar Avenue  
Long Beach, CA 90815  
310-713-1496  
[www.crestecusa.com](http://www.crestecusa.com)

## eGloob Technologies Pty Limited

### Booth 303

30 Johnson Rd  
Galston NSW 2159  
+61 240 402 2320  
[www.eglootech.com](http://www.eglootech.com)

## George Mason University - English Department

### Booth 411

4400 University Drive MS 3E4,  
Fairfax, VA 22032  
703-993-1160  
<http://english.gmu.edu/programs/la-ma-engl-pwr>

## Jorsek makers of easyDITA

### Booth 309

320 Goodman St. N. #104  
Rochester, NY 14607  
877-492-2960  
[www.easydita.com](http://www.easydita.com)

## JustSystems Canada, Inc.

### Booth 409

1055 - 555 Burrard Street  
Vancouver, BC, V7X 1M8  
604-697-8705  
[www.xmetal.com](http://www.xmetal.com)

## Language Link

### Booth 400

701 NE 136th Ave, Suite 200  
Vancouver, WA 98684  
360-433-0441  
[www.language.link](http://www.language.link)



## LanguageLine Solutions

### Booth 207

1 Lower Ragsdale Drive  
Building 2  
Monterey, CA 93940  
[www.llts.com](http://www.llts.com)

## Lavacon

### Booth 412

101 Atlantic Ave, Ste. 103  
Long Beach, CA 90802  
562-726-1800  
<https://lavacon.org>

## MadCap Software

### Booth 301

9191 Towne Center Drive  
San Diego, CA 92122  
858-320-0387  
[www.madcapsoftware.com](http://www.madcapsoftware.com)

## PTC

### Booth 402

121 Seaport Blvd  
Boston, MA 02210  
781-370-5000  
[www.ptc.com](http://www.ptc.com)

## Rubric

### Booth 304

5 Charlotte Square  
Edinburgh, UK EH2 4DR  
+44 131 510 0015  
[www.rubric.com](http://www.rubric.com)



## Syncro Soft / Oxygen XML

### Booth 212

Remus 5A, Craiova 200082  
Romania  
+1-650-352-1250  
[www.oxygenxml.com](http://www.oxygenxml.com)

## Scriptorium

### Booth 203

2605 Meridian Pkwy #110  
Durham, NC 27713  
919-481-2701  
[www.scriptorium.com](http://www.scriptorium.com)

## Simply XML

### Booth 300

47 Village Ave. Unit 212, Dedham,  
MA 02026  
781-801-9255  
[www.simplyxml.com](http://www.simplyxml.com)



## Single-Sourcing Solutions, Inc

### Booth 317

PO Box 62122  
Sunnyvale, CA 94089  
408-660-3219  
[www.single-sourcing.com](http://www.single-sourcing.com)

## STC Certification Booth

### Booth 414

3251 Old Lee Highway, Suite 406  
Fairfax, VA 22030  
703-522-4114  
[certification@stc.org](mailto:certification@stc.org)  
[www.stc.org/certification/](http://www.stc.org/certification/)

## STC 2020 Summit

### Booth 403

3251 Old Lee Highway, Suite 406  
Fairfax, VA 22030  
703-522-4114  
[summit@stc.org](mailto:summit@stc.org)  
<https://summit.stc.org>



## TC Camp

### Booth 315

PO Box 62122  
Sunnyvale, CA 94089  
408-475-4734  
[www.tccamp.org](http://www.tccamp.org)

## TechSmith Corp

### Booth 208

2405 Woodlake Drive  
Okemos, MI 48864  
517-381-2300  
[www.techsmith.com](http://www.techsmith.com)

## University of Wisconsin - Stout

### Booth 311

340K Harvey Hall  
Menomonie, WI 54751  
715-232-5375  
[www.uwstout.edu/programs/ms-technical-and-professional-communication](http://www.uwstout.edu/programs/ms-technical-and-professional-communication)

