Welcome

Welcome to the 2021 Technical Communication Summit and Expo! We hope you are ready for a totally immersive virtual learning and networking experience, along with some fun!

This year marks STC’s 68th annual conference for technical communicators and content professionals to advance their professional development, to better manage work initiatives, and to stay ahead of rapidly changing technology. And while the education and learning opportunities are the focus, the STC Summit is more than just a conference. It’s a place where STC members, experts, and professionals gather to share best practices, build lifelong relationships, and find consultants and vendors who can help solve our business problems.

The Conference Committee, staff, and volunteers have been working hard to deliver the attendee experience you have come to expect from STC with a mix of robust education, lively networking opportunities, and honors and entertainment events:

- The 2021 program includes speakers from Salesforce, H&R Block, Adobe, Toastmasters, Oracle, Lilt, Atlassian, Hillrom, Medtronic, the U.S. Centers for Disease Control and Prevention, and more!
- Education sessions take place Monday, Tuesday, and Wednesday with two Featured Speakers each day.
- Each day also includes a networking event and some light entertainment, including a live magician, a tech-comm-themed trivia game, as well as a jam session with blues musician Rick Franklin, back this year by popular demand.

Last but not least, the STC Summit Venue and Virtual Exhibit Hall opens the day before the conference, during the conference, and stays open until 31 August 2021. In addition to all education on-demand, this gives attendees plenty of time to look for expert consulting, services, and tool vendors. Meet with them to find out how they can help your company save money, solve content-related business problems, and improve your customer experience. Want to meet with a vendor virtually? Visit the exhibitors during the conference to meet live or to schedule a meeting through the platform when it is convenient for you. We want you to have an immersive conference experience that will be informative, fun, and socially engaging.

On behalf of the STC staff, Board of Directors, Conference Committee, and every volunteer who has helped with the Summit this year, we hope to see you there!

Liz Pohland
STC Chief Executive Officer

Craig Baehr
STC 2020–2021 President

Thank you to STC’s Conference committee for the many hours of personal time they gave to develop the Virtual Summit program.

Aiessa Moyna
Co-Chair, and Content Design and Delivery Track Manager

Jane Wilson
Co-Chair, and Tools and Technologies Track Manager

Cindy Currie
Co-Chair, and Management, Leadership, and Career Development Track Manager

Carolyn Klinger
Volunteer Manager

Nathaniel Lim
Attendee Outreach Manager

Carrie Sheaffer
Speaker Manager

Becky Todd
Publicity Co-Manager

Liz Herman
Publicity Co-Manager

Thank you to our volunteers for their time monitoring the sessions and helping presenters.

Royce Cook
Barbara Komorowski
Michael Otero
Shayla Corpew
Nancy Lopez
Jesslyn Parrish
Eirini Gkougkoulia
Anita Matechuk
Sabrina Sentell
Ruth-Anne Klassen
Kristie Nicol

Thank you to Avon Murphy for his time and skill creating the Proceedings.
# Schedule at a Glance

5-9 June 2021, Eastern Time Zone (as of 24 May 2021)

<table>
<thead>
<tr>
<th>Time</th>
<th>8:30 AM</th>
<th>9:00 AM</th>
<th>Noon</th>
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<tr>
<td><strong>SATURDAY</strong> 5 June</td>
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## SUNDAY, 6 JUNE

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<tr>
<th>Time</th>
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<th>NETWORKING AND ORIENTATION</th>
<th>6:00–7:00 PM</th>
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<tr>
<td><strong>MONDAY</strong> 7 June</td>
<td>Expo Open</td>
<td>8:00–11:45 AM</td>
<td>Education Sessions</td>
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<td>9:00 AM–12:45 PM</td>
<td>Noon–12:45 PM</td>
<td>Featured Speaker</td>
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<td>Virtual Speed Networking</td>
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<td>Education Sessions</td>
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<td>4:45 PM–6:00 PM</td>
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<td>Welcome Reception, and Live Magician</td>
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## TUESDAY 8 June

