TECHNICAL COMMUNICATION STC 2019 SUMMIT CONFERENCE & EXPO

As of 1 May 2019 and subject to change

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

Saturday, 4 May

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

Sunday, 5 May

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

Monday, 6 May

Time									
8:00 – 8:45 am	**Measuring and Improving the Quality and Completeness of Your Docs** Giammona	**Mastering Your Website 101** Esposito	**Expanding Your Toolbox to Make Yourself a More Productive Editor** Schrank	**Writing for Voice and Tone in UX Content** Nate Wolf	**You Already Know What Structured Authoring Is, and I Can Prove It!** Magliery	**Should There Be and App for That? Incentivizing Reality Through Gamification** Loftin	**Leadership Opportunities are Closer Than They Appear** Feldman and Woelk	**Improve Your Content and Expand Your Influence with 5 Core Questions** Collins	**Implementing a Tech Comm Solution in a Highly Regulated Industry** Brownrigg
9:00 – 9:45 am	**Voice of Customer Tools That Help to Deliver Awesome Product Instructions** Hall	**Managing Service Outages: Getting Users Back to Success Quickly, Clearly, and Transparently** Berger and Wilburn	**Meet the Editors** Dragga and Ames	**Designing Use Case Content for B2B** Grover	**Making Agile Work for You** Garison	**More Lessons Learned: What Harry Potter Professors Teach Us About Instructional Design** Sagan		**How Sketching is Like Technical Communication** Alley	**Back to the Future of Collaboration and Review** Singh
10:00 – 11:00 am (1 hour)	**Taxonomies for Tech Comm: Best Practices for Use in the Real World** Shumate	**Docs as Code and DITA** Bina	**Speed Editing** Oestreich	**Making Video Part of Your Localization Strategy** Stegall	**The Why, How, and What to do Next of Measuring Quality** Kilian and Schwarzkopf	**An Introduction to Content Auditing: SEO, Assessment and Content Management** Getto		**Tech Comm Trends: Providing Value as a Generalist in a Sea of Specialists** Johnson	**Let Them Eat Cake: Don't Wait for Your Customers Revolt** Dybdahl
1:00 – 1:45 pm	**Behind-the-Scenes Networking: The Secret to Today's Job Search** Fox	**What Leaders in Industry and Academia Think about TC Training and Education** Andersen and Evia	**International Standards for Info Dev and Content Management** Hackos	**In-Product Support: Evolving from Manuals to Driving the Customer Experience** Bosak and Viajar	**Documentation Strategy for Open Source Projects** Dissanayake	**Optimize Your Content Like an Engineer** Feldman		**Teaching Online: Tips, Tricks, Techniques for Engaging Virtual Learners** Siegel	**Interactive Digital Guidance: A New Approach to Delivering Documentation** Jaiswal
2:00 – 2:45 pm	**Markdown, HTML5, XML in Tech Comm Workflows: Introducing Lightweight DITA** Evia	**Be the Best You Can Be: Mentoring and Being Mentored** Sheaffer and Miranda	**The Future of Communicating with Digital Natives** Settle	**Facebook Polling as a User Research Tool** Lanier	**Plugging the Brain Drain: Using Knowledge Management to Capture and Share Information** Proff	**xAPI: Geek Free Introduction for Instructional Designers** Torrance		**Sort It Out: Improving Search with Taxonomies and Metadata** Stevens	
4:00 – 4:45 pm	**Living in Volatile Contexts** Gallon	**Analytics Can Change Your World** Payne	**How Many Languages? Help!** Tkaczyk	**Creating a Content Strategy for a Not-for-Profit Client** Howard	**Pivot Your Passion into Profit** Gillenwater	**Automated Release Notes** Winslow		**Marketing Your Tech Comm Services Internally or Externally** Carliner	
5:00 – 6:00 pm	**Annual Business Meeting; installation of 2019-2020 Board of Directors**								

