

SOCIETY FOR TECHNICAL COMMUNICATION



SUMMIT PROGRAM

#STC16

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2016
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ANAHEIM MARRIOTT
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Welcome to STC's Technical Communication Summit

Welcome to Anaheim, California, and the 2016 Technical Communication Summit! You are in for a great event. Innovations from last year make this Summit more interactive and engaging and, based on your feedback, updates have been made to keep content fresh. As always, the Summit gives you the opportunity to network face-to-face with peers and colleagues, which is the ultimate way to build your professional network. In my opinion, these personal connections are the most rewarding part of the Summit and one of the many reasons I return each year.

The Summit is also where you can hone your skills and discover new ideas at premier sessions from top-notch speakers. Through partnerships with sponsors and exhibitors, you will learn about technological developments, their impact on our field, and how we touch the lives of people around the planet. I challenge each one of you to remember and track those moments of enlightenment. Every attendee should leave with enough knowledge to make a compelling case to return year after year.

This year, focused education tracks were developed to help you prioritize your time. Learn more about how to design and test content. Increase your ability to manage your career (and your paycheck) by building leadership skills. Improve how you write and communicate in order to continue to create high-quality content. Whatever tracks you choose, you'll walk away a valuable and well-rounded employee.

Notable to the changes that touch our lives is the ever-increasing impact of all things networked. Our opening keynote speaker, Entrepreneur David Rose, presents "The New Vanguard for Business: Connectivity, Design, and the Internet of Things." Our closing keynote speaker, VP of Marriott Marketing David Beebe, presents "Publish or Perish: How to Win the Hearts, Minds, and Wallets of Next Generation Consumers with Content Marketing." Who better to create core content than the members of STC?

On Sunday night, I invite you to visit North America's largest Technical Communication Exhibition for the Welcome Reception, which is a great way to jumpstart your peer interactions. Take time to visit all the exhibitors, because as our closing keynote will teach us, the informed consumer is able to make the best purchase decision. Return to the Expo Hall on Monday and Tuesday to participate in one of two rounds of Speed Networking.

My favorite event has to be the Honors Reception. This free event Tuesday evening gives you the chance to toast the recipients of numerous awards and honor the new Fellows and Associate Fellows. I promise an exciting and fun night where we celebrate the best of our industry.

Let me also remind you about the newly relaunched Certified Professional Technical Communicator (CPTC) program! Certification proves a level of professionalism in technical communication. The new program offers an improved process and structure to better serve technical communicators. CPTC is now a three-tiered professional certification: Foundation, Practitioner, and Expert. To learn more about certification while attending the Summit, please visit the Education and Certification Information Counter.

While there will be many opportunities for me to extend my thanks during the Summit, I want to pass on heartfelt gratitude to the work done by the conference committee and STC staff in organizing this amazing event. Putting on a conference is hard work, so please remember to thank them when you see them. And thank your employers, if appropriate, for letting you bring back knowledge, value, and business insights. The STC Summit will set you up for success!

I look forward to hearing your Summit success stories. As you have your #stcWOW at #stc16 moments, remember to tweet and share the discoveries you make with everyone. Thanks for being a part of the 2016 Summit, and for being a part of your professional Society.

With best regards,




Bernard Aschwenden
President, 2015–2016

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Conference Overview

- More than 80 education sessions in seven unique tracks.
- The conference begins Sunday evening with Opening Keynote Speaker David Rose and a Welcome Reception in the Expo Hall.
- Registration includes Welcome Reception, Honors Reception, continental breakfast, and morning and afternoon refreshment breaks.
- The Expo Hall is open Sunday night and 7:30 AM–3:30 PM Monday and Tuesday. Stop by for networking, product demos, prizes, and more!
- An Education and Certification Information Counter near the education sessions is available for questions about the program, sessions, directions, or general info about the Summit.
- STC will capture content (audio and visuals) of most sessions (Summit Playback) and make it available FREE to all registrants.
- The conference concludes Wednesday morning with the Closing Keynote Speaker David Beebe.



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School's out for the summer, but STC Online Courses are up and running!



Register by 5 September 2016 for any 2016 STC online course and receive 10% off your registration.

Visit www.stc.org/education/online-education/certificate-courses for more information. Contact education@stc.org to take advantage of this offer! One STC online course provides six CEUs toward CPTC currency.

TechComm101

Leah Guren, Owner/Operator, Cow TC

14 June-2 August 2016, Tuesdays

11:00 AM-12:30 PM EDT (GMT-4)

Owning Your Content: Using the Power of FrameMaker to Get Back to Writing

Matt Sullivan, Founder of Tech Comm Tools

30 June-11 August 2016, Thursdays

11:30 AM-12:30 PM EDT (GMT-4)

Technical Editing Foundations

*Li-At Rathbun/Ruttenberg,
Technical Editor, Yardi Systems*

16 August-20 September 2016, Tuesdays

10:00-11:00 AM EDT (GMT-4)

TechComm 201

Leah Guren, Owner/Operator, Cow TC

31 August-5 October 2016, Wednesdays

11:00 AM-12:30 PM EDT (GMT-4)

Instructional Design for Technical Communicators

*Saul Carliner, Associate Professor of Educational
Technology, Concordia University*

8-29 September 2016, Thursdays

Noon-1:30 PM EDT (GMT-4)

Technical Communication Manager

*Saul Carliner, Associate Professor of Educational
Technology, Concordia University*

6 October-10 November 2016, Thursdays

Noon-1:30 PM EST (GMT-5)

Writing for Localization: Hands-On Workshop and Best Practices

Lisa Pietrangeli, Managing Partner, 36Software

**12 October-16 November 2016,
Wednesdays**

11:00 AM-12:30 PM EST (GMT-5)



Conference Committee



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Opening Keynote

Author of the first major book on the subject, **David Rose** is bringing the inevitable takeover of the Internet of Things to the forefront of public consciousness. If you own a business, if your company makes a product, if you are involved in manufacturing, supply chain management, environmental monitoring, transport, retail, healthcare, urban planning, architecture, design—literally any industry—your sector will be affected. In this mind-opening talk, Rose explains how to get in on the ground floor of the Internet of Things or, as it's known in the manufacturing sector, Industry 4.0 (the fourth industrial revolution). He describes how products are poised to become services, and how we will be creating new user experiences, not new technology. Instead of staring at our iPhone screens, we will be surrounded by simple and user-friendly objects that respond to our needs, come to know us, and learn to think on our behalf. How can you embed connectivity and productivity into your product? It's time to revolutionize the way your company thinks about technology, design, and making money.

A serial entrepreneur, David Rose is the CEO at Ditto Labs and was founder and CEO at Vitality, a company that reinvented medication packaging that is now distributed by CVS and Walgreens. He also founded Ambient Devices, which embedded Internet information in objects such as lamps, mirrors, and umbrellas. He holds patents for photo sharing, interactive TV, ambient information displays, and medical devices. His work has been featured at the MoMA, and covered in *Wired*, *The Economist*, and *The Colbert Report*.



David Rose
Opening Keynote Speaker

Sunday, 15 May, 5:30 PM
Platinum Ballroom

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Closing Keynote

Close out your time at the Summit with **David Beebe**, Vice President of Global Creative and Content Marketing at Marriott Intl., as he speaks on “Publish or Perish: How to Win the Hearts, Minds, and Wallets of Next Generation Consumers with Content Marketing.” In this presentation, David will examine the changing media landscape, look at the intersection of technology and storytelling, and share insights on how the most effective brands and marketers use a combination of the two to reinvent the way they are engaging with their audiences through the next generation of content. David will also discuss his unique three Cs strategy focused on content, community, and commerce. You’ll hear how to develop a content strategy and creative, the value of working with influencers, examples of distribution strategies, how to get started, how to sell the ideas internally, and how to measure ROI.

David Beebe is a digital media executive, content marketing leader, and producer whose innovative work has received two Emmy awards. Known as a change agent, Beebe has a proven track record of winning the hearts, minds, and wallets of consumers with industry disrupting content studios



David Beebe

Closing Keynote Speaker

Wednesday, 18 May, 10:45 AM
Grand Ballroom

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Important Info & Reminders

The Summit begins on Sunday evening with the Opening Keynote General Session followed by the Welcome Reception in the Expo Hall. Education sessions start at 8:30 AM Monday morning and are divided into seven unique tracks to make it easier to find sessions matching your specific interests.

Each day there are breaks between the education sessions for visiting the Expo Hall, where attendees have the opportunity to meet with vendors displaying the latest software, equipment, and services, as well as unique solutions to current challenges. There are also networking opportunities, raffle prize drawings, and refreshments throughout the Expo Hall. The Summit wraps up with a final Closing Keynote General Session at 10:45 AM on Wednesday.

Summit Name Badges

Attendees must wear their Summit name badge to all conference functions. Name badges permit access to all education sessions, Expo Hall, continental breakfast, and conference receptions and breaks. Individuals without an official Summit name badge will not be permitted in these areas. Please note: there is a \$10 fee for replacement name badges.

Ribbons

Ribbons detailing your involvement within STC are available on a self-serve basis. Look for the ribbons counter near the Summit registration area in the Marquis Ballroom Foyer.

WiFi

STC has arranged for WiFi connection in the education session rooms and the Expo Hall. **The network name is STCSummit16 and the password is TCSA2016.**

Charging Areas

STC has set up charging stations where you can network with other participants while recharging the battery of your mobile device. We encourage you to talk with lots of different people, but please be considerate of others who may also need to charge!

List of Attendees

A directory of preregistered conference participants who have consented to have their names and contact information listed is available to attendees in electronic format. After the Summit, a file will be emailed to you.

Summit Playback ▶▶

Summit Playback is the captured content (audio and visuals) of almost every session and will be available online post-conference to attendees at no additional cost. Sessions included in the Summit Playback are marked with an icon.

After the conference, STC will send out a passcode that allows you to view the sessions at your convenience and “attend” those you missed. **This is a unique bonus to attending STC’s Summit.**

Recording/Videotaping/ Streaming Prohibited

STC has exclusive recording rights to the conference. Recording, videotaping, or streaming of any keynote, STC presentation, or session at the conference is not authorized. Violation of this rule could result in revocation of your Summit registration.

Photography and Recording Notice

By entering the event premises, you consent to interviews, photography, audio recordings, video recordings and their release, publication, exhibition, or reproduction to be used for news, Web casts, promotional purposes, telecasts, advertising, inclusion on websites, or any other purpose by STC and its affiliates and representatives. You release STC, its officers and employees, and each and all persons involved from any liability connected with the taking, recording, digitizing, or publication of interviews, photographs, computer images, video and/or or sound recordings.

By entering the event premises, you waive all rights you may have to any claims for payment or royalties in connection with any exhibition, streaming, Web casting, televising, or other publication of these materials, regardless of the purpose or sponsoring of such exhibiting, broadcasting, Web casting, or other publication irrespective of whether a fee for admission or sponsorship is charged. You also waive any right to inspect or approve any photo, video, or audio recording taken by STC or the person or entity designated to do so by STC.

Child Safety

No one under the age of 18 is permitted to attend conference education sessions, the Expo, or other conference events.

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 look for QR codes to access the surveys.



Speaker evaluation:
<https://www.surveymonkey.com/r/2016SummitEducation>



Conference evaluation:
<https://www.surveymonkey.com/r/2016STCSummitConference>

Schedule-at-a-Glance

All meetings, education sessions, and events are in the Anaheim Marriott; the Expo Hall is located in Marquis Ballroom.

Saturday, 14 May

8:30 AM–4:30 PM **CPTC Foundation Certification Preparatory Course**
San Diego, Lower Level

Sunday, 15 May

8:00 AM–12:30 PM **Leadership Program**
Platinum 3 and 4, Lobby Level

8:30 AM–4:30 PM **CPTC Foundation Certification Preparatory Course**
San Diego, Lower Level

8:30 AM–4:30 PM **Preconference Workshops**
Multiple Locations, Lower Level – See pages 19 & 20

9:00 AM–8:00 PM **Registration Open**
Ballroom Foyer, Lobby Level

Noon–5:00 PM **Adobe Workshop**
Grand E, Lobby Level

5:30–6:45 PM **Opening Keynote General Session**
Platinum Ballroom, Lobby Level

7:00–8:30 PM **Welcome Reception and Expo Hall Open**
Marquis Ballroom, Lobby Level

Monday, 16 May

7:00–8:15 AM **Continental Breakfast**
Marquis Ballroom, Lobby Level

7:30–8:15 AM **SIG Managers Meeting**
Elite 2, Lobby Level

7:30 AM–3:30 PM **Expo Hall Open**
Marquis Ballroom, Lobby Level

8:30–10:30 AM **Education Sessions**
Platinum Rooms 1-4 and Grand Salons A-E, Lobby Level

11:00 AM–Noon **Speed Networking**
Expo Hall: Marquis Ballroom, Lobby Level

1:00–4:30 PM **Education Sessions**
Platinum Rooms 1-4 and Grand Salons A-E, Lobby Level

5:00–6:00 PM **Annual Business Meeting**
Grand F, Lobby Level

Tuesday, 17 May

7:00–8:15 AM **Continental Breakfast**
Marquis Ballroom, Lobby Level

7:30 AM–3:30 PM **Expo Hall Open**
Marquis Ballroom, Lobby Level

8:30–10:30 AM **Education Sessions**
Platinum Rooms 1-4 and Grand Salons A-E, Lobby Level

11:00 AM–Noon **Speed Networking**
Expo Hall: Marquis Ballroom, Lobby Level

1:00–4:30 PM **Education Sessions**
Platinum Rooms 1-4 and Grand Salons A-E, Lobby Level

3:00–3:30 PM **Vendor Raffle Drawings**
Expo Hall: Marquis Ballroom, Lobby Level

5:00–7:00 PM **Honors Reception**
Grand E, Lobby Level

Wednesday, 18 May

7:00–8:15 AM **Continental Breakfast**
Marquis Ballroom, Lobby Level

8:30–10:30 AM **Education Sessions**
Platinum Rooms 1-4 and Grand Salons A-D, Lobby Level

10:45 AM–Noon **Closing Keynote**
Grand E, Lobby Level

Be sure to bookmark the official Summit app on your mobile device, where you'll be able to view the entire schedule, sort sessions by track, and customize your personal schedule.



