



Events and Sessions Of Interest to ITC Members STC Summit 2011

Summit Program: http://summit.stc.org/wp-content/uploads/2011/04/STC_OnSite-2011_Final.pdf

Monday, May 16, 11:30-12:30, Sacramento Convention Center, room 202. ITC SIG Lunch. This is a by-response only event. We have room for 12 attendees. If you care to join for lunch, please email Traci Nathans-Kelly, ITC SIG Manager, at kelly@epd.engr.wisc.edu for confirmation. We would love to see you there!

Monday May 16, 6:30pm-9pm, Sheraton Grand Ballroom
Community Reception: Come see the ITC Manager, Traci Nathans-Kelly

Sessions:

International Communication: What's Going On Out There?

Date: Tuesday, May 17, 2011

Time: 4:00 PM to 5:00 PM

PRESENTER (S):

- [+](#) [Susan Ledford](#), *International Writing Guidelines, NetApp University*
- [+](#) [Barrie Byron](#), *International Virtual Success: Best Practices for Working Remotely, IBM*
- [+](#) [Theodora Landgren](#), *How to Successfully Implement a Review Cycle, A2Z Global LLC*
- [+](#) [Debra Tate](#), *Harmonizing Technical Documentation in a Global Environment, Siemens Energy, Inc.*
- [+](#) [Karen Levine](#), *Usable Glossaries, Draeger Medical Systems, Inc.*
- [+](#) [Ronald Stone](#), *Strategies for Organizing Global and Local Technical Communicators, independent contractor*
- [+](#) [Lionel Lim](#), *Changing How We Communicate, International Communication by Design*

A group of experts discuss various topics including teamwork in a global workspace, preparing terminology, global content management, field review implementation, L10N, XML, and CMS & Harmonizing Technical Global Documentation. Come learn and share your experiences. Take home new ideas.

Localizing Images: Cultural Aspects and Visual Metaphors

Date: Tuesday, May 17, 2011

Time: 4:00 PM to 5:00 PM

PRESENTER : [Click the plus sign to see more detailed information about each speaker.](#)

- [+](#) [Samartha Vashishtha](#), *Adobe Systems*

When we think localization, we usually think of text and screenshots. However, translating images, keeping in mind the cultural ethos of the target audience, is crucial too, especially for marketing-oriented content and websites. In this session, we will look at the cultural aspects that must be considered while localizing images.

LEARNER OUTCOMES:

- * Political correctness in images * Matrix to effectively apply cultural dimensions and visual metaphors to Web design and localization
- Understand how images are interpreted differently in different parts of the world. * Symbols * Icons * Colors and their cultural significance * Demographic preferences for colors * National flags Understanding guidelines on using all of the above in content and localizing them.
- Understanding the five cultural dimensions, as propounded by Geert Hofstede and their application to image localization. Case studies to reinforce the learning. See the Detailed Session Plan.

Academic Progression--Global and Local Issues in TC Instruction

Date: Wednesday, May 18, 2011

Time: 8:30 AM to 9:30 AM

MODERATOR :

Pam Brewer, Global and Local Issues in Technical Communication Instruction, Appalachian State University

PRESENTER (S): [Click the plus sign to see more detailed information about each speaker.](#)

[+](#) [Daniel Voss](#), *The Ethics of Teaching Across Intercultural Boundries, Lockheed Martin Missiles and Fire Control*

[+](#) [Dave Yeats](#), *Improving Professional Development in the TC Classroom, Sentier Strategic Resources*

[+](#) [Ann Jennings](#), *How Academics can Involve Practitioners in Educating Students, University of Houston-Downtown*

[+](#) [Sara Baca](#), *The Ethics of Teaching Across Intercultural Boundaries, the University of Central Florida and nScript*

[+](#) [Thomas Barker](#), *STC Professional Resources for Graduates of Technical Communication Programs, Texas Tech University*

[+](#) [Tatiana Batova](#), *Positively Global: Editing the Work of Multilingual Writers*

[+](#) [Craig Baehr](#), *STC Professional Resources for Graduates of Technical Communication Programs*

[+](#) [Michael Albers](#), *Hands-on Research Courses and Distance Education Classes*

[+](#) [Valerie Ball](#), *From Student Menu to Professional Technical Communication*

Pam Brewer, Global and Local Issues in Technical Communication Instruction, Appalachian State University

In this progression, the Academic SIG addresses the globally expanding role of technical communication education as it crosses many borders. Presentations include the ethics of teaching across national boundaries, graduate resources, distance education, menu-driven teaching, editing multi-lingual writers, and practitioners as resources.

Writing for Localization: Hands-On Tips and Best Practices

Date: Wednesday, May 18, 2011

Time: 10:00 AM to 11:00 AM

PRESENTER : [Click the plus sign to see more detailed information about each speaker.](#)

[+](#) [Lisa Pietrangeli](#), *Managing Partner and Director of Client Services, ThirtySix Software*

Decisions you make, from word choice to how much white space is available on your document page, affect the localization process, translation accuracy, reader accessibility, overall cost, and time-to-market. This workshop is a hands-on approach to authoring and design for an international audience.

LEARNER OUTCOMES:

- Learning basic strategies for designing templates and creating standards that are necessary in order to accommodate multiple languages.
- Learning how to anticipate the complexities that will arise during translation.
- Understanding how word selection in the source affects translated content.