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<td>9:00 AM–12:45 PM</td>
<td>Noon–12:45 PM</td>
<td>Featured Speaker</td>
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<td>1:00 PM–1:45 PM</td>
<td>1:00 PM–1:45 PM</td>
<td>STC Honors Event</td>
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<td>2:00 PM–2:45 PM</td>
<td>2:00 PM–2:45 PM</td>
<td>Featured Speaker</td>
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<td>3:00 PM–4:45 PM</td>
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<td>Education Sessions</td>
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<td>4:45 PM–6:00 PM</td>
<td>4:45 PM–6:00 PM</td>
<td>Live Trivia Event</td>
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## WEDNESDAY 9 June

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<td>12:45 PM–1:30 PM</td>
<td>12:45 PM–1:30 PM</td>
<td>SIG Open House</td>
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<td>1:30 PM–2:15 PM</td>
<td>Featured Speaker</td>
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<td>2:30 PM–4:15 PM</td>
<td>2:30 PM–4:15 PM</td>
<td>Education Sessions</td>
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<tr>
<td>4:15 PM–5:00 PM</td>
<td>4:15 PM–5:00 PM</td>
<td>Closing Celebration and Live Music</td>
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Monday, 7 June

**9:00–9:45 AM**
- From Editing API Strings to Reshaping API Docs Content Lifecycle, *presented by Arthur Berger*
- Making Agile Work for YOU!, *presented by John Garison*
- So You Think You Know What Your Readers Want? Presented by Yoel Strimling
- Survey Says: Don’t Start a Feud—Write Stronger Surveys, *presented by Jennifer Goode*

**10:00–10:45 AM**
- Developer Experience: Strategies to Create Great API Knowledge, *presented by Charles Miller*
- Preparing Content for Intelligent Systems, *presented by Joyce Lam*
- Three Steps to Successful SME Interviews, *presented by Nicky Bleiel*
- Tools Be Damned! Full Speed Ahead, *presented by Bernard Aschwanden*

**11:00–11:45 AM**
- From Enterprise to Voyager—Everyone on the Content Bridge, *presented by Tulika Garg and Stefan Gentz*
- Kelsey & Ben’s Excellent Adventure: A Mentoring Story, *presented by Kelsey Loftin and Ben Woelk*
- Promises, Promises: Steps for Achieving Your Expected Benefits of Reusable Content, *presented by Dawn Stevens*
- Revisiting the Hypergram: A Powerful Opportunity for Technical Communicators, *presented by Tom Burns*

**Noon–12:45 PM**
**FEATURED SPEAKER SESSION**
*Enriching Information with Artificial Intelligence*, panel discussion moderated by Ray Gallon, with Michael Doane, Alex Masseycheff, and Carlos Perez

**2:00–2:45 PM**
**FEATURED SPEAKER SESSION**
*Design for Cognitive Bias: Using Mental Shortcuts for Good Instead of Evil*, *presented by David Dylan Thomas*

**3:00–3:45 PM**
- Architecting and Operating an Enterprise Content Supply Chain, *presented by Kit Brown-Hoekstra and Bill Burns*
- Get That Interview! How to Beat the Dreaded Applicant Tracking System, *presented by Jack Molisani*
- mHealth Apps and Usability: Using User-Generated Content to Explore Users’ Experiences, *presented by Kristin Marie Bivens and Candice Welhausen*
- Quick Fixes for Bad Slides, *presented by Mike Parkinson*

**4:00–4:45 PM**
- No Research Tool Available, Kinda No Problem: Bliss and Bootstrapping of Build-It-Yourself, *presented by Brett Oppegaard*
- The Personalization Paradox: How to Succeed at Delivering Personalized Experiences at Scale, *presented by Val Swisher*
- Tell Your Story the Disney Way: Applying Disney Imagineering to Technical Communication, *presented by Lou Prosperi*
- UX Writing at Workfront: How Technical Writers Started Writing for UX, *presented by Courtney Christensen and Luke Penrod*
- Why Elon Musk Is Wrong About AI—But You Should Still Care What It Means for Content, *presented by Peter McCall*
Tuesday, 8 June

9:00–9:45 AM
- Information Architecture? In My Content? What You Need to Know About IA, presented by Josh Anderson and Peihong Zhu
- Podcasting for Fun and/or Profit, presented by Ed Marsh
- Using DITA XML to Deliver Content Dynamically to Support AI and XR, presented by Hanna Heinonen
- Zoom-proof Your Presentations: Delivering Engaging Talks in a Virtual Space, presented by Leah Guren
- Tech Comm and Advocacy, presented by Angela Foster and Nibu Thomas