	Saturday, 14 May	Sunday, 15 May	Monday, 16 May	Tuesday, 17 May	Wednesday, 18 May		
7:00 AM				7:00–8:15 Continental Breakfast	7:00–8:15 Continental Breakfast		
8:00 AM		8:00–12:30 Leadership Program					
9:00 AM	8:30–4:30 CPTC Prep Course (additional fee)	12:00–5:00 Adobe Workshop	7:30–3:30 Expo Open	7:30–3:30 Expo Open	8:30–9:15 Education Sessions		
10:00 AM				8:30–10:30 Education Sessions	8:30–10:30 Education Sessions	Break	
11:00 AM				11:00–12:00 Speed Networking	11:00–12:00 Speed Networking	9:45–10:30 Education Sessions	
Noon				8:30–4:30 Preconference Workshops & CPTC Prep Course (additional fees)	10:30–1:00 Break	10:30–1:00 Break	Break
1:00 PM							10:45–12:00 Closing Keynote
2:00 PM					Expo Open, cont.	Expo Open, cont.	
3:00 PM					1:00–4:30 Education Sessions	1:00–4:30 Education Sessions	
4:00 PM							
5:00 PM					5:00–6:00 Annual Business Meeting	5:00–7:00 Honors Reception	
6:00 PM				5:30–6:45 Opening Keynote			
7:00 PM		Ribbon Cutting		☐ Yellow indicates events held in Marquis Ballroom/Expo Hall			
8:00 PM		7:00–8:30 Welcome Reception in the Expo Hall			7:00 Baseball Game		



The Bookstore is Back!

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Events & Networking Details

Continental Breakfast

Monday, Tuesday, and Wednesday

7:00–8:15 AM, Expo Hall, Marquis Ballroom

Start your day off with a continental breakfast of fresh fruit, pastries, breads and muffins, assorted juices, coffee, and tea. Mingle with exhibitors over coffee and breakfast.

Welcome Reception and Expo Opening

Sunday, 15 May, 7:00 PM, Expo Hall, Marquis Ballroom

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. This is a great time to start on your Expo Bingo Card! New this year: 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.

Speed Networking

Monday, 16 May, and Tuesday, 17 May

11:00 AM–Noon, Expo Hall, Marquis Ballroom

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. You'll make initial connections early and have plenty of time to follow up throughout the remainder of the Summit. **If you registered in advance, you must be present at the start of the event to participate.** Interested in participating, but didn't pre-register? Stop by the event to see if a spot opens up or stay and watch the fun from a distance. Speed networking is sponsored by:

Monday:



Tuesday:



Annual Business Meeting

Monday, 16 May, 5:00 PM, Grand F

STC's Annual Business Meeting is open to all Summit attendees and exhibitors. Adrienne Hunt, STC's newly elected President, along with the entire 2016–2017 Board will be installed during this meeting. There will be a variety of Society-related topics discussed. STC members in good standing will have the opportunity to present ideas concerning STC directly to the Board and vote on motions presented.

Honors Reception

Tuesday, 17 May, 5:00 PM, Grand E

The Honors Reception is a celebration for everyone and honors the best and brightest in the field. Snacks, small plates, and soft drinks will be served. Cash bars are available for anyone who wants a cocktail or other drink. **This event is included with your registration fee.** Guests are welcome, but a ticket is required and must be purchased in advance.

Last Inning Baseball Outing

Wednesday, 18 May, 7:00 PM (off site)

Join the Orange County Chapter for a night out at Angels Stadium and watch the Los Angeles Angels of Anaheim take on the Los Angeles Dodgers; the first pitch is thrown at 7:05 PM. Advance registration required. Check with the chapter at their welcome table for tickets, by 5:00 PM Tuesday, 17 May.

Refreshment Breaks

Monday, 16 May

9:15 AM in Expo Hall
10:30 AM in Expo Hall*
1:45 PM in Expo Hall
3:00 PM in Expo Hall

Tuesday, 17 May

9:15 AM in Expo Hall
10:30 AM in Expo Hall*
1:45 PM in Expo Hall
3:00 PM in Expo Hall

Wednesday, 18 May

9:15 AM outside Grand E

* Refreshment breaks sponsored by:



SIG Meetings

Dates and times listed below

Many of STC's SIGs have scheduled meetings during the Summit. Below is the list of SIG meetings with the dates, times, and location. For additional details about a meeting, contact the SIG manager listed. If you don't see a specific SIG listed, they may be having their meeting off site.

Academic SIG and Student Reception

Monday, 16 May, 6:00 PM, Grand E

SIG Leader: Sally Henschel

sally.henschel@mwsu.edu

API SIG

Tuesday, 17 May, 11:00 AM–Noon, Platinum 8

SIG Leader: Ed Marshall

ed.marshall@verizon.net

Consulting and Independent Contracting SIG

Tuesday, 17 May, 11:00 AM–Noon, Platinum 4

SIG Leader: Marilyn Woelk

marilynw@wingzcreative.com

Instructional Design and Learning SIG

Wednesday, 18 May, 7:00–8:15 AM

Marquis Ballroom (Summit badge required for entrance)

SIG Leader: Mellissa Ruryk; Robert Hershenow

manager@stcidlsig.com

Lone Writer SIG

Monday, 16 May, 11:00 AM–Noon, Elite 2

SIG Leader: Ed Marshall

ed.marshall@verizon.net

Policies and Procedures SIG

Monday, 16 May, 11:00 AM–Noon, Platinum 4

SIG Leader: Emily Kowal

eclaric@gmail.com

Technical Editing SIG

Monday, 16 May, 11:00 AM–Noon, Grand E

SIG Leader: Ann Marie Queeney

aqueeney@STC-techedit.org

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Expo Hall Details

The Expo Hall is in Marquis Ballroom. The Expo Hall opens Sunday evening with a Welcome Reception to help you connect with friends and colleagues, to begin meeting with the exhibitors, and to visit SIG and chapter tables. There are more than 30 booths showcasing products and services relevant to technical communicators. Continental breakfast and refreshment breaks will be served in the Expo Hall as well.

Expo Hall Hours

Sunday: 7:00–8:30 PM

Monday: 7:30 AM–3:30 PM

Tuesday: 7:30 AM–3:30 PM

SUMMIT+ Theater

A number of exhibitors are conducting special presentations about their products in the Summit+ Theater located in the Expo Hall. 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 education session listings.

STC Consultant's Corner

The STC Consultant's Corner is located in the Expo Hall. Independent consultants are exhibiting at tables and periodically will be available to discuss how they can enhance ongoing programs, single projects, or contract work.

Expo Giveaways!

Visit the Expo and enter for a chance to win an HP 14" Chromebook. Inside your conference tote bag you will find an **Expo Bingo Card** printed with a scaled-down version of the Expo floor plan. Each square (with a number) represents the booth space of an exhibitor. Take this card to each exhibitor and have a representative initial on his or her corresponding booth space. Once your card is complete, fill out your name and contact information, and then place it in the raffle bin at the STC Bookstore. The winner will be announced at the Closing Keynote General Session. Many exhibitors will also give away great booth prizes. Be sure to stop by the Expo Hall on Tuesday, 17 May, from 3:00–3:30 PM for your chance at winning the **Vendor Raffle Prizes!**

Networking Opportunities

The Expo Hall is a great time to network with new and old friends and colleagues. Back by popular demand, the Expo Hall will host two **Speed Networking** events, one each on Monday and Tuesday, 11:00AM–Noon, (advance registration required).

2017 Summit: Plan NOW!

Stop by the Washington, DC–Baltimore Chapter table, host chapter of the 2017 Summit, 7–10 May, at the Gaylord National Harbor. Enter their two drawings for a chance to win a complimentary Summit registration *OR* a two-night stay at the Gaylord National Harbor. Everyone who enters the contests will also be eligible for a reduced registration fee at the 2017 Summit. Find out why the Washington, DC area is the perfect location for the 2017 Summit!

STC Bookstore

Take a break in the STC Bookstore located in the Expo Hall and peruse books from our carefully curated selection of top technical communication publications. All books are available to purchase. The STC Bookstore is sponsored by XML Press.



Special Event: Opening Keynote David Rose will be signing copies of his book *Enchanted Objects: Design, Human Desire, and the Internet of Things* following the Opening General Session on Sunday evening.

International Summit Awards

The Distinguished awards and Best of Show winners from the STC International Summit Awards will be on display in the Expo Hall. Come view the most outstanding work in technical communication.

Exhibitors and Sponsors

See pages 2 and 39–41 for the full sponsor and exhibitor listings and an Expo Hall map.

Education Details

Types of Sessions

Presentations (45 minutes)

Presentations provide attendees an overview of the title topic. A presentation can be a case study, research report, demonstration, or informational session about a topic of interest. Presentations usually include slides and/or handouts, and many presenters offer audience participation or a Q&A at the end.

Workshops (45 minutes)

In a workshop, attendees engage in discussions, participate in group activities, and practice skill-based tasks to reinforce concepts and lessons presented by the speaker. Attendees are encouraged to bring their own laptops or devices to technical workshops (review the workshop descriptions on Lanyrd for special preparation instructions).

Progressions (20 minutes)

A progression topic uses a discussion format to facilitate the sharing of ideas and experience around a specific approach or topic. During a 45-minute session, up to eight speakers will be grouped together into one progression on related topics. Each speaker will be seated at a different round table in the room. Participants will select two progression tables to attend during the 45-minute session.

Lightning Talks (5 minutes)

These 5-minute talks are on interesting and thought-provoking topics of interest to technical communicators—and entertaining, too! Each speaker has 20 slides, automatically displayed at 15 seconds per slide.

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of your own
destiny

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in the
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Booth #201



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Come see us in booth #203
to find out more!

Education Sessions-at-a-Glance

Monday

8:30 AM

Bar Napkins and XML: Eliminate the Hidden Costs of Content Conversion	Grand A/B	Dustin Vaughn
An Introvert's Journey to Leadership	Platinum 1	Ben Woelk
Metrics that Matter: Making the Business Case that Documentation Has Value	Grand C/D	Chris Ward and Bernard Aschwanden
Influence the User Experience Beyond Creating Content	Platinum 2	Michelle Gardner
Doc Is Dead! How Walkthroughs Changed Salesforce's Content Strategy	Platinum 3	Gavin Austin
Meet the Editors	Grand E	Sam Dragga & Liz Pohland
Your Secret Weapon: The Documentation Handbook	Platinum 4	Kate Schneider

9:45 AM

How to Write Contracts and Statements of Work	Platinum 3	Jack Molisani
Responsive Content: Beyond the Basics, Using CSS	Grand A/B	Mike Hamilton
Cash in on Your Financial Editing Skills	Grand E	Jessica Kreger
The Editor as Collaborator: Communication Makes the Difference	Grand E	Lori Meyer
Editors and SMEs: Building Productive Working Relationships	Grand E	Ann Marie Queeney
Improving the Review Cycle: Concurrent Editing	Grand E	Mike Sawyer
Using Checklists for More Efficient Editing	Grand E	Kelly Schrank
Technical Communication Revolutionized	Platinum 4	Rhonda Truitt
44 Tips for Making Better Videos!	Platinum 1	Matthew Pierce
Generating API Documentation Automatically from the Source Code	Platinum 2	Ed Marshall
Frenemies: Tech Comm and Tech Support Working Together	Grand C/D	Rick Lippincott

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1:00 PM

The Ping Identity Story: Enhancing Customer Experience Through Dynamic Content Publishing	Grand A/B	Hannan Saltzman & Megan Gilhooly
An Extreme User-Centric Approach to Kiosk Writing	Grand C/D	Yu-kwong Chiu
From Fred Flintstone to George Jetson: Creating Tension in Training Increases Adoption	Platinum 1	Viqui Dill
Big Data for Beginners: Tools and Methods	Platinum 4	Aimee Roundtree
Look Out! Here Comes Augmented Reality AGAIN!	Grand E	Rhonda Truitt
Providing a Great Search Experience	Grand E	Jeff Stein
Rethinking Help in a Mobile World	Grand E	Sharon Sherry
Saving Institutional Knowledge Before Baby Boomers Retire	Grand E	Elizabeth Kent
REST API Documentation Best Practices	Platinum 3	Marta Rauch
Single-Sourcing and Localization: Maximizing Content across Languages	Platinum 2	Laura Dent

