

International Technical Communication STC 2010 Summit Activities



Sunday, May 2, 2010: Community Reception

- ITC will have a table at this reception. Please stop by!
- ITC will hold a drawing at the end of this event to give away several ITC-related books. To have a chance at the books, please stop by the table and put your business card in the bowl.
- ITC will have a table with buttons available. Please contact Traci Nathans-Kelly if you will be attending the conference and would like to have a button reserved for you. We have 75 available. Any buttons not reserved will be given away at this event.

Monday, May 3, 2010: ITC Business Meeting

- ITC's Annual Business Meeting will be held at lunchtime (12-1:30pm local time) in the Cumberland "E" room. Cumberland rooms are located on the lower level, near the exhibit hall. Bryan-Beeman room is located on the Atrium level, behind the elevators. Shawnee Trail #362 is located on the third floor, overlooking the Atrium. All of the floors are accessible from the main elevators.
- If you would like to attend, please reserve a seat by emailing the ITC Manager, Traci Nathans-Kelly, at kelly@epd.engr.wisc.edu. We have ordered food for ten people, and those seats will be given to those who contact Traci first. Those with confirmed reservations with Nathans-Kelly will be served a lunch (no charge). Menu is as follows: Chilled Serrano Roasted Chicken Breast and Three Texas Gulf Shrimp over mesclun greens and wild rice salad. Exotic fruit and tomato salsa and Dallas' own goat cheese coin. Dessert is Triple Goopy Chocolate Cake with champagne peach sauce. Coffee, decaf, tea.

Sessions of Interest:

Understanding Users Through Ethnography and Modeling

Date: Monday, May 03, 2010

Time: 5:00 PM to 6:15 PM

PRESENTER : *Jim Jarrett*

Great product design starts with a deep understanding of the work that users do in the real world. Build your understanding through observation, interviews, surveys, and artifact collection. Share your understanding with KJ analysis, personas, and scenarios. Validate and prioritize your understanding with follow-up surveys.

Globalization/Localization: Quality and Efficiency Start at the Source

Date: Tuesday, May 04, 2010

Time: 11:30 AM to 12:45 PM

PRESENTER : *Kent Taylor, acrolinx GmbH*

Formal Quality Management practices have produced impressive improvements in quality, accompanied by substantially reduced costs in many environments. Learn how to achieve similar results across your information creation-development-localization supply chain.

Internationalizing Your Content: Authoring with Localization in Mind

Date: Tuesday, May 04, 2010

Time: 2:15 PM to 3:30 PM

✚ *Lisa Pietrangeli, Director, Global Client Solutions, Language Intelligence, Ltd.*

Internationalization is the process of planning, designing and implementing a culturally and technically neutral product, which can easily be localized. Internationalization helps decrease translation cost and speeds up time-to-market by addressing crucial technical, aesthetic, cultural, and linguistic issues at project start-up. This presentation will explain how writing with localization in mind saves time and money while improving overall quality.

Quality, Price, Schedule: Choosing the right localization service

Date: Tuesday, May 04, 2010

Time: 4:00 PM to 5:15 PM

✚ *Jean-Luc Mazet, Hewlett-Packard*

Quality, price, and schedule are three key areas companies consider when choosing Localization Service Providers. In this presentation, Jean-Luc will share his perspective on the challenges of evaluating LSPs, and how you can ensure that you have to right tools and knowledge to choose whats best for you.

STC Body of Knowledge Update

Date: Tuesday, May 04, 2010

Time: 4:00 PM to 5:15 PM

PRESENTERS:

✚ *Caroline Jarrett, Using Email Analysis to Identify and Improve FAQs, Effortmark Ltd*

✚ *Connie Kiernan, Information Products Evaluation Workshop, United States Mint*

Hillary Hart

Mark Clifford

Mark Hanigan

The STC Technical Communication Body of Knowledge (TCBOK) Task Force is developing a web portal for people interested in learning about technical communication. The TCBOK is a repository of (and way to navigate and access) the huge amount of knowledge in the technical communication profession. Attend this session to hear the status of the TCBOK, and find out how you can contribute.

Using Focus Groups for Discovering Localization Preferences

Date: Wednesday, May 05, 2010

Time: 11:30 AM to 12:45 PM

PRESENTER : ✚ *Nicole St. Germaine, Angelo State University*

This presentation addresses the value of using focus groups for localizing information. Information regarding a particular culture's preferences for format, graphics, or style may be difficult to find without obtaining this input from the audience itself. This presentation will explain how to maximize the effectiveness of your focus group.