10:00–10:45 AM
- Ace Your Video Documentation: A DITA-Centered Approach to Optimize Video Production, presented by Sree Patabiraman
- Checking for Consistency Errors and House Style with PerfectIt, presented by Daniel Heuman
- Low-Cost and Low-Effort Ways to Create Infographics and Visually Appealing Slides, presented by Kelly Schrank
- Technical Writing Style: A Rhetorical Perspective, presented by Jonathan O’Brien

11:00–11:45 AM
- Improving Tech Comm Using Road Signs and Everyday Experiences, presented by Stephanie Saylor
- My Leap into Regulatory Affairs—Technical Communicators Please Apply, presented by Melissa H. Sanchez
- Reshaping Your Content Analytics Approach to Meet Your KPIs, presented by Arthur Berger and Nupoor Ranade
- Teaching with Google Workspace Platforms, presented by Phillip B. Gallagher and Bremen Vance
- Wiki Wiki What: Create Powerful Technical Documentation in Confluence, presented by Matt Reiner

Noon–12:45 PM
FEATURED SPEAKER SESSION
Minimalism at 30, presented by Nicky Bleiel and John Carroll

2:00–2:45 PM
FEATURED SPEAKER SESSION
Pandemics, Public Health, and Strategies for Conveying Information about Risk, presented by David Caruso and Candice Wellhausen

3:00–3:45 PM
- What’s Next with CPTC Certification: Foundation, Practitioner, Expert, presented by Craig Baehr
- Burnout Proof Your Communications, presented by Michael Levitt
- Don’t Panic: How to Manage Scope Creep and Unresponsive SMEs, presented by Yesica Mirambeaux
- UX Research During a Pandemic: Remote Methods and Testing Tools, presented by Meghalee Das

4:00–4:45 PM
- Adobe Photoshop’s Data-Driven Images, presented by Ray Davis
- Basically, It’s Technical Editing, presented by Linda Oestreich
- CCMS 101: Foundations of Component Content Management System, presented by John Baker
- Develop Engaging, Interactive Online Training Sessions, presented by Mark Kleinsmith and Steven Morgan
- Show Up, Speak Up, Shut Up: How to Be a Good Ally, presented by Viqui Dill
Wednesday, 9 June

9:00–9:45 AM
- A New Hope in Scope, presented by Vladimir Petrov and Ralitsa Tsoneva
- Bridging Products, Portals, and Content Gaps with Learning Maps, presented by Tyrin Avery and Erin Wagner Tidwell
- Changing of the Guard: Leading Successful Succession, presented by Jennifer Goode
- The Pains of Composition: How to Write Your Best Documentation in a Collaborative World, presented by Matt Reiner

10:00–10:45 AM
- From Contributor to Manager: What Got Me Here Won’t Get Me There, presented by Roberta (Bobbi) Werner
- From Word to Cool in 45 Minutes—How to Supercharge Your Content with Superpower, presented by Stefan Gentz and Kevin Siegel
- Markdown, DITA, or Both?, Presented by Alan Houser
- No Money, No Design Skills, No Problem, presented by Mike Parkinson
- The Phases of Successful Freelance Technical Editing, presented by Avon Murphy

11:00–11:45 AM
- Aligning Content with Reality: Practitioner Perspectives on Textbook Keywords, presented by Samantha Cosgrove and Bremen Vance
- Building and Sustaining a Career in Technical Communication, presented by John Garison
- Convergence in B2C Video: Integrating Tech Comm and Marcomm for Strategic Purposes, presented by Chase Mitchell and Brandon Strubberg
- Distilling a Large Document into an ISO ISMS Process Document, presented by Jackie Damrau
- Enhance Your User Experience with Content, presented by Jamie Gillenwater

Noon–12:45 PM
FEATURED SPEAKER SESSION
A Journey to Inclusive Leadership, presented by Joanne A. Lee

1:30–2:15 PM
FEATURED SPEAKER SESSION
The Science of Stress, Anxiety, and Mindful Calming, presented by Gloria Chan Packer