2:15 PM

Turning Offshore Partnership Challenges into Success	Platinum 1	Barbara Giammona
Help Begins with the GUI: TC Meets R&D	Grand C/D	Leah Guren
Rise of the Planet of the Apps	Grand A/B	Abhishek Jain
Collaborating and Contributing in GitHub	Platinum 3	Nicky Bleiel
Training Videos Demystified: What the Process Looks Like	Platinum 4	Li-At Rathbun
Using Word to Automate and Create Your Own Tools	Platinum 2	Robert Delwood
Applying Minimalist Writing Principles to Improve User's Guides: Readers *and* Writers Win	Grand E	Michael Harvey
FAQs Killed the Documentation Star	Grand E	Stephanie Saylor
Getting Creative with Technical Communications	Grand E	Liz Roscovius
Simultaneous Product and Information Development	Grand E	Janice Manwiller
Risk Communication and Miscommunication with Electronic Media	Grand E	Carolyn Boiarsky

3:45 PM

Communicate More Effectively in Your Global Virtual Teams	Platinum 3	Pam Brewer
How Professional Communicators Add Value	Grand E	Eric Koup
In the Deep End with Policies and Procedures	Grand E	Emily Kowal
Lessons My Cat Taught Me about Instructional Design	Grand E	Jamye Sagan
Preparing Legacy Help Projects for Responsive Design	Platinum 1	Neil Perlin
The Client Said Yes: Now What?	Grand E	Teresa Stover
Understanding and Answering a Request for Proposal	Grand E	Brian Lindgren
The Future of M-Learning and Mobile Help	Platinum 4	Danielle M. Villegas
That Due Diligence You Do: Selecting a Content Management System	Grand C/D	Toni Mantych
Advancing DITA Authoring and Publishing Using FrameMaker	Grand A/B	Stefan Gentz
Improve Voiceovers with the Sound of Help	Platinum 2	Bryna Gleich

Tracks Key

■ Career & Leadership
■ Design & Testing

■ Independent Consulting
■ Strategy & Trends

■ Technical Editing
■ Technology & Development

■ Writing & Communication
■ Progression/Lightning/Panel

Tuesday

8:30 AM

Reinvent Yourself Through Career Change	Platinum 4	Brian Lindgren, Jackie Damrau, & Rachel Houghton
Use Usability Testing and Enhance Your Documentation with Feedback	Platinum 1	Mandy Morgan & Dave Bachmann
The Internet of [Other Language] Things: Supporting the Inevitable	Grand E	Greg Rosner
Translation Management: "Common Sense" for Setting Up a Process	Grand C/D	Scott Carothers
SUMMIT ® Interactive Documents and the IoT	Expo Theater	Vi Kellersohn
Blurring the Lines Between ECM and CCMS	Grand A/B	Vivek Kumar
DevOps Docs: Fast, Great Content for the Cloud	Platinum 2	Vanessa Wilburn
Self-Publishing for Print and eBook Distribution	Platinum 3	Richard Hamilton

9:45 AM

On the Primrose Path to Successful Leadership	Platinum 2	Linda Oestreich
Do More with Less and Increase Your Return on Content (ROC)	Grand A/B	Abhishek Jain
Use Your Content to Create Killer Courseware	Platinum 3	Matt Sullivan
SUMMIT ® SmartDocs: Transforms Word into a Complete Content Management Solution	Expo Theater	Bryan Lynn
Effectively Using PDF as Source	Grand C/D	Liz Roscovius & Mike Sawyer
Getting to the Core of Web Content Development	Platinum 1	Roger Renteria
Cut to the Core with Simplified Technical English	Platinum 4	R. Douglas Eaton

1:00 PM

Three Hats of Independence	Platinum 3	Rich Maggiani
The Attention-Comprehension Gap: An Integrated Approach to Usability Testing and Design	Grand C/D	Kirk St. Amant
Customer Experience (CX)—Come Join the Party	Platinum 1	Pamela Noreault
SUMMIT ® 15 Ways to Animate Your Content with GIFs	Expo Theater	Daniel Foster
Responsive Content in MadCap Flare: Create in Minutes, Not Hours	Grand A/B	Jennifer Morse
Writing Technical Docs like a Hacker with Jekyll	Platinum 3	Tom Johnson
Internationalized Texts: Writing for Translation and Globalization	Platinum 2	David Rumsey
TC Body of Knowledge, Certification, and Content Contributions	Grand E	Craig Baehr, Deanne Levander, & Liz Pohland

2:15 PM

Don't Edit—Teach: Strategies for Mentoring Writers	Platinum 4	Jessica McCaughey
Where Does User Documentation Fit into Content Marketing?	Grand C/D	Clinton Lanier
Seek and You Will Find: Taxonomy and Delivery	Grand A/B	Joe Gelb
SUMMIT ® Certified Professional Technical Communicator (CPTC): What You Need to Know	Expo Theater	Chris Lyons & Liz Pohland
Let the Force of APIs Be with You: Building the Developer Experience Right	Platinum 2	Nabayan Roy
Up with Markdown!	Platinum 3	Dave Gash
Building Quality Experiences for Users in any Language	Platinum 1	John Collins

3:45 PM

Closing the Deal: Getting that Freelance Project	Platinum 4	Alisa Bonsignore
The Future is Now: How Technical Documentation Is Changing to Technical Communication	Grand A/B	Stefan Gentz
A Practitioner's Guide to Teaching Tech Comm	Grand C/D	Michael Opsteegh
Editing Tons of Text? RegEx to the Rescue!	Platinum 1	Eric Cressey
How Do I Pick the Right Tool for Me?	Platinum 2	Elizabeth Fraley
Producing Professional Emails to Get Answers!	Platinum 4	Marilyn Woelk

Wednesday

8:30 AM

Have a Tech Comm Question? Ask the Experts!	Platinum 4	Nicky Bleiel, Alyssa Fox, Alan Houser, Kevin Siegel, & Matt Sullivan
How to Become a Strategic Communicator and Advance Your Career	Grand A/B	Dave Caruso
Tech Comm Throwdown: 2 Experts Enter, 1 Winner Leaves	Platinum 2/3	Bernard Aschwanden
Automate Release Notes for Quick and Accurate Results	Platinum 1	Tanya Ivanova & Barry Grenon
Power to the People: Targeted Content through Dynamic Filters	Grand C/D	Dustin Vaughn

9:45 AM

Technical Communication in Health Information and Education	Grand C/D	Lisa Meloncon	
LIGHTNING	Be Your Own Best Self ... Editor	Platinum 2/3	Richard Hamilton
	Everything I Needed to Know about Leadership, I Learned from Star Trek	Platinum 2/3	Katherine Brown-Hoekstra
	The Good, the Bad, and the Ugly in Video Technical Documentation	Platinum 2/3	Matt Sullivan
	A Loopy Yarn: Knitting and Technical Communication	Platinum 2/3	Jamye Sagan
	Where's the Comma People?	Platinum 2/3	Li-At Rathbun
	You Stink at Email: Why Write? Nobody Reads	Platinum 2/3	Viqui Dill
Summit Unsession	Platinum 4	Elizabeth Fraley	
The Making of a Learning Platform: Designing Addictive, User-Centric Content	Grand A/B	Pavi Sandhu	
Programming Language Storytime	Platinum 1	Sarah Kiniry	

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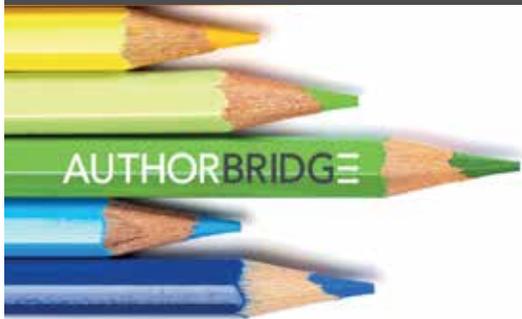
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Saturday

8:30 AM–4:30 PM

PRECONFERENCE WORKSHOP

CPTC Foundation Certification Preparatory Course

ROOM: San Diego

SKILL LEVEL: All

PRESENTER: **Alan Houser**, Group Wellesley, Inc.

This two-day course will familiarize individuals with the requirements for CPTC Foundation Certification, including the nine core skill areas of technical communication, topics included in the certification exam, the certification test format, and sample questions. Note: This course continues on Sunday, 15 May.

Sunday

8:30 AM–4:30 PM

PRECONFERENCE WORKSHOP

Creating Mobile Apps Without Coding

ROOM: La Jolla

SKILL LEVEL: All

PRESENTER: **Neil Perlin**, Hyper/Word Services

As technical content becomes mobile, your next step may be “true” apps. Apps may seem like an unlikely area for tech comm but so did online help once; app tools today make it possible for STC’ers to create apps with no coding. Try it in this workshop. You’ll use a tool called ViziApps to build a simple app that can send an email, open a web page, send information to and from a database, and more. You’ll do this with no coding. You’ll:

- Get an overview of app concepts and types.
- Get an overview of app design.
- Create a simple but functioning app.

It won’t be in the app stores but you’ll be able to run it on your phone. You’ll leave with a feel for app development and an example to take home to show what’s possible in one day.

PRECONFERENCE WORKSHOP

Information Visualization: Seeing Through the Numbers

ROOM: Desert Springs

SKILL LEVEL: All

PRESENTER: **Phylise Banner**, eLearning Craft

This workshop will explore data visualization and literacy, focusing on various techniques to conceptualize narratives and create visualizations. Along with gaining a more comprehensive understanding of data visualization, participants will be introduced to new ways of managing, analyzing, and visualizing data sets, as well as textually expressing underlying relational content.

8:30 AM–Noon

PRECONFERENCE WORKSHOP

Documenting REST APIs

ROOM: Newport Beach

SKILL LEVEL: All

PRESENTER: **Tom Johnson**, Experian

At its core, REST API documentation focuses on requests and responses. Surrounding this core, there are a host of details to cover, such as authentication, endpoints, parameters, methods, response formats, rate limits, error codes, and more. In publishing REST API documentation, you can create interactive documentation using specifications such as Swagger, RAML, or API Blueprint. In this full-day workshop, you will learn how to document REST APIs in depth.

PRECONFERENCE WORKSHOP

Creating an Online Course

ROOM: Ranchos Las Palmas

SKILL LEVEL: Beginner

PRESENTER: **Matt Sullivan**, Adobe Systems

Attendees will leave with a working Moodle course! This course will have three parts:

- Scoping the course and creating a course outline.
- Creating course structure using Moodle.
- Creating course content and populating.

Preconference sessions are not included with Summit registration and require an additional fee.

▶▶ STC will capture the content of sessions marked with this symbol for Summit Playback. Attendees will have access to the audio and visuals of marked sessions (by passcode) on the STC website approximately eight weeks after the Summit. **STC is the only meeting in the technical communication field that offers this bonus.**

SUMMIT+ The **Summit+** sessions take place in the Expo Hall and provide you with extra education from our exhibitors. See the descriptions included in the general education schedule.

P This symbol indicates progressions.

PRECONFERENCE WORKSHOP

Writing in English for the Global Market

ROOM: Los Angeles

SKILL LEVEL: All

PRESENTER: **Ray Gallon**, Culturecom

This workshop will help you tailor your writing in English for non-English-speaking readers. It will help you apply principles of good technical communication in a global context. We will use interactive exercises to get at topics that can include:

- Structuring ideas
- Short is beautiful
- Minimalism and global English in technical communications
- Differences between native English and global English
- The role of culture
- Know your audience
- Terminology
- Common traps
- Writing collectively, topic based authoring, etc.

Near the beginning of the workshop, we'll find out participants' specific questions and needs, and adjust the content to answer as many as possible.

1:00–4:30 PM

PRECONFERENCE WORKSHOP

Adobe Captivate vs. Articulate Storyline vs. TechSmith Camtasia Studio: Which eLearning Tool is Right For You?

ROOM: Ranchos Las Palmas

SKILL LEVEL: Beginner

PRESENTER: **Kevin Siegel**, IconLogic, Inc.

Welcome to the eLearning tool slug-fest. In this corner ... Adobe Captivate. Over there? It's Articulate Storyline? And because this isn't a two-tool fight, look over there and you'll see TechSmith Camtasia Studio.

Bring your own laptop loaded with trial versions of Adobe Captivate, Articulate Storyline, and TechSmith Camtasia Studio. Sound the bell and create and publish an eLearning project in each of the tools.

Let the tools pound on each other and find out, first-hand, which tool is right for you!

PRECONFERENCE WORKSHOP

Developing User Assistance for Mobile Apps

ROOM: Newport Beach

SKILL LEVEL: All

PRESENTER: **Joe Welinske**, WritersUA

Smartphones have sparked a huge, new software segment—the mobile app. They have also changed how traditional desktop software is being designed and developed. This creates an important pair of questions for user assistance professionals: What is our role going forward in mobile and how can we prepare to take that on? User assistance does have a role in supporting mobile apps.

This workshop is designed to provide an introduction to key topics and also to foster discussion on the best ways to design our content for this new paradigm. As the mobile market continues to expand, this is becoming the next frontier for user assistance professionals.

PRECONFERENCE WORKSHOP

Gamifying Writing Skills

ROOM: Los Angeles

SKILL LEVEL: All

PRESENTER: **Leah Guren**, CowTC

Do you manage a team of technical authors and editors? Are you looking for ideas to help improve writing and editing skills, establish better consistency, and create fun challenges for your team? This session introduces the idea of gamification, which is turning a generic activity into a game. Gamification offers great advantages for a tech pubs manager, including:

- Solving some of the most common writing problems, such as inconsistency, sloppy editing, and fluffy writing.
- Fostering creativity and helping teams explore alternate solutions to content problems.
- Making the work environment more fun and more intellectually rewarding.