Tuesday, 7 May

Time									
8:00 – 8:45 am	**UX Writing: Users First, Better Products** Gando	**Accessibility and Privacy: Techniques for Designing and Editing Docs** Matthews and Wiedemer	**License to Write: Techniques for Tech Comm Success** Queeney	**The Human Touch: Bringing Instructor Presence into eLearning** Cho	**Building a Tech Comm Team** Kreger	**Tone Up Your Content: Finding the Voice that Builds Loyalty** Nealon	**Context, Content, and Care: Usability and Design in Health and Medical Contexts** St.Amant	**Why Technical Communicators Should Be More than Writers** Porter	**Pedal to the Metal (DITA from 0 to 60 in about an hour)** Aschwanden
9:00 – 9:45 am	**UX and TC: Aligning for Success** Dwyer	**Tech Comm 2.0: Inventing, Selling, Implementing a Better Way to Work** Werner	**What's Next with STC Certification: Practitioner Exam (CPTC)** Baehr	**Disrupting PR: How Technical Writers Can Augment Public Relations** Schuck	**Architecting Your Team's Career Path** Jensen and Fish	**eLearning: Creating Virtual Reality Projects with Adobe Captivate** Siegel	**Introducing a New UX Approach for Health Communication: Plus-Minus-Check** Meloncon	**#PowerOfStory: The Cultural Program that Got Me Clicks** Dill	**Off with Their Heads! Headless CMS IoT, and You** Dbdahl
10:00 – 11:00 am (1 hour)	**A Tale of Two Podcasts: From Concept to Reality** Proff and Woelk		**Topic-based Authoring for Training** Wheeler	**Innovations in Tech Comm Curricula for College Programs** Hirst/Baehr/Agnew	**Your Career Portfolio: Planning for Future Growth** Koster-Lenhardt	**Visual Media: Crossing Paths with Technical Publication** Kamikawa	**Maintaining a Healthy DITA Project** Coravu	**Introduction to API Documentation** Johnson	**Do I Need to be the Godfather of Stylesheets** Singh
1:00 – 1:45 pm	**Technology for Good: Helping Orgs Do (More) Good with Technology** Perry	**Engineering Better Training Experiences Through Innovative Presentation Techniques and Technologies** Campbell	**Intro to the STC Body of Knowledge** Brewer	**Wanna Cyber? Breaking into and Succeeding in Cybersecurity as a Tech Comm** Behles	**Technical Communication in Health and Medicine** Lawrence, St.Amant, Schrank, Werner		**Intro to S1000D: Authoring to Support the Civil Aviation and Defense Industries** Evans	**You Got Your Content in My Strategy!** Webb and Fox	
2:00 – 2:45 pm	**Technical Writers for Good: Humanizing Proposal Writing Through Non-Profit Grants** Kramer-Simpson	**Just-in-Time (JIT) Training** Murray	**Turn on a Power Tool to Create Highly Functioning Remote Teams** Brewer	**Let's Tackle Open Source Docs** Maddox	**Documented Disconnect: Gender Bias in Onboarding Technical Documents** Hart	**Cultivating a Design Mind** Bowie	**Developing Training Websites with (Mostly) Open-Source Tools** Kinsey	**The Dollars and Sense of Visuals in Content: Original Research and Innovative Approaches** Foster	**RTFM! How to Tackle It and Get Your Users' Mindshare** Thomas
4:00 – 4:45 pm	**Docs and Definition of Done: Incorporating Documentation into an Agile Environment** Hu and Walker	**Polymath Communicators: The Future of Tech Comm** Bonsignore	**Release Notes Matter!** Ogale	**Style Guides: What Goes in Them and What All Can They Cover?** Fraley	**Unexpected Manager: Learning to Lead When I Didn't Expect It** Christensen	**Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy** Brown-Hoekstra	**Website Search with Apache Solr** Prentice	**Leveraging Doc Scope Creep to Your Advantage** Aschwanden	
5:00-6:30 pm	**Honors Event** with Gabriella Pascuzzi								

Wednesday, 8 May	
8:00 am – 11:00 am	**Closing Plenary Session: Tech Comm's Influence and Impact** Saul Carliner - Who Are We? A Report on the 2018 Census of Technical Communicators Ginny Redish - Where We've Been; Where We're Going Karen Schriver - Improving Your Professional Value: Using Evidence to Influence Decision Making
Post Summit Activities	*Check the Networking page on STC's Summit site (https://summit.stc.org/networking-2/) for optional post Summit activities*