2:30–3:15 PM
- From 0 to 30,000 Feet via DITA, presented by Bernard Aschwanden
- Git Doesn’t Have to Be Hard, presented by Peter Conrad
- Meet the Editors, presented by Alisa Bonsignore and Dr. Miriam Williams
- Performing a Skills Inventory and Gap Analysis to Land the Perfect Role, presented by Victoria Berger
- User Research on a Lean to Zero Budget—Strategies and Tips, presented by Laurel Beason and Zohra Mutabanna

3:30–4:15 PM
- Automating and Simplifying Quality Reviews, presented by Aryn Frizell and Megan Jensen
- Meaningful Content: Cross-Functional Techniques That Create Impact, presented by Bonnie Chase and Sara Feldman
- Using Warehouse Files to Improve the Overall Findability of Your DITA Content, presented by Liz Fraley
Social Networking Opportunities

Sunday, 6 June
6:00 PM Orientation and Informal Networking
Join us for a casual networking hour and an introduction to the conference venue before the Summit officially begins on Monday. We will send all attendees a Zoom link to this event.

Monday, 7 June
All Day: Visit the Exhibitors
Exhibitors are live in their booths to discuss their products and services with attendees. Many also have raffles you can enter for great prizes as well as documentation in their booths to help you learn more about their products and services.

8:30–9:00 AM Informal Networking with the Conference Committee

1:00–1:45 PM Speed Networking
A fast and fun way to meet a lot of people at the Summit
(Sponsored by Precision Content Authoring Solutions Inc.)

1:00–2:00 PM Precision Content Demo
Visit the Precision Content networking room in the Social Lounge for a demo of their NEW Precision Content Writing eLearning Training

4:45–6:00 PM Welcome Reception
Spend sometime with exhibitors, followed by “Virtual Deceptions” by Magician Dennis Kyriakos. Bring your own deck of cards to fully participate. Come and be amazed!

Tuesday, 8 June
All Day: Visit the Exhibitors

8:30–9:00 AM Informal Networking with the Board of Directors

1:00–1:45 PM: STC Honors Event and Talent Show
Come celebrate and reward the accomplishments and talents of your friends and colleagues. Community of the Year and Most Improved Community Awards will be announced.

1:00–2:00 PM Precision Content Demo
Visit the Precision Content networking room in the Social Lounge for a demo of their NEW Precision Content Writing eLearning Training

4:45–6:00 PM Trivia Event
Visit the Prospring Staffing booth for a tech-comm themed trivia event facilitated by Jack Molisani. Attendees are welcome to bring their own food and drinks.

Wednesday, 9 June
All Day: Visit the Exhibitors

8:30–9:00 AM Informal Networking with the STC Staff

12:45–1:30 PM SIG Open House and Networking Event
Join our Special Interest Group volunteers as they organize an Open House and networking event to introduce attendees to SIGs.

12:45–1:30 PM Precision Content Demo
Visit the Precision Content networking room in the Social Lounge for a demo of their NEW Precision Content Writing eLearning Training

4:15–5:00 PM Closing Celebration
Come celebrate and jam with live blues musician Rick Franklin, back by popular demand. Leader Board prizes will also be awarded!
Exhibitors and Sponsors

**Precision Content Authoring Solutions Inc.-Platinum Sponsor**
Precision Content is a full-service content shop centered on the belief that how you write matters. Since 2013, we have been helping businesses transform their content, processes, and technology to greatly improve writer efficiency. Our new eLearning training provides modern information design strategies proven to make content easier to understand and use. We look forward to connecting with you at STC Summit 2021.

**36Software-Merit Sponsor**
36Software is the creator of SmartDocs – The only complete content management solution that allows writers to manage and reuse content entirely in MS Word. Open any Word document or template you use today and have all the tools you need to search for, insert, track, share, and reuse content throughout your entire team or across the company. It can be overwhelming to explore a new technology solution to support your company’s needs, which often leads to inaction. Companies today realize that they need to take advantage of content reuse in order to save time, save money, and generate higher quality documentation.

With SmartDocs, you will begin to benefit from Day 1. Where most solutions require 12–18 months of configuration before anyone can really take advantage of the environment, SmartDocs allows your team of writers to begin to reuse approved content with the very first snippet created. Check out a demonstration video and get in touch to speak with someone on our team!

**Brief SmartDocs demonstration:** [https://www.youtube.com/watch?v=qdfM2o-0Ac5o&feature=youtu.be](https://www.youtube.com/watch?v=qdfM2o-0Ac5o&feature=youtu.be).