Monday

8:30 AM

CAREER & LEADERSHIP

Bar Napkins and XML: Eliminate the Hidden Costs of Content Conversion

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Dustin Vaughn**, Adobe Systems

Hidden costs are often associated with major purchases like vehicles and homes, and they can result in an “actual” price that is dramatically higher than what is initially quoted. In the same way, an XML workflow includes a major cost that often goes unnoticed: the ongoing cost of converting content provided by an SME. In this session, we will discuss how to dramatically reduce this cost and how it positively impacts the SME, the technical writer, and the organization.

CAREER & LEADERSHIP

An Introvert's Journey to Leadership

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Ben Woelk**, Rochester Institute of Technology

Many of us might agree that Western society lauds extroverted leaders and their accomplishments. However, introverts make great contributions and can be effective leaders, too. Many of us are introverts who may feel unsuited or unequipped for leadership, but are not sure how to take that next step to increase influence and improve visibility. Have you wondered how to empower yourself and leverage your innate skills to become a leader? Join Ben as he shares his personal insights and the path to leadership with you. He will describe his journey from shy team member to recognized leader, and share key steps he took and experiences that have helped him become a successful leader.

CAREER & LEADERSHIP

Metrics that Matter: Making the Business Case that Documentation Has Value

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Chris Ward**, Webworks**Bernard Aschwanen**, Publishing Smarter

We agree there is value in documentation but have been challenged at times to "prove it." Come to this session and learn to present to groups including sales, support, service, IT, engineering, QA/testing, manufacturing, HR, training, finance, marketing, and every other business unit in your organization. Once managers and executives understand how important documentation is to them internally, we'll help you show how documentation drives sales and generates corporate revenue. Does documentation have business value? You bet. We'll help you tell the story with solid metrics, compelling logic, and the ability to clearly "prove it" to anyone.



STRATEGY & TRENDS

Influence the User Experience Beyond Creating Content

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: Advanced

PRESENTER: **Michelle Gardner**, Micro Focus

You have created a content strategy targeted at specific users and their unique needs. You have helped improve your products through usability testing. How else can you make a difference? Influence the overall user experience of your product. As a content developer, you are uniquely situated to see the whole picture and individual improvements and features. In this session, learn how to use your position and understanding of user needs to ensure the success of new features or changes to existing ones. Become a user advocate with your knowledge, confidence, and simple tools (such user profiles and journey maps).



TECHNOLOGY & DEVELOPMENT

Doc Is Dead! How Walkthroughs Changed Salesforce's Content Strategy

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Gavin Austin**, Salesforce

Customers no longer have the patience to read online help or user guides. To help customers better understand why they should use a variety of features, and renew their subscription-based apps, Salesforce conducted research to determine the content types that engaged customers most. The result—Salesforce changed its content strategy. In this session, you'll learn: what types of interactive content we're creating at Salesforce, why Salesforce moved to interactive content over documentation, and how a large company changed its content strategy and how customers responded.



WRITING & COMMUNICATION

Meet the Editors

ROOM: Grand E

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Sam Dragga**, Texas Tech University**Liz Pohland**, Society for Technical Communication

Editor-in-chief of *Technical Communication*, Dr. Sam Dragga, and the editor of *Intercom* magazine, Liz Pohland, 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.

WRITING & COMMUNICATION

Your Secret Weapon: The Documentation Handbook

ROOM: Platinum 4

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Kate Schneider**, MadCap Software Inc.

Whether you work with a team of writers or on your own, it's a good idea to keep track of your documentation procedures and style guides. Keeping everything in a centralized repository lets you organize internal processes and rules, and introduce new writers to the team. Enter the Documentation Handbook: a one-stop shop for procedures and style guides. Because it is written using your current authoring tool, it acts as a sandbox for new writers to learn procedures while editing topics. However, it isn't just for training writers; it is a useful reference for the entire team. Join this session and let Kate show you how to create and maintain a very useful tool and resource for everyone on your team.



9:45 AM

CAREER & LEADERSHIP

How to Write Contracts and Statements of Work

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Jack Molisani**, Prospring/LavaCon

If you are an independent contractor, you are paid for your services by either an hourly rate or a fixed amount of money. Companies often ask you to sign their contracting agreements, but do you ask them to sign yours? Attend this session to learn what is a letter of agreement (LOA), statement of work (SOW), and other contracting terms. We'll also cover documenting what you are going to do and not going to do, managing change requests, and setting payment terms that favor you. Find out from Jack the hard-won lessons learned from over 20 years of buying and selling corporate services.



DESIGN & TESTING

Responsive Content: Beyond the Basics, Using CSS

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Mike Hamilton**, MadCap Software Inc.

Building responsive content has traditionally been a rather technical process. While modern authoring tools can make the process easier by leveraging modern frameworks, sometimes you need to dig deeper. In this session, Mike will demo how CSS style properties can be used in conjunction with modern responsive frameworks to give you total content control. We will start with some of the fundamentals of responsive design such as an overview of media queries and an introduction to just how frameworks make building responsive content easier. After this introduction, we will then focus on controlling specific content behaviors using CSS when this content is in a responsive framework.

STRATEGY & TRENDS

Technical Communication Revolutionized

ROOM: Platinum 4

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Rhonda Truitt**, Huawei Technologies

The world's landscape is changing with a millennial workforce, mobile devices, and technology bringing information everywhere, and the digital revolution's impact to society on the horizon. Technologies like the Internet of Things (IoT), content automation, and augmented reality (AR) will provide new ways to deliver precise information with less need for human interaction. The new technologies save us time, effort, and money. However, with these changes come changes to our jobs. How will the digital revolution impact the role of technical communicators? Where will our existing skills fit? What new skills do we need to hone? Join this session to get answers to these questions and learn about the largest generation in the workforces (millennials) and how to adjust our deliverables to meet their requirements.

TECHNICAL EDITING PROGRESSION

Cash in on Your Financial Editing Skills

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Jessica Kreger**, TradeStation

Your technical editing skills can be an asset in the finance industry. Find out how to cash in and apply your skills in this profitable field. Join us to learn the basics of a technical editor's job in the industry and review general editing guidelines, plus specific writing examples that are acceptable from a regulatory standpoint. We'll cover the roles of United States regulatory agencies, writing for an international audience, and resources for maturing your financial industry knowledge. You'll add to your knowledge of this high-interest topic by summing up the wealth of opportunities this field affords.

Editors and SMEs: Building Productive Working Relationships

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Ann Marie Queeney**, Consultant

Your success as a technical editor depends on the quality of your working relationship with SMEs. Creating and maintaining a productive relationship takes effort and some planning, but it is worth it. Ann Marie will share practical, proven techniques and tips she has used as a procedures editor in the medical device industry. Topics include how to recognize and adapt to a SME's preferred working style, prioritizing editing remarks (which battles to fight), identifying the signals of SME fatigue, and expanding your usefulness to the project or team.

The Editor as Collaborator: Communication Makes the Difference

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Lori Meyer**

Editing skills play an important role in quality technical communication. However, even the most skilled editors need to communicate professionally and effectively with writers. This session explores how effective communication with colleagues and clients helps editors enhance team communication, improve documentation, and provide writers with valuable insights to enhance their writing.

Improving the Review Cycle: Concurrent Editing

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Mike Sawyer**, Control4

Sending drafts out for review is relatively easy, but managing the overlapping (and sometimes conflicting) feedback of multiple files is a challenge. Making reviews concurrent makes them truly collaborative. This practical session covers workflow and best practices for concurrent editing, and specifically using Acrobat tools (online and local server-based), Word (using track changes and sharing), Google Docs, SharePoint, and a Web app. You will also learn how to consolidate feedback from separately marked-up files.

Using Checklists for More Efficient Editing

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Kelly Schrank**, Med Communications



Editors and reviewers fear missing something such as a typo, wrong formatting, factual errors, or awkward language. Learn how a checklist for common editing tasks can help you speed up your editing, catch common errors, and stop second-guessing yourself! Checklists are helpful for those who get interrupted or have changing requirements. They can also ensure consistency across editors and allow a more consistent experience for authors. Whether you use an editing checklist or not, this session will offer the knowledge and motivation you need to improve or get started.

TECHNOLOGY & DEVELOPMENT

44 Tips for Making Better Videos!

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Matthew Pierce**, TechSmith Corporation



If you're just starting or a seasoned video creator, making better video doesn't have to be overwhelming. This session is all about tips to become better in your video creation process—44 of them! Each tip is practical, actionable, and focused toward user assistance video creators. They are highly applicable tips that cross the spectrum of planning, including recording, editing, and production. No way anyone can get through that many in one session? Challenge accepted! We will proceed at a lightning pace that will keep you on the edge of your seat, but participants will receive reminder materials to help recall all the great tips.

TECHNOLOGY & DEVELOPMENT

Generating API Documentation Automatically from the Source Code

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: Advanced

PRESENTER: **Ed Marshall**, Marshall Documentation Consulting



Many developers who produce application programming interfaces (APIs) prefer to generate the documentation directly from the source code. This session explores and demonstrates three commonly-used tools used for this: Doxygen for C-like APIs, Javadoc for Java APIs, and Swagger for Web Service APIs. We will cover how these tools work conceptually and describe the standard outline for API reference information, which is expected by software developers. We will also review the coding used for each tool to produce the organization of API reference information, and show examples of “pushing the limits” of these tools to include content that is more than the standard programming reference information.

WRITING & COMMUNICATION

Frenemies: Tech Comm and Tech Support Working Together

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Rick Lippincott**, Analogic



Technical communicators and tech support teams work toward the same goal: improving the customer experience. Their methods, however, are very different and sometimes they may feel more like competitors than cooperators. Tech Comm may be frustrated that they aren't alerted to known documentation problems or frequently asked questions. Tech Support may feel frustrated when documentation does not address errors or when it changes without notification. Failures to communicate, a lack of coordination, organizational structure, and a concern that helping one group could lead to job losses in the other are all reasons that lead to problems between the groups. This session addresses the problems, and suggests possible ways to overcome them.

1:00 PM

CAREER & LEADERSHIP

The Ping Identity Story: Enhancing Customer Experience Through Dynamic Content Publishing

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Hannan Saltzman**, Zoomin Software

Megan Gilhooly, Ping Identity



Today's customer accesses product content through an average of seven different touchpoints to find information, share knowledge, submit questions, and get answers. Studies show that 90% of consumers expect the customer experience to be consistent across these touchpoints. In the quest to provide a truly personal and interactive customer experience, organizations, such as Ping Identity, are revolutionizing the delivery and access of product documentation and shifting away from the old paradigm of cumbersome PDF books or insulated online help. In this session, Saltzman explores how companies can deliver personalized and consistent product documentation across all customer touchpoints to include web search, documentation portals, support knowledge bases, contact centers, and social customer communities while providing a cohesive and consistent user experience.

DESIGN & TESTING

An Extreme User-Centric Approach to Kiosk Writing

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Yu-kwong Chiu**, Sabre Holdings

Kiosk users have needs that are more demanding than other channels. Many businesses use self-service kiosks to reduce costs, but unfortunately many kiosk applications were designed without understanding these users, which is crucial to successful writing. This presentation proposes an extreme writing approach that aims to raise the awareness of kiosk users' characteristics, but also demands highly disciplined writing in this environment. Even if you don't design applications for kiosks, you can adapt these writing styles to enhance communication with users and become a better information architect.

DESIGN & TESTING

From Fred Flintstone to George Jetson: Creating Tension in Training Increases Adoption

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Viqui Dill**, American Woodmark Corporation

The objective of a good training program is adoption and excellent field execution. Whether we create video, user assistance, classroom training, or documentation, what we really want is users to do an excellent job with minimal effort and no mistakes. This presentation is about how to use a combination of traditional training deliverables and old school psychology to gain user buy-in and achieve a successful launch. We'll talk about how to use cartoons and countdowns to ensure that users seek out training and have a stake in adoption and field execution excellence. Good training is about building the right relationship and less about the deliverable.

STRATEGY & TRENDS

Big Data for Beginners: Tools and Methods

ROOM: Platinum 4

FORMAT: Workshop

SKILL LEVEL: Beginner

PRESENTER: **Aimee Roundtree**, Texas State University

This workshop will introduce you to big data analysis basics. The presentation portion includes an overview of the definition and uses of big textual data in technical communication, tips for finding big data repositories, concepts for big data project design, basic text mining methodologies, and the ethical and legal issues that emerge from conducting text mining and big data research. Attendees will examine and discuss case studies to reflect on key concepts in the presentation. The hands-on component includes a brief introduction to simple procedures, such as creating word clouds and frequency tables R using R-Studio, and concludes with a tour of text mining using RapidMiner.

STRATEGY & TRENDS PROGRESSION

Look Out! Here Comes Augmented Reality AGAIN!

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Rhonda Truitt**, Huawei Technologies

Augmented reality (AR) and wearable technology show promise for maintenance tasks, especially for field jobs that require technicians to use their hands. It can result in big cost savings. This progression will discuss advancement in AR standards and guidelines for technical communicators through the OASIS AR in Information Products. We will also demonstrate progress on actual AR documentation prototypes. We presented an AR in Technical Communications Proof of Concept last year. The discussion this year is about the journey from a POC to prototypes, including a short demo to show our work.

