

YOU NEED

accessible, understandable
technical information.



STC can help.

Your company depends on good technical communicators. It's their job to get important technical information into the hands of the people who need it—your customers, your business partners, your staff, and the media. Technical communicators write the software manuals, edit the white papers, illustrate the operating manuals, and publish the procedures that keep your business moving.

Good communication helps your company run efficiently and economically. It increases brand loyalty. It makes all the difference to your bottom line.

For 50 years, the Society for Technical Communication (STC) has provided professional support and training to technical communicators, helping them do their jobs faster and better. What's more, the training offered by STC is less expensive than that offered elsewhere—shop around and compare.

Sponsoring your technical communication staff for membership in STC offers tangible benefits to your company. This brochure explains how you can benefit from involvement with STC.



SOCIETY FOR TECHNICAL COMMUNICATION

What is STC?

We're the world's largest professional association for technical communicators. At your company, these people may hold any number of job titles, including technical writer, usability specialist, or documentation specialist. They work in many different media, publishing brochures, books, and Web sites; illustrating manuals; and writing scripts for videos and training films. But they all work to make technical information accessible and understandable to those who need to use it.

STC is their training ground, their professional community, their window to new ideas and tools.

What's the value of an idea?

STC members are exposed to hundreds of new ideas for improving their work—ideas on improving user manuals, reorganizing Web sites, writing proposals, and getting the press

interested in your company.

If customers can understand your product, they will buy your product.



Not every idea will work for every business. But consider the value of just one great idea: If you can save or make thousands, doesn't it make sense to sponsor your technical communicators' membership in STC?



Cost-Effective Training

All of your employees need ongoing training to stay current in today's business world. But training costs a fortune, right?

Not with STC. Membership gives your technical communicators access to STC's monthly magazine, quarterly journal, local meetings, and chapter newsletters.

STC also offers separately priced training opportunities at its annual international conference, regional conferences, local chapter seminars and meetings, and through a series of telephone seminars. (For details, see the STC Web site at www.stc.org.)

Professional Community

Technical communicators often work surrounded by other professionals such as engineers, managers, and programmers. If there are only a small number of technical communicators at your company—or perhaps only one—your technical communication staff doesn't have a place to turn for ideas on how to address challenges and improve operations.

STC provides that professional community. With thousands of fellow technical communicators within easy reach via discussion groups (i.e. listservs), chapter meetings, publications, and special interest groups, your technical communication staff will have the support network they need to address any situation.



Get Results

Membership in STC provides a cost-effective way to improve your company's vital information products. Consider sponsoring your technical communicators for membership—you'll be pleased with the results. Technical communicators can join STC by visiting the STC Web site at www.stc.org or by using one of the pre-printed applications available from the STC office.

If sponsorship doesn't fit your budget, then make your employees aware of STC and what it can do for them. Simply direct them to the STC Web site. Let them know that we're here for them, and we're here to help.

Your Next Hire

Next time you need to hire a technical communicator, you can use the jobs database on the STC Web site for free. You simply post your job announcement, and candidates reply directly to you. The process is easy, and you get quality candidates and fast results. Why pay newspaper rates for classified ads when you can get focused responses for free?

Sustaining Organizations

For companies that wish to make a deeper commitment to technical communication, STC offers a sustaining organization membership. Regular memberships are for individuals; sustaining organization memberships are for corporations, universities, and nonprofits. For more information about this program, please visit the STC Web site at www.stc.org.



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