**Adobe-Merit Sponsor**
Adobe empowers technical documentation and content professionals to create, manage and deliver engaging content experiences end-to-end – from creation to delivery, across languages and screens. Drive structured content management for experience-driven documentation with an enterprise-class CCMS – XML Documentation for Adobe Experience Manager. Author and publish intelligent content with the modern Adobe RoboHelp, and the gold standard in technical content authoring tool – Adobe FrameMaker.

**APMG International**
APMG International is a global examination institute administering a range of accredited training and professional management qualifications that support individuals and organizations in key management disciplines, including; Programme & Project Management, ITSM, Governance, Emerging Tech and Cyber Security & Resilience.

Our range of over 100 qualifications – which include AgilePM, Business Relationship Management, Change Management and IAITAM (with supporting accredited training courses), are designed to equip individuals with best practice knowledge, tools and techniques to tackle key business objectives whilst improving efficiency and performance. Visit [apmg-international.com](http://apmg-international.com).

**CETRA Language Solutions**
CETRA is a language services provider dedicated to helping people globally to understand each other and the world around them. Our focus areas:Adapting marketing and technical communication to global audiences, Managing complex processes and workflows, Leveraging human expertise together with cutting-edge language technology. For more information visit [www.cetra.com](http://www.cetra.com).
Intelligent Editing Ltd.
PerfectIt is the must-have proofreading tool for all technical writers and editors who lose critical hours checking documents for inconsistencies such as acronym definitions and capitalization. Used by 6 of the top 10 pharmaceutical companies, PerfectIt is free to try and discounted for STC members. Download at www.perfectit.com.

Jorsek, Inc./easyDITA
easyDITA is a SaaS content platform designed to create, manage, and personalize enterprise knowledge for any audience, channel, and language. Turn your organization’s knowledge and product content into an engaging digital experience for customers and employees.

LILT
Lilt is an AI-powered language services provider on a mission to make the world’s information accessible to everyone regardless of which language they speak. The Lilt platform empowers global enterprises with human-powered, technology-assisted translations to scale their translation programs, go-to-market faster than ever, and improve the global customer experience.

MongoDB
MongoDB provides the data platform for the cloud era. The MongoDB database stores data JSON-like documents for ease of development. Run your own MongoDB servers or use MongoDB Atlas. The Atlas database as a service runs on and across all major cloud providers. No database makes you more productive.

Northern Arizona University
Professional Writing Program-Hone your workplace writing skills and open the door to additional career options in industry, government, non-profits, or freelancing. Learn to better craft and manage digital content, proposals, reports, grants, technical documentation, usability testing, management communications, and information design. MA and Graduate Certificate asynchronous, online. Visit: https://nau.edu/english/programs/masters-degrees/ma-professional-writing/ for more information!

ProSpring Staffing-Merit Sponsor
ProSpring is a staffing agency that specializes in content professionals (contract and perm). We just celebrated our 25th anniversary in March!

Ready for a job change? Jack Molisani, an STC Fellow and ProSpring’s president, would be happy to review your resume-for free?

Looking to hire a technical writer or content strategist? We can help with that, too!

Email Jack Molisani <Jack@ProspringStaffing.com> or call us at 1+ 562-726-1800.

Toastmasters International
Toastmasters International, a nonprofit educational organization, teaches public speaking and leadership skills through a diverse network of over 16,200 clubs in 145 countries. Headquartered in Colorado, global membership exceeds 364,000! Since 1924, we help people become more confident speakers, communicators, and leaders. Connect with District 10 Toastmasters today! www.district10.org

Whatfix-Merit Sponsor
Whatfix is a Digital Adoption Solution that disrupts traditional Application Training, Learning, and Support content by providing Contextual, Interactive, Real-Time, and Autonomous user guidance on software applications. Whatfix’s nifty point and click creation methodology allows content creators to create interactive walkthroughs, annotated videos, PDFs, and slideshows quickly and efficiently. Whatfix has a proven record of increasing employee productivity by 35%, reducing training time and costs by 60%, reducing employee case tickets by 50% and increasing application data accuracy by 20%.
Save the Date

2022 Summit and Expo

15–18 May 2022

HYATT REGENCY O’HARE ROSEMONT (CHICAGO), IL