Providing a Great Search Experience

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Jeff Stein**, CA Technologies

Customers use search technology to find the information they need in your documentation, so it's important to keep search in mind as you develop content. Does your authoring tool mandate a certain search tool, or do you have other choices? How do you create writing standards geared toward search optimization? Is your content publicly available and thus searchable on Google? In this session, we will discuss these and other search-related issues.

Rethinking Help in a Mobile World

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Sharon Sherry**, Adecco USA Inc.

Users consume and utilize mobile help content very differently than they do on a computer. As content spreads to mobile, the help we provide has to cater to the special needs of mobile users. What are the current issues and challenges facing technical communicators trying to reach this audience? What are effective strategies for reaching a mobile user without getting in the way? In this progression, we'll discuss the challenges of current mobile help methods, strategies to deliver mobile help, plus some fresh ideas to explore.

Saving Institutional Knowledge Before Baby Boomers Retire

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Elizabeth Kent**, Progg Software Corporation



Today, baby boomers account for 31% of jobs in the United States. However, roughly 10,000 people a day reach full retirement age. And many of them are leaving the workplace, taking decades of experience, expertise, and history with them. The same trend is happening in many countries. What issues are going to arise from this departure? And how can we identify and capture the information before the baby boomers depart to finish that novel, plant that garden, or travel to remote parts of the world? Join this progression to see the potential issues from different points of view (retiree, manager, and coworker) and hear ideas and best practices on addressing the problem.

TECHNOLOGY & DEVELOPMENT

REST API Documentation Best Practices

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Marta Rauch**, Oracle Corporation



If you work in software and haven't documented a REST API, you may be asked to do so soon. REST APIs are growing quickly, with enterprise and finance as fast-growing categories. The job market for writers who know REST API is growing, and technical communicators can increase their marketability and value to their company by learning more about them. Come to this session to get a head start and be better prepared for what you need to know!

WRITING & COMMUNICATION

Single-Sourcing and Localization: Maximizing Content across Languages

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Laura Dent**, Rosetta Stone Ltd.



Translating your content into other languages is one of the greatest challenges in the technical communication process. We can meet these challenges by combining single-sourcing and localization to publish variations of our content in multiple formats. When we do this, the benefits multiply. However, localizing a single-sourcing system has challenges and requires proactive planning for features like variables, conditionals, snippets, formatting, and responsive design. Come to this session and learn how to prepare content to use these features. We'll also explore tools, best practices, plus tips and tricks for managing your localization projects.

2:15 PM

CAREER & LEADERSHIP

Turning Offshore Partnership Challenges into Success

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Barbara Giammona**, Schneider-Electric-Lake Forest



Our company signed an exclusive contract with an offshore partner to provide services, including technical writing. After a multi-year struggle, we abandoned the effort and brought everything back onshore. When new management insisted that we try again (and said that we would be evaluated based on the success of these efforts), my team and I were motivated to make it work. This session is the story of how we created a successful offshore partnership that delivers quality, timely technical documents that meet the organization's needs. We will discuss the changes we made and how we deal with ongoing challenges with our partner team.

DESIGN & TESTING

Help Begins with the GUI: TC Meets R&D

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Leah Guren**, CowTC



Do you ever feel that you are stuck "perfuming the pig" (or writing user assistance for a terrible interface)? Are you embarrassed by poor usability or sloppy mistakes in your company's products? The truth is that text in the interface is content! And who are the content experts if not us? In this session, learn how to map your linguistic and usability skills to early prototypes, help developers map functionality to user personas, plus edit text strings for correctness, accuracy, consistency, and usefulness. Join us to build on your linguistic and UX (usability) skills and help developers create better software in order to create an interface that requires less Help and fewer awkward explanations.

STRATEGY & TRENDS

Rise of the Planet of the Apps

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Abhishek Jain**, Adobe Systems



As content consumption is shifting from desktops and laptops to tablets and smartphones, a number of organizations are publishing their technical content for mobile devices to deliver content anywhere, anytime for their customers. Most organizations have adopted responsive design that enables technical authors to port technical help to mobile devices. Though it is a good first step in the right direction, it is not enough to cater to the fastest growing trend in the tech comm industry.

With close to 60% of organizations publishing content for mobile devices, technical authors need better means to engage users. A content centric mobile app is the next step that will foster more user engagement and increased content readership. In this presentation, Abhishek Jain, Product Manager at Adobe Systems, will share some real world use cases where mobile apps added immense value. In addition, he will cover some interesting ways to create apps with almost no technical knowhow.

TECHNOLOGY & DEVELOPMENT

Collaborating and Contributing in GitHub

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Nicky Bleiel**, IBM Corporation

GitHub is a popular Web-based repository for software projects (both code and documentation) and a large open source community that makes both collaboration and source control more efficient. In this session, we will learn how to set up a GitHub repository and write documentation in Markdown, plus learn about Git basics such as merges, forks, branches, and commits. We'll also explore the social aspects of GitHub and other features (like wikis), and discuss how you can collaborate with developers to improve projects. With a live demo we will cover three ways to document projects stored in GitHub and discuss GitHub benefits.



TECHNOLOGY & DEVELOPMENT

Training Videos Demystified: What the Process Looks Like

ROOM: Platinum 4

FORMAT: Workshop

SKILL LEVEL: Beginner

PRESENTER: **Li-At Rathbun**, Yardi Systems

Training videos are all the rage, so it's possible you may be asked to help or create them yourself. Like anything new or unknown, video production seems scary. Attend this session to see what it's all about and how easy it really is! Through an example from the early stages of the process to its very end, we'll discuss the video-creation process and the various roles you might play along the way. We'll also explore the various roles that technical communicators might take on for this process and review tips and advice from the presenter.

TECHNOLOGY & DEVELOPMENT

Using Word to Automate and Create Your Own Tools

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Robert Delwood**, kCura Corporation

Writers seldom get the tools they really need. Flare or Framemaker are indispensable project tools, but ones helping individuals on a daily basis with unique requirements are less common. As a result, writers are sometimes responsible for making their own tools to reduce manual effort. Microsoft Word provides this through automation, which is not programming and requires no coding. This session introduces you to multiple automation types and techniques (including copy and paste, fields, building blocks, macros), how to select which is right for you, and how to start creating custom tools.



WRITING & COMMUNICATION PROGRESSION

Applying Minimalist Writing Principles to Improve User's Guides: Readers *and* Writers Win

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: Beginner

PRESENTER: **Michael Harvey**, SAS Institute

In this progression, Michael will show how he applied minimalist writing principles to User's Guides to reduce page count and improve clarity. As a result, readers can perform relevant tasks right away. Applying these principles not only enables readers to get the information they need more readily, but produces topics that are better suited for reading on mobile devices. He worked with a team dedicated to promulgating these principles throughout our organization and they produced a strategy for following these principles when writing new material, which resulted in a more efficient writer workflow.



FAQs Killed the Documentation Star

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Stephanie Saylor**, Next Century Corporation

Many organizations use Frequently Asked Questions (FAQs) as a replacement for thorough documentation. In this progression, Stephanie will explain the pitfalls of relying on a list of questions rather than delivering solid help resources. She will then explain that FAQs—when done well—can serve as useful additions to stellar documentation. Finally, we will discuss best practices for organizing FAQ questions and capitalizing on their metrics. Just like video taught radio stars how to adjust, attendees who participate in this session will learn how to adapt and write the kind of FAQs users need.



Getting Creative with Technical Communications

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: Beginner

PRESENTER: **Liz Roscovius**, D2 Worldwide

Whether it's a contract, report, or documentation, technical communication pieces aren't always fun to read. Sometimes they're a last resort that people reference only because they have problems or questions. This begs the question: How do you make your audience want to use your communications? In this session, we'll introduce audience analysis and information design strategies to help you make communications enticing and easy to digest.



Risk Communication and Miscommunication with Electronic Media

ROOM: Grand E
 FORMAT: Progression
 SKILL LEVEL: All



PRESENTER: **Carolyn Boiarsky**, Purdue University, Calumet

Emails and text messages possess characteristics of letters, memoranda, and the telephone. They have also acquired new ones, including the integration of personal and business styles/formats, insertion of personal with business content, single issue responses, unreflective content, and minimalistic data. As a result, electronic messages tend to be “information poor,” writer rather than reader oriented, and asynchronous. This session discusses these findings and applies them to new cases, including the 2015 Chicago landslide and General Motors switch incident. We will also discuss the major problems inherent in communicating electronically and provide suggestions for overcoming them.

Simultaneous Product and Information Development

ROOM: Grand E
 FORMAT: Progression
 SKILL LEVEL: Beginner



PRESENTER: **Janice Manwiller**, Sqrrl Data, Inc.

During any development cycle, technical communicators are challenged to have the information piece of the product ready to go when the code is completed. Using an iterative, incremental process significantly reduces lag time, simplifies the review process, resulting in a more polished product. This progression outlines the workflow process Janice used over the last several years to design and develop content. With this workflow, you can more easily keep up with new development, manage a relatively large amount of content, and provide resources for other functions such as QA and training.

3:45 PM

CAREER & LEADERSHIP

Communicate More Effectively in Your Global Virtual Teams

ROOM: Platinum 3
 FORMAT: Presentation
 SKILL LEVEL: All



PRESENTER: **Pam Brewer**, Mercer University

Global virtual teams connect professionals worldwide. These teams act as essential links to the global marketplace but are vulnerable to miscommunication, and few organizations prepare their employees to work successfully in online teams. Dr. Brewer used a survey to gather data on the use of virtual teams by engineering professionals worldwide and more than 70% of the responses came from professionals outside the United States. In this presentation, Dr. Brewer will share the survey results and core teaming concepts to help managers improve their use of virtual teams.

CAREER & LEADERSHIP PROGRESSION

How Professional Communicators Add Value

ROOM: Grand E
 FORMAT: Progression
 SKILL LEVEL: All



PRESENTER: **Eric Koup**, Vanguard

I'm preaching to the choir when I say professional communicators are a critical part of any company or project team. We offer valuable skills, so why is it hard for us to quantify our value? It comes back to a mindset where people believe writing or communicating don't require any special skills. In this progression, we'll discuss often overlooked areas where professional communicators shine and share ideas of how to combat the "everyone's a writer" mindset.

In the Deep End with Policies and Procedures

ROOM: Grand E
 FORMAT: Progression
 SKILL LEVEL: Beginner



PRESENTER: **Emily Kowal**, Walgreens

In this progression, attendees new to policies and procedures communication will learn the basics of policies and procedures. Definitions, lifecycle, and approvals of policies often raise questions. What many people must realize is that the policy and procedure lifecycle also extends beyond the document to include communication and enforcement.

Lessons My Cat Taught Me about Instructional Design

ROOM: Grand E
 FORMAT: Progression
 SKILL LEVEL: All



PRESENTER: **Jamye Sagan**, HEB

Sometimes, technical communicators may be required to design training materials and programs for their subject matter—even if they have never formally studied instructional design. In this progression topic, the speaker will share photos and anecdotes of her beloved cat Gimli while discussing five lessons she has learned over the years about developing training courses and related materials.

DESIGN & TESTING

Preparing Legacy Help Projects for Responsive Design

ROOM: Platinum 1
 FORMAT: Presentation
 SKILL LEVEL: Advanced



PRESENTER: **Neil Perlin**, Hyper/Word Services

Do you have legacy help projects that are still valid and that you want to make responsive? The problem is that old projects were often created in ways that break responsive design. How do you fix those problems? In this practical session, we'll look at the technical concepts of responsive design and a “mobile first” design philosophy and its effect on content. Topics include eliminating local formatting with styles and a CSS, relative image sizing, CSS float to position images, and changing wording for different screen sizes. At the end of this session, you'll know how to deal with the most common responsive design problems in legacy help projects.

INDEPENDENT CONSULTING PROGRESSION

The Client Said Yes: Now What?

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Teresa Stover**, Stover Writing Services

Contract work is a growing workforce trend and a great way to work in an atmosphere of flexibility and variety, and you're well-positioned to be part of this trend. It's a challenge to find the work and get the contract signed, but it's a bigger challenge to have clients give you repeat business over time. This progression takes you from establishing a good contract with your new client to starting the project on the right foot, working it professionally, and closing it out with grace. See how you can ensure that they always call you back for more and refer you to others as one of the best in the business.

Understanding and Answering a Request for Proposal

ROOM: Grand E

FORMAT: Progression

SKILL LEVEL: Advanced

PRESENTER: **Brian Lindgren**, Engility Corporation

Government contractors seeking support for proposal development look for proficiency in English and grammar. While these are critical skills to have, understanding all the nuances of Government Requests for Proposal (RFPs) transcend basic writing skills and require an attentiveness to detail that can make the difference between a great writer and a great proposal developer.

STRATEGY & TRENDS

The Future of M-Learning and Mobile Help

ROOM: Platinum 4

FORMAT: Workshop

SKILL LEVEL: Beginner

PRESENTER: **Danielle M. Villegas**, TechCommGeekMom

Join this workshop and learn how early efforts to create and promote literacy are tied to how technology helped the evolution of that process. Danielle will explain the basic concepts behind m-learning and provide evidence of how it is conducted on smart devices through current thought. A group discussion follows about writing for mobile, both in m-learning and other instances of help documentation. The audience for this workshop includes instructional designers, anyone writing help documentation, or those wanting to write for mobile.

