

STC's Web-Telephone Seminars

Need to train large numbers of people at once, efficiently and inexpensively? Turn to STC's Web-telephone seminars!

Conducted like a conference call with presentation materials viewed over the Web, each 90-minute seminar focuses on a topic designed to help technical communicators further their skills and provide more value to their companies. For a flat fee, you can train as many people as your conference room can hold!

For more details on each seminar, as well as registration information, see the STC Web site at **www.stc.org**.

Creating Training that Sticks

Wednesday, December 6, 2006

1–2:30 PM EST (18:00–19:30 GMT)

Speaker: Maggie Haenel

Learners don't passively receive knowledge. In every educational or training session, complex cognitive processes are at work to assimilate, contextualize, and retain information. Knowing how these processes operate can help you develop training that *works*. Come to Maggie's seminar to understand how and why we learn, what factors affect our learning, and how to use this knowledge to develop stimulating, effective learning.



Maggie Haenel is a consultant in project management, instructional design, and performance improvement.

The X Factor—From HTML to XHTML

Wednesday, January 17, 2007

1–2:30 PM EST (18:00–19:30 GMT)

Speaker: Neil Perlin

Why and how did XHTML come to be used, and how does it work at the code level? And will you have a choice in using it? Learn how it differs from

HTML and XML, what its codes look like, how to convert files from other formats to XHTML, and what tools you can use to do so.



Neil Perlin is president of Hyper/Word Services (**www.hyperword.com**) of Tewksbury, Massachusetts. He has twenty-eight years' experience in technical communication, with twenty-

two in training, consulting, and development for various types of online formats and tools including *WinHelp*, *HTML Help*, *CE Help*, *JavaHelp*, *RoboHelp*, *ForeHelp*, *Flare*, and some now largely forgotten.

Neil is a columnist and frequent speaker for STC and other professional groups, a member of the Boston Chapter STC, the creator and manager of the Beyond the Bleeding Edge sessions at STC's annual conference, and an STC Associate Fellow.

ANSI Z535.6—A New Standard for Safety Information in Product-accompanying Literature

Wednesday, January 31, 2007

1–2:30 PM EST (18:00–19:30 GMT)

Speakers: Elaine Wisniewski and Steven Hall

Learn about a new national standard for presenting safety messages in owners' manuals, ANSI Z535.6, *Product Safety Information in Product Manuals, Instructions, and Other Collateral Materials*. This standard, which has been approved and is expected to be published by the end of 2006, focuses on the design and placement of product safety messages (or warnings) in product-accompanying documents such as owners' manuals, instructions, users' guides, maintenance or service manuals, assembly instructions, and safety manuals. The speakers will review the four types of safety messages defined in this new standard: supplemental directives, grouped safety messages, section safety messages, and embedded safety messages.



Steven Hall is a senior consultant and director of hazard communication

***Train as many people as your conference room
can hold—for one flat rate!***

consultations at Applied Safety and Ergonomics. He serves as vice-chair for the ANSI Z535.6 subcommittee, which directed and oversaw the development of the new standard.

Elaine Wisniewski is a managing consultant in the human factors and product safety group at Applied Safety and Ergonomics. She participates in research, development, and evaluation of safety communication such as warnings, instructions, symbols and graphics, owner's manuals, and other safety-related publications.

Creating Indexes on Web Sites and Intranets

Wednesday, February 7, 2007

1–2:30 PM EST (18:00–19:30 GMT)

Speaker: Heather Hedden

How can managers of Web or HTML content best meet the searching needs of their users? Manually created A-Z site indexes may be the solution. Learn the structure of HTML indexes and how they compare with site maps, taxonomies, and search engines. An overview of Web indexing tools, including *HTML Indexer*, *XRefHT32*, and the indexing features of online help authoring tools, will also be provided.



Heather Hedden is principal of Hedden Information Management, providing services and training in indexing and taxonomy creation. Heather previously served as senior

vocabulary editor at Thomson Gale.

Heather teaches online courses in Web site indexing, has published numerous articles, and is currently working on a book, *Indexing Specialties: Web Sites*. She holds a B.A. from Cornell University and an M.A. from Princeton University.

Working in Global Teams

Wednesday, February 21, 2007

1–2:30 PM EST (18:00–19:30 GMT)

Speakers: Melanie Doulton and Makarand Pandit

Virtual, global teams require us to use our communication skills in ways that were unimaginable twenty years ago. In this seminar, Melanie Doulton and Makarand Pandit discuss ways to build successful working relationships in virtual environments. The speakers will also discuss the state of technical communication in India and share the experiences of Indian technical writers working in virtual teams.



Makarand Pandit is the CEO of Technowrites Pvt. Ltd. (www.technowrites.com) with over twelve years' experience as a technical communicator. He is a senior STC member and was India chapter president in 2005.



Melanie Doulton has been working in multi-cultural, multi-language, virtual environments as a technical communicator for over a decade. She writes and presents frequently on topics related to technical communicators' work environment.