## Vasont

### Booth 308

221 W. Philadelphia St. Suite 114  
York, PA 17401  
717-764-9720  
[www.vasont.com](http://www.vasont.com)

## VisibleThread

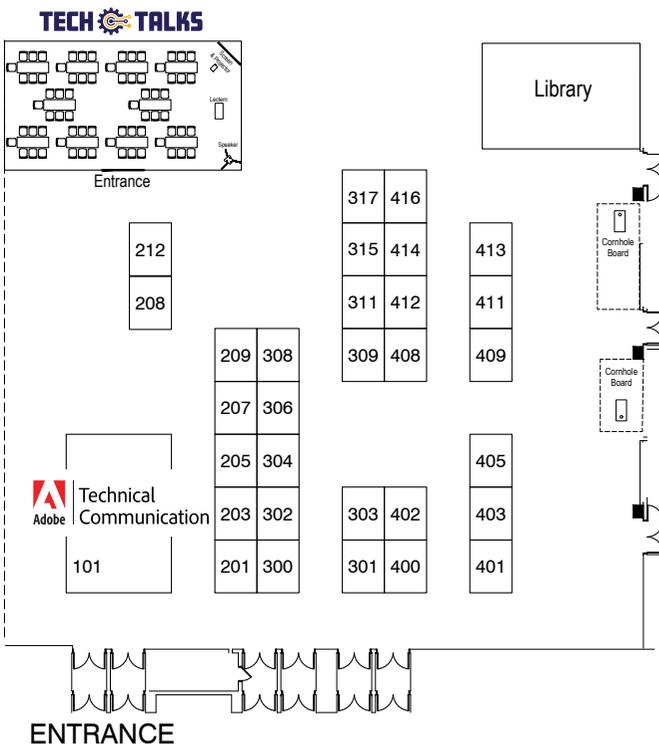
### Visible Thread

### Booth 405

1101 East 33rd Street, Suite C300  
Baltimore, MD 21218  
301-693-0157  
<https://www.visiblethread.com>

# Tech Talks in Expo Theater

	Time/Room	TECH TALKS
MONDAY	9:00–9:45 AM Expo Hall	Does Your Education Ecosystem Fit Your Needs?— <i>Murray</i>
	1:00–1:45 PM Expo Hall	Translation Technology: What Every Tech Writer Needs to Know— <i>Pietrangeli and Swanson</i>
	2:00–2:45 PM Expo Hall	Is Your Dita Output Ugly? It Doesn't Have to Be— <i>Fraleay</i>
TUESDAY	10:00–10:45 AM Expo Hall	SmartDocs Demonstration: Complete Content Management and Reuse Without Ever Leaving MS Word— <i>Lynn and Pietrangeli</i>
	1:00–1:45 PM Expo Hall	Do You Have This in Your Toolbox?— <i>Daly and Somerville</i>
	2:00–2:45 PM Expo Hall	Collaboration Scenarios for Technical Documentation— <i>Bina</i>



## whatfix

### Whatfix

### Booth 408

111 W. St. John Street  
San Jose, CA 95113  
800-459-7098  
[www.whatfix.com](http://www.whatfix.com)

## Writing Assistance, Inc.

### Booth 201

3140 Harbor Lane N, Suite 130  
Plymouth, MN 55447  
763-551-9797  
[www.writingassist.com](http://www.writingassist.com)

# Join the experts for lightning sessions on Adobe FrameMaker and RoboHelp at the Adobe booth

## Monday, 6<sup>th</sup> May

8:45 A.M. to 9:00 A.M.

Personalize content with Dynamic Content Filters in Adobe RoboHelp



John Daigle

1:45 P.M. to 2:00 P.M.

ALL NEW Project Management Workflow in Adobe RoboHelp



Barb Binder

9:45 A.M. to 10:00 A.M.

Bye Bye WORD -- Hello FrameMaker - Migrate now!

## Tuesday, 7<sup>th</sup> May

8:45 A.M. to 9:00 A.M.

DITA Authoring made easy with Adobe FrameMaker



Bernard Aschwanden

9:45 A.M. to 10:00 A.M.

What you see is what you get - Building WYSIWYG PDF templates with Adobe FrameMaker



Matt Sullivan

1:45 P.M. to 2:00 P.M.

Learn how to migrate from Word to Adobe RoboHelp in 15 mins

**Booth no  
101**

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