STRATEGY & TRENDS

That Due Diligence You Do: Selecting a Content Management System

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: Advanced

PRESENTER: **Toni Mantych**, ADP

You've jumped on the DITA bandwagon, and now you have a collection of structured, modular content. But you quickly realize that with modular content and potential for reuse, things can get out of hand. Maybe you think you need a Component Content Management System. Vendors agree and tell you why you need the features of their particular toolsets, but do you? How do you select a system that meets your particular needs? This presentation reviews the extensive research and decision-making process that our writing group used. The focus is how to establish your requirements and then evaluate solutions, rather than on any specific CCMS tools.

TECHNOLOGY & DEVELOPMENT

Advancing DITA Authoring and Publishing Using FrameMaker

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Stefan Gentz**, Adobe Systems

Authoring in DITA is one thing. Delivering appealing, tailored, dynamic documentation in the right formats and to the right channels to end users is another. Combine both successfully, and you not only get outstanding documentation, but also gain a great marketing instrument. In this presentation, Stefan will explore the possibilities to create and deliver modern documentation that matches today's customer expectation without breaking the budget.

TECHNOLOGY & DEVELOPMENT

Improve Voiceovers with the Sound of Help

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Bryna Gleich**, Blackbaud, Inc.

Audio can make or break a video. Most screencast videos lack body language, so your only human connection to viewers is your voice. In this session, learn simple techniques to get more out of your voice (even if you hate how it sounds on recordings). We'll share which audio issues can be easily cleaned up with editing software, offer practical tips to reduce editing time, and learn what to look for in audio hardware. For instance, the type of microphone to consider depends on more than price and how it sounds—where and how you plan to use it is important, too.

Tuesday

8:30 AM

CAREER & LEADERSHIP

Reinvent Yourself Through Career Change

ROOM: Platinum 4

FORMAT: Panel

SKILL LEVEL: All

PRESENTERS: **Brian Lindgren**, Engility Corporation
Jackie Damrau, Damrau Consulting Services
Rachel Houghton, Rockwell Automation

Listen to the stories of four well-established professionals who have experienced changing positions, titles, and responsibilities during their technical communication careers. In some cases, they've had to accept, choose, or take risks on different paths than what they originally intended or expected. Come to this session to be inspired and hear how they've faced their situations and overcome obstacles to come out ahead. They will then open it up to the audience for questions.

DESIGN & TESTING

Use Usability Testing and Enhance your Documentation with Feedback

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Mandy Morgan**, kCura Corporation
Dave Bachmann, kCura Corporation

Usability testing for your documentation offering is more than asking people if they can get through a procedure successfully. This presentation discusses how to implement usability testing standards in-house, how to write different tests, and how to use the results to enhance your documentation offering. You'll also learn how to gain buy-in for conducting usability tests and how to gather a pool of usability test candidates. We'll present the concepts in terms of a case study to further show how to implement feedback into your documentation.

STRATEGY & TRENDS

The Internet of [Other Language] Things: Supporting the Inevitable

ROOM: Grand E

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Greg Rosner**, LingPerfect

As new markets come online with their connected devices and older international markets increase their spend on new products and services, "things" that aren't multilingual, or don't function in a user's (aka customer's) language, or break when translated, will become a critical problem for your organization.

This session will be a facilitated audience discussion about the trends and issues surrounding the development and support of connected products and their documentation used by customers who speak other languages. What are the most common translation mistakes and their impact? When is machine translation "good enough" and for which use-case is it appropriate? How do you best manage the ripple-effect when source content changes? How do you balance a global voice with a local feel? The session will be made up of open questions, open answers, and live polls. Using your phone's browser, you will be able to both share your insights and learn from the wisdom of the STC crowd.

STRATEGY & TRENDS

Translation Management: "Common Sense" for Setting Up a Process

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Scott Carothers**, Kinetic

What are the questions and insights needed to set up a translation process for your team? This session will cover current trends in the translation industry and help you understand key translation questions a global enterprise should be asking. You'll learn newfound translation "common sense" for a process, plus the time and cost savings in the file prep stage—internationalization (i18n). Finally, you'll know how to take an assessment (info translators don't want to share) and capture metrics to optimize the translation process.

SUMMIT+

Interactive Documents and the IoT

ROOM: Expo Theater

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Vi Kellersohn**, Titania Software

The focus on product and service information to date has typically been about enabling your customer and service technicians to find the right content, quickly. As we move into the age of the Internet of Things (IoT), documentation teams are now exploring ways in which machines can now proactively push the correct information to your customers, and how documents can interactively guide readers to the information they need. Imagine if a machine could help populate the installation guide, generate compliance forms, or curate its own service information based on fault codes and other environmental readings. This new world of interactive documents increases information accuracy, service and use efficiencies, and improves overall customer satisfaction. In this session you will learn:

- Why is intelligent content critical to the IoT?
- What is interactive content?
- How can your organization benefit from adopting an interactive content strategy?

TECHNOLOGY & DEVELOPMENT

Blurring the Lines Between ECM and CCMS

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Vivek Kumar**, Adobe Systems

Traditionally, MarComm and TechComm scuffled over the word “content,” approaching it with different personalities, tools, budgets, departments, and sometimes perceived goals. Today, they can no longer afford this standoff. On a corporate website, any discrepancy between marketing content and technical content can undermine both organizations’ efforts to achieve their goals. In order to serve customers’ best interests, a high level of consistency is required between marketing and technical content.

A content management system should allow seamless access of assets, templates, and other corporate standards across MarComm and TechComm teams. The process of creating technical content should use limited resources wisely.

TECHNOLOGY & DEVELOPMENT

DevOps Docs: Fast, Great Content for the Cloud

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Vanessa Wilburn**, IBM Corporation

Writing for cloud products? Great! But what does that mean for writers? Companies adopt Agile and specifically DevOps to be fast, and doc teams are expected to follow suit. Based on years of Agile experience, this session covers how doc teams can adapt and thrive in a DevOps world by writing fast, writing well, and showcasing business value. In the end, your companies will see content that drives revenue, lowers costs, and even engages customers.

WRITING & COMMUNICATION

Self-Publishing for Print and eBook Distribution

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Richard Hamilton**, XML Press

Self-publishing has revolutionized traditional publishing, making it possible for anyone to publish a book or eBook. The same technology that will let you publish a memoir of your kindergarten years will also let you publish more down-to-earth content, including your technical documentation. Join this session to learn how to distribute and sell content in print and eBook form through retailers such as Amazon. We will include a survey of the most common print-on-demand and eBook distributors, including the pros and cons of each. This talk is relevant for anyone who is interested in self-publishing non-work-related content.

9:45 AM

CAREER & LEADERSHIP

On the Primrose Path to Successful Leadership

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: Advanced

PRESENTER: **Linda Oestreich**, SPAWAR/UCSD

This presentation and interactive discussion will help you stand out from the crowd as a great leader in a world where many people think of themselves as great leaders. Using research, current publications, history, audience participation, and personal experience, Linda presents leadership tips and thoughts to help you differentiate yourself from those who try but don't do.

DESIGN & TESTING

Do More with Less and Increase Your Return on Content (ROC)

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Abhishek Jain**, Adobe Systems

Documentation teams are constantly asked to increase efficiency in content development, translation, and maintenance. We all know that budgets are not increasing. In fact, more than 70% of our survey respondents said that they are not. Many of us have to face a reduction in headcount as well. At the same time, the demands on today's technical communicator are ever increasing. On an average, a tech comm professional is working with more than four languages and caters to a plethora of devices and formats. So there is extreme pressure on us to our jobs more efficiently. This session emphasizes three basic levers of technical communication, which if exercised in tandem can bring huge benefits to the business:

- Lean content creation: Data-driven prioritization can help content authors to do more with less.
- Closing the feedback loop: Follow the Create - Measure - Learn cycle and fix the burning issues to enjoy higher ratings.
- Engaging the end users: Showing some empathy toward the most important participant in the value chain works wonders.

STRATEGY & TRENDS

Use Your Content to Create Killer Courseware

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Matt Sullivan**, Adobe Systems

What is effective content delivery? Standard print, help systems, and online classes can provide answers to specific questions, but fall short when compared to the depth and ROI that online courses provide for specific training needs. In this session, Matt will discuss why he is moving away from traditional authoring and training formats and toward online courses. He'll review two online courses he developed and compare the relative depth of online classes and online courses. To show their effectiveness, he will compare the online courses against similar content available in book, help, and live training courses. Matt will then share his method for successfully modeling course content, including the details of his migration to a courseware provider.

SUMMIT+

SmartDocs: Transforms Word into a Complete Content Management Solution

ROOM: Expo Theater

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Bryan Lynn**, 36Software

36Software is pleased to present SmartDocs 2016.1, the only completely collaborative content reuse and management solution for your MS Word content. SmartDocs makes it possible to do what you never thought possible with your Word content. Author, approve, centralize, find, reuse, and track everything your writing teams need, no matter where they are working. SmartDocs is just a fraction of the cost, training, and set-up time to XML- or DITA-based CMS solutions. Proven. And, unlike other solutions, SmartDocs is scalable and affordable for teams of 2 to 2000. Join Bryan Lynn, Executive Director of Technology, to experience everything that SmartDocs can do, without ever leaving your Word environment. Bring your questions and Word content challenges, and we'll solve them!

TECHNOLOGY & DEVELOPMENT

Effectively Using PDF as Source

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Liz Roscovius**, D2Worldwide
Mike Sawyer, Control4

What do you do when you receive only a PDF as "source" for your project? Run with it! PDFs are more usable than many of us realize, and the PDF provider can offer better quality than they may think. Come to this session to learn about methods of extracting usable text and graphics from what's usually considered a read-only format. We'll cover how to determine the typefaces used, how to export or extract text, how to isolate bitmap and vector artwork, and even how to determine what tool was used to create the actual source file. PDF may not be the ideal source format, but it's definitely doable.

TECHNOLOGY & DEVELOPMENT

Getting to the Core of Web Content Development

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Roger Renteria**, Central New Mexico Community College

Websites can be confusing tangles of links, images, and text. Come learn how a Web strategy team used an innovative method for developing Web content while collaborating with subject matter experts. This case study shows how we used technical know-how, marketing, and a simple worksheet to design and develop effective Web content for promoting programs of study at a community college. We will also see how to design a content outline with a simple worksheet and learn how to gain traction with stakeholder engagement and a commercial mindset. Join us to understand our core model and see the benefits of scaling up Web content development.

WRITING & COMMUNICATION

Cut to the Core with Simplified Technical English

ROOM: Platinum 4

FORMAT: Workshop

SKILL LEVEL: All

PRESENTER: **R. Douglas Eaton**, Saab Sensis Corporation

English is not the native language of a significant percentage of your end users! Join this workshop to learn how to address this challenge by implementing Simplified Technical English. Although some businesses use English as their lingua franca, many users of documentation have various levels of English proficiency. This workshop introduces the ASD-STE100 (Aerospace and Defense Simplified Technical English Specification) as an example, explains the effort required to transition to a controlled authoring environment, and emphasizes the importance of critical thinking in complying with the standard. There will also be guided editing practice, and a summary of initial results from the presenter's Saab air-traffic management (ATM) experience.

1:00 PM

CAREER & LEADERSHIP

Three Hats of Independence

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Rich Maggiani**, Solari Communication

Freelancers and independents wear three hats: one for their expertise, one for marketing, and one for business sense. Most focus on their expertise hat, thinking that knowledge, experience, and professionalism will carry the day, and neglect the other two hats. This session discusses all three: how the marketing hat is needed to get work and position yourself; how the business hat actually keeps you going financially and affords you the opportunity to charge properly; and that the expertise hat can only be used when the other two are used properly.

DESIGN & TESTING

The Attention-Comprehension Gap: An Integrated Approach to Usability Testing and Design

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Kirk St.Amant**, East Carolina University

Join us to explore the idea of the attention-comprehension gap, which is an approach to information design that focuses on creating a balance between drawing user attention to specific content and their comprehension of that content. The objective is to present a new approach to usability testing and design that allows technical communicators to create materials that draw and hold the user's attention while conveying information effectively and easily understood. We will introduce how to create methods of assessing usability based on balancing these aspects of gaining user attention and assuring comprehension of information in a way that facilitates the effective design of different materials.

DESIGN & TESTING

Customer Experience (CX)—Come Join the Party

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Pamela Noreault**, ACI Worldwide

Customer Experience (CX) is more than a buzz word. It's key to remaining relevant and adding value to your employer or business. Come and see how you start the CX discussion (as it relates to technical communication), put together and deploy a strategy, and then measure results. If you're doing CX already, come and challenge others, share your secrets, and disclose your stories. This session promises food for thought, a party hat of laughs, and a hope that you can get your CX party started when you leave the room.

SUMMIT+

15 Ways to Animate Your Content with GIFs

ROOM: Expo Theater

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Daniel Foster**, TechSmith

Animated GIFs are helping you quickly react to your friend's social media post or making your coworker laugh. But they're not just fun and games. See real-world examples of how animated GIFs are being used in documentation, support, and beyond. Get practical tips for when, how, and why to create them.

TECHNOLOGY & DEVELOPMENT

Responsive Content in MadCap Flare: Create in Minutes, Not Hours

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Jennifer Morse**, MadCap Software Inc.

Every time someone walks into a glass door, we are reminded how important small screens are in today's world. Creating a responsive skin is no big deal because Flare does that for you. But responsive content is another thing. How can you make sure your content is structured in a way that looks good on screens of all sizes? Enter Flare's new Responsive Layout window pane. In this session, Jennifer will demo this new window pane, showing concrete examples of how and where it can be used to quickly create responsive content. You will also see other new Flare 12 features to help create responsive content grids, including the Stylesheet Editor.

TECHNOLOGY & DEVELOPMENT

Writing Technical Docs like a Hacker with Jekyll

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Tom Johnson**, Experian

Jekyll is a popular open source tool that can be used for documentation that includes conditional filtering, single sourcing, PDF and HTML output, a robust TOC, search, context-sensitive help, collaboration, SME review, and more. With it you write primarily in Markdown, but can also use HTML or JavaScript in your content. Jekyll's architecture is flexible and customizable, utilizing your web development skills. If you work in a developer-centric shop, enjoy the freedom to code, and would like to replace proprietary help authoring tools, join us in this session to learn how Jekyll might be the solution for you.

WRITING & COMMUNICATION

Internationalized Texts: Writing for Translation and Globalization

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **David Rumsey**, North Country Translations

In a global world, having documentation in multiple languages is key to many companies' success. Technical writers are often tasked with coordinating the translation of a given text and there are steps that technical writers should take to ensure an accurate and successful translation of the text. In this session we will review the terms internationalization, translation, and globalization as well as the standard processes involved. We will cover machine translation and computer assisted translation tools and also learn how to avoid English writing conventions that make translation more difficult, using examples that the group can adjust together.

WRITING & COMMUNICATION

TC Body of Knowledge, Certification, and Content Contributions

ROOM: Grand E

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Craig Baehr**, Texas Tech University**Deanne Levander****Liz Pohland**, Society for Technical Communication

Are you interested in contributing your practitioner expertise to the body of knowledge used for certification? Come to this session to learn how the TC BOK is supporting CPTC Foundation certification as a supplemental resource and CPTC Practitioner certification as a primary resource. BOK editors are soliciting content for specific content areas and will cover the creative commons license that governs the content of the site. SIG volunteers and others interested in contributing content to the BOK are highly encouraged to attend.

2:15 PM

CAREER & LEADERSHIP

Don't Edit—Teach: Strategies for Mentoring Writers

ROOM: Platinum 4

FORMAT: Workshop

SKILL LEVEL: All

PRESENTER: **Jessica McCaughey**, George Washington University

Editing and commenting on others' writing can feel like an exercise in futility. We make similar edits and suggestions time and time again. The writers make our changes, but often don't seem to learn from the efforts we put into providing this feedback. This workshop provides practical techniques, supported by proven pedagogy, for helping your employees develop as writers through a refined feedback process focused on what you and the organization truly value in writing. Attendees will leave with techniques for commenting on and discussing drafts that allow writers to develop as communicators, rather than simply get a finished writing product out the door.

CAREER & LEADERSHIP

Where Does User Documentation Fit into Content Marketing?

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Clinton Lanier**, New Mexico State University

Content marketing is an approach to marketing—especially business-to-business marketing—which provides “relevant” content to a potential customer instead of traditional promotion materials. It is an approach that has seen remarkable growth over the past decade. This presentation discusses where technical content, such as user documentation, fits into this approach. Understanding and using this approach provides another avenue for technical writers to establish their importance in organizations, and allows organizations to better utilize the valuable information that technical writers create.

DESIGN & TESTING

Seek and You Will Find: Taxonomy and Delivery

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Joe Gelb**, Zoomin Software

What can we do to help our customers sort through the sea of information available to them? How can they find that focused nugget of content that will help them complete their task at hand, solve a nagging problem, or make a purchasing decision? How do we ensure that an optimized customer journey and reduced customer effort are attained throughout customers' content experience? Taxonomy drives faceted search, making search simple and effective, and increases chances to find answers on the first try. Fortunately, the standards and tools supporting semantic faceted search is now within reach. In this session, Joe Gelb will discuss the importance of a corporate taxonomy, outline the process for defining and testing it, and demonstrate its crucial role within dynamic publishing platforms, delivering focused content across all customer touchpoints.

SUMMIT+

Certified Professional Technical Communicator (CPTC): What You Need to Know

ROOM: Expo Theater

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Chris Lyons**, Society for Technical Communication**Liz Pohland**, Society for Technical Communication

The Society for Technical Communication (STC) and its partner APMG International are pleased to announce the re-opening of the Certified Professional Technical Communicator (CPTC) program. CPTC is designed to validate the skills, knowledge, and competence of technical communicators as they advance in their professional careers. Currently the first level of a three-tier professional certification program is open: Foundation. Attend this session to learn more about how the program is structured and what you need to do to become certified.

TECHNOLOGY & DEVELOPMENT

Let the Force of APIs Be with You: Building the Developer Experience Right

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Nabayan Roy**, Autodesk Asia Pte. Ltd.

Today we live in an API economy and everything is moving into a service paradigm. Product companies are slowly gearing up to this change. With the rapid adoption of cloud computing, it's an open war and APIs are your Lightsaber weapon. When you create an API, you invite developers to become your customers. So just as you spend the time, money, and effort to provide the best user experience through user interface design, you should expend a similar effort to provide the best possible developer experience through API design.

TECHNOLOGY & DEVELOPMENT

Up with Markdown!

ROOM: Platinum 3

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Dave Gash**, Hypertrain

Technical writers are often asked to quickly produce small sections of content for various media. Instead of using large and complex authoring tools for quick authoring tasks, you can harness the power of simplified-notation markdown to quickly and easily produce content chunks that can be exported as HTML and integrated into virtually any parent document. It's fast, easy, and even kind of fun! Join us to learn what markdown is, how simplified syntax works, the available tools, and how markdown can help you be more productive.

WRITING & COMMUNICATION

Building Quality Experiences for Users in any Language

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **John Collins**, Rosetta Stone Ltd.

Companies are striving for a friendly tone with their content and also taking it to other cultures. Those two content goals seem to be at odds, but they don't have to be. How do you reconcile more casual writing for content that will be translated into other languages? In this talk, we'll use a metaphor to look at how to build quality content experiences for all users so they have the best possible experience, regardless of their language. We'll also cover some pitfalls to watch for and tactics for creating friendly English for good translations.

3:45 PM

CAREER & LEADERSHIP

Closing the Deal: Getting that Freelance Project

ROOM: Platinum 4

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Alisa Bonsignore**, Clarifying Complex Ideas

Do you have lots of prospects but not enough work? You're not alone. Many of us went independent because of our strong communication skills, and realized in hindsight that we weren't as strong in business skills. We've all struggled with the frustration of the prospective client that drops off the face of the earth after seemingly positive negotiations. What went wrong? In this session, Alisa will discuss different ways to identify solid prospects, ask for what you need, and close the deal with prospective clients without feeling like a used car salesman. She will also cover converting prospects into paying clients and how to identify the clients to avoid.

CAREER & LEADERSHIP

The Future Is Now: How Technical Documentation Is Changing to Technical Communication

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Stefan Gentz**, Adobe Systems

In this presentation, Stefan Gentz will talk about the change from technical documentation to technical communication, intelligent information, Industrie 4.0, and what this means for technical writers. Today, customers interact with technical content in new ways and customer expectations have changed dramatically. The industry is moving away from board manuals to heads-up displays, technical content is delivered with text to speech, and technical content consumption is no longer limited to humans. The quality and delivery of technical communication has a strong impact on brand recognition; it can have positive and negative effects. We need to rethink how and where we deliver technical content to customers, and how this affects business.

CAREER & LEADERSHIP

A Practitioner's Guide to Teaching Tech Comm

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Michael Opsteegh**, Eyefinity

This presentation explores the variety of academic positions that are available to the well-suited practitioner and explains a variety of methods for breaking into teaching technical communication. We'll examine how a practitioner's skill set relates to teaching, explain the variety of educational settings and academic positions, and offer advice on how to apply and prepare for a teaching position.

TECHNOLOGY & DEVELOPMENT

Editing Tons of Text? RegEx to the Rescue!

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Eric Cressey**, Symantec

Do you face a daunting editing task, possibly editing a few lines in hundreds or thousands of files? Do you want to update the value for a property in multiple files? Regular expressions (RegEx) can help. Regular expressions are powerful search patterns that exceed what is possible with a basic search. In this session, you will learn common patterns that dramatically decrease the time spent on tedious text maintenance tasks. If you wished for a smarter find and replace or do repetitive text editing for days or weeks, then this presentation is for you.

TECHNOLOGY & DEVELOPMENT

How Do I Pick the Right Tool for Me?

ROOM: Platinum 2

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Elizabeth Fraley**, Single-Sourcing Solutions, Inc.

So many tools and messages from so many vendors. One size does not fit all and one solution is not right for everyone! How do you find the right one for you? No one answer is the right answer for everyone. It depends on staff, resources, skills, and even company culture. In this session, Liz will share strategies, benchmarks, and questions that she has used (and seen used) over the years, so you will have something to help you choose the tool that's best for you, your company, and your situation.

WRITING & COMMUNICATION

Producing Professional Emails to Get Answers!

ROOM: Platinum 4

FORMAT: Workshop

SKILL LEVEL: All

PRESENTER: **Marilyn Woelk**, Wingz Creative & Technical Group

Do you ever email a subject matter expert, manager, or client and get an ambiguous response? Do your emails generate discussions that lead to delays while you wait for information needed to meet deadlines? Perhaps you struggle with who to CC in an email or who to leave off? Do you need to increase the visibility and priority of your communication? If so, come to this workshop to learn the questions that get definitive answers and explore how to deal with conflict via email. We will also examine emails that work and those that don't, and we will use real-case scenarios to rewrite emails that get results.

Wednesday

8:30 AM

CAREER & LEADERSHIP

Have a Tech Comm Question? Ask the Experts!

ROOM: Platinum 4

FORMAT: Panel

SKILL LEVEL: All

PRESENTERS: **Nicky Bleiel**, IBM Corporation
Alyssa Fox, Micro Focus
Alan Houser, Group Wellesley, Inc.
Kevin Siegel, IconLogic, Inc.
Matt Sullivan, Adobe Systems

Join our expert panel for a lively and fun Q&A session. The panel has over 125 years of combined experience, and their expertise areas include (but are not limited to): management, Agile, interviewing SMEs, soft skills, embedded help, minimalism, responsive design, Git/GitHub, wikis, Tech Comm Suite, Video, Mobile Content Delivery, Mobile Apps, Audio Recording, eLearning Development, content strategy, DITA, machine translation, and more. Come prepared with your questions!

CAREER & LEADERSHIP

How to Become a Strategic Communicator and Advance Your Career

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Dave Caruso**, National Institute for Occupational Safety and Health, CDC



Ask yourself, "Are you strategic?" Strategic thinking is the combination of innovation, strategy planning, and operational planning. This session will explore the value of strategic thinking and why it is so valuable to an organization. Communication professionals are ideal candidates who think strategically within their organizations because they have that rare combination knowledge about both their audience/customer (external) and their organization (internal). We will examine both the research and strategy phases of strategic thinking, which further illustrate why communicators make good strategic thinkers.

PANEL

Tech Comm Throwdown: 2 Experts Enter, 1 Winner Leaves

ROOM: Platinum 2/3

FORMAT: Panel

SKILL LEVEL: All

MODERATOR: **Bernard Aschwanden**, Publishing Smarter

Mixing fact and fun, experts debate topics which may include "video tutorials are better than illustrated HTML or PDF/print content," or "the Table of Contents is better than the Index," or "junk food and caffeine is better for tech comm success than green tea and yoga." An unbiased, highly professional, and stone-cold serious moderator keeps them in line, guides the debate, and awards meaningless points. Love debates? Love comedic timing? Love tech comm? Don't choose just one, get all three! Debaters include winners (and losers) from last year's session as well as a few new faces. You can look forward to hearing from Jack Molisani, Leah Guren, Christopher Ward, Viqui Dill, and Greta Boller. Bonus points awarded to those who figure out the alphabetization scheme of the debater names.

TECHNOLOGY & DEVELOPMENT

Automate Release Notes for Quick and Accurate Results

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTERS: **Tanya Ivanova**, Genesys Telecommunications Lab
Barry Grenon, Genesys Telecommunications Lab



Time to market is a key differentiator for a company's success. With Agile methodology and continuous delivery approach in software development, there is less time to write release documentation. To keep up, we must look for opportunities to automate wherever we can, including Release Notes. In this session, we will discuss a solution developed by our technical publications team that allows writers to capture feature and defect information from a defect tracking system and then quickly publish online, wiki-based Release Notes while ensuring technical accuracy and style compliance. This system allows users to access complete, quality content with short notice on the release date.

TECHNOLOGY & DEVELOPMENT

Power to the People: Targeted Content through Dynamic Filters

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Dustin Vaughn**, Adobe Systems

In this always on, always connected world, consumers expect content that is not only optimized for their device, but also optimized for their needs. These expectations add to the ever-present need for technical communicators to deliver more: the right content, on the right device, at the right time. In this session, you will discover how to impress and empower your customers by providing content that can be filtered down to fit their specific needs.



9:45 AM

CAREER & LEADERSHIP

Technical Communication in Health Information and Education

ROOM: Grand C/D

FORMAT: Presentation

SKILL LEVEL: Beginner

PRESENTER: **Lisa Meloncon**, University of Cincinnati

Ninety million Americans lack health literacy skills to productively participate and engage in their own health care. Technical communicators are adept at producing and designing information to be understood by specific, targeted audiences like this. So the question becomes, how do we participate to meet the growing need for health communication specialists? We can apply our knowledge of user experience to patient education in patient experience design (PXD), which is explained in this presentation. Join us to learn how PXD developed, what it is, and strategies for how technical communicators can use this approach to move into health communication and patient education careers.



LIGHTNING TALKS

Be Your Own Best Self ... Editor

ROOM: Platinum 2/3

FORMAT: Lightning Talk

SKILL LEVEL: All

PRESENTER: **Richard Hamilton**, XML Press

We all want to have an editor on call, but the reality is that most of us aren't that lucky. And all of us will run into situations where time or resources don't allow us the luxury of a good edit. This talk will highlight strategies for making the most of a self-edit and avoiding pitfalls.

Everything I Needed to Know about Leadership, I Learned from Star Trek

ROOM: Platinum 2/3

FORMAT: Lightning Talk

SKILL LEVEL: All

PRESENTER: **Katherine Brown-Hoekstra**, Comgenesis, LLC

A light-hearted look at what makes a good leader. From Kirk to Janeway, the Star Trek captains explored new worlds, developed their teams, and survived life-threatening situations, sometimes with sheer luck, sometimes with wit and charm, and sometimes with a clear head. Even their flaws teach us.

The Good, the Bad, and the Ugly in Video Technical Documentation

ROOM: Platinum 2/3

FORMAT: Lightning Talk

SKILL LEVEL: All

PRESENTER: **Matt Sullivan**, Adobe Systems

Using video and interactive in technical documentation is all about keeping the audience's attention while delivering important content. Just like a Lightning Talk!

A Loopy Yarn: Knitting and Technical Communication

ROOM: Platinum 2/3

FORMAT: Lightning Talk

SKILL LEVEL: All

PRESENTER: **Jamye Sagan**, HEB

Although knitting and technical communication seem like two disparate disciplines, they share several things in common—from knowing one's audience to paying attention to finishing details. This presentation will highlight these commonalities, from project conception to the finished deliverable, and help you think about how your own favorite hobbies relate to technical communication.

Where's the Comma People?

ROOM: Platinum 2/3

FORMAT: Lightning Talk

SKILL LEVEL: All

PRESENTER: **Li-At Rathbun**, Yardi Systems

Commas are important. Did you hear the one about the \$750,000,000 missing comma? Or that Rachel Ray “finds inspiration in cooking her family and her dog?” When we forget a comma, hilarity (and confusion) ensues. Let's reinforce this important message by laughing at other people's mistakes! We'll focus on the comma plus expand to other punctuation errors, and even look at a misspelled word or two.

You Stink at Email: Why Write? Nobody Reads

ROOM: Platinum 2/3

FORMAT: Lightning Talk

SKILL LEVEL: All

PRESENTER: **Viqui Dill**, American Woodmark Corporation

Your emails are getting ignored for a reason: you stink at it. Most of us get hundreds of messages a day. Why would anybody ever want to read that wall of text under your boring subject line?

PROGRESSION

Summit Unsession

ROOM: Platinum 4

FORMAT: Progression

SKILL LEVEL: All

PRESENTER: **Elizabeth Fraley**, Single-Sourcing Solutions Inc.

Open to everyone! Bring your own speaking topic to the Summit (presentation, demo, or discussion) and post it for attendees to vote for onsite. Drum up support during the event and encourage people to select and vote for your proposal. If your topic is one of the top five vote getters after the second day, you will present and share it during a progression-style session on the final day of Summit (twice as a 20-minute roundtable topic).

TECHNOLOGY & DEVELOPMENT

Programming Language Storytime

ROOM: Platinum 1

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Sarah Kiniry**, cPanel Inc.

You don't need to write code to be able to read it! "Digging into" the code is often the best way to extract information when we write software documentation, but the idea of reading all that code can be daunting. A few simple tricks and an understanding of the patterns involved can get you started reading code to answer your questions. This session will examine open-source applications in some of the most common programming languages: Java, JavaScript, C, C#, PHP, Python, Ruby, and Perl. It is particularly helpful for writers who work with API documentation.

TECHNOLOGY & DEVELOPMENT

The Making of a Learning Platform: Designing Addictive, User-Centric Content

ROOM: Grand A/B

FORMAT: Presentation

SKILL LEVEL: All

PRESENTER: **Pavi Sandhu**, Salesforce

Take a behind-the-scenes look at the development of a new learning platform. Trailhead, created by Salesforce, has become popular due to its innovative approach to learning. Its features include learning paths, modular content, interactive challenges, gamification, social rewards, and integration of content with learning objectives and assessment. Trailhead draws on fundamental principles of learning theory and user-centric design, to make learning easy and enjoyable. Attendees will learn concepts and best practices for enhancing the effectiveness of any instructional content, regardless of its audience and format.



CONTACT

For more information about certification and to start the process, visit www.stc.org or email stc@stc.org.

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Points may be obtained the following ways:

Event	Points
STC Annual Membership (any membership type for Foundation certificants)	2
STC Recorded Webinar (self-study)	1
STC Live Educational Webinar (free, sponsored, and community webinars excluded)	2
STC Online Courses	6
STC Summit Pre-Conference Courses (full day)	6
STC Summit Pre-Conference Courses (half day)	3
STC Virtual Summit	4
STC Annual Summit	8
Begin and complete a college-accredited course related to the Technical Communication field	8
Published articles that relate to any aspect of Technical Communication (2/article)	2
Published books publicly available on topics related to Technical Communication (5/book)	5
Presentations at conferences related to aspects of Technical Communication (2/presentation)	2
Total needed within 2 years post-certification date	12

Fees

Exam fees: STC Members \$250, Non-Members, \$495

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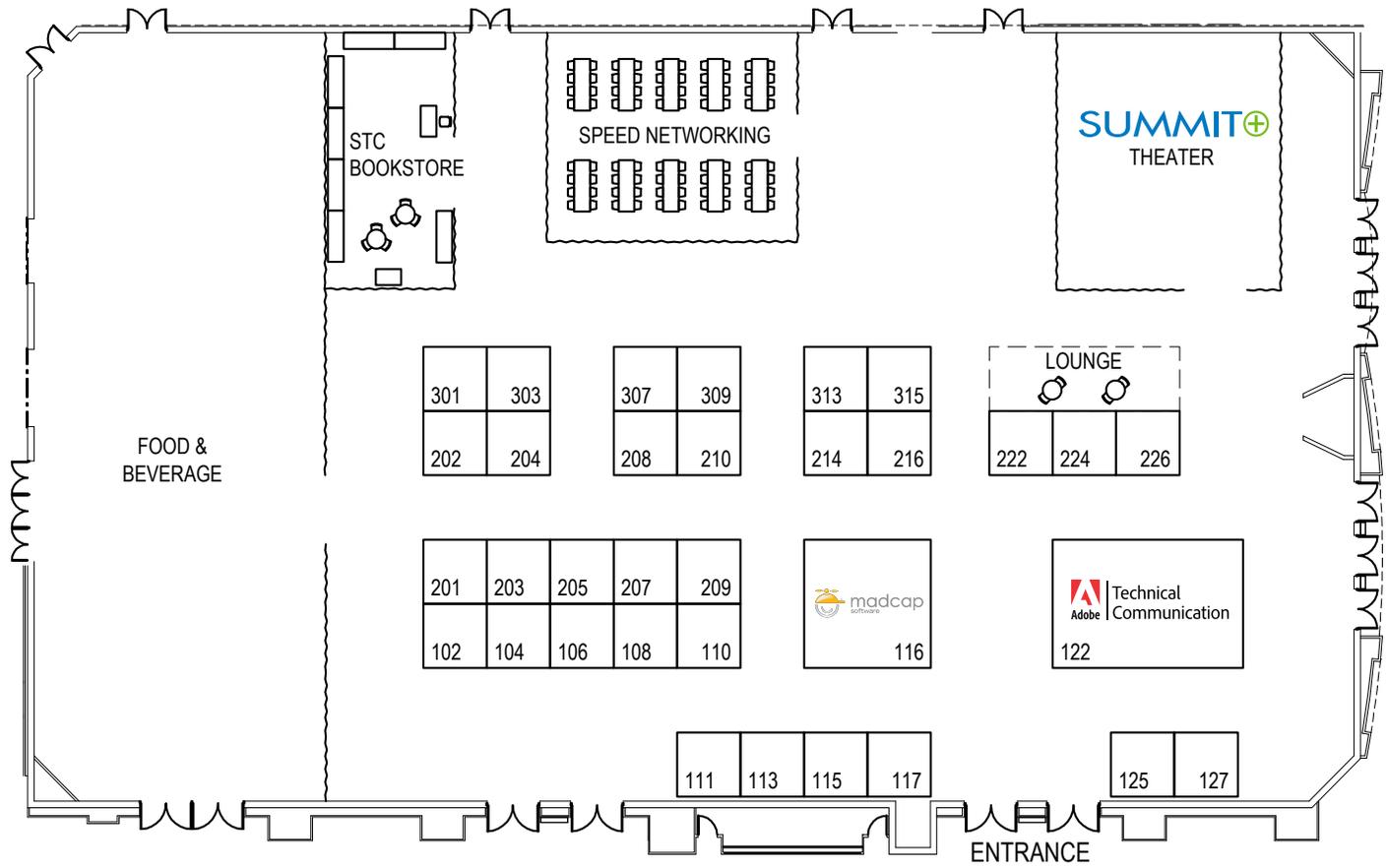
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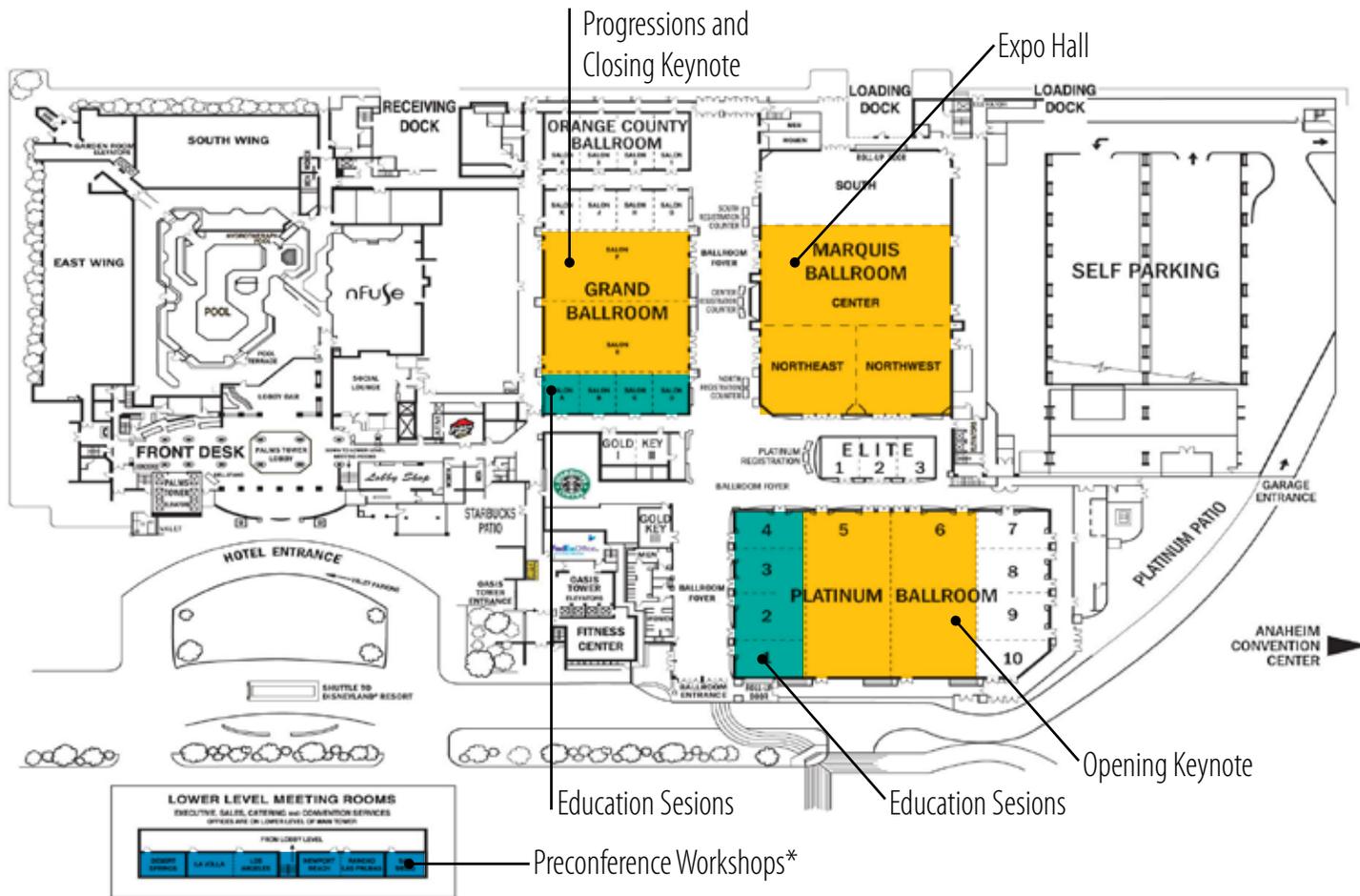
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Expo Hall Floor Plan



Summit Floor Plan



*Access these rooms from lobby staircase or Palms Tower elevators

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