

Forum 2003 Final Programme

The Programme is correct at 25 March 2003.

(A print copy of this programme, with minor revisions, will be issued at Forum 2003)

Forum 2003 will offer three types of sessions:

- **Discussion Sessions**, in which speakers present a particular point of view and then open it up for discussion, either with other speakers or with technical communicators in the audience.
- **Information/Best Practice Sessions**, in which speakers describe a concept, strategy, method, product, etc, that has worked particularly well for them, and offer information about it to the audience.
- **Idea Markets**, in which activators (the Forum name for presenter) present an idea and open it up for immediate discussion with the audience. There are several Idea Market presenters working with small groups in different parts of the same room, and the audience is free to move from activator to activator during the session.

The presentations will fall into eleven general subject areas:

1. Writing for International Audiences and Journals
2. Adapting to Cultural Differences
3. Writing Online Documentation
4. Multimedia and Web Design
5. Translation Issues
6. Controlled Language and Structured Documentation
7. Research and Technical Communication Tools
8. Testing for Usability
9. Careers in Technical Communication
10. Education and Training in Technical Communication
11. Managing in a Technical Communication Setting

See page 8 for a full list of speakers and the sessions when they will be presenting.

Session 1

Tuesday 1 July

08:50 – 10:00

Room B

Welcome to Forum 2003

Michael Fritz, Conference Chair
Executive Director, *tekom*

Introduction to Programme

Ron Blicq, Chair, Technical Programme
President INTECOM

Keynote Address

Jean-Luc Doumont
President, J-L Consulting
Brussels, Belgium

***“The Cross-cultural Challenge:
Segmentation, Strategies, and Statistics”***

Session 2**Tuesday 1 July****10:15 – 11:05**

Idea Market
<p>Room A</p> <p>Karen Baranich <i>Publishing in International Journals</i></p> <p>Giovanna Chiozzi <i>Intranet: an Effective Means for the Company Internal Communications</i></p> <p>Alan Fisk <i>When Should You Not Make Changes for Other Cultures?</i></p> <p>Chip Lambert <i>Nine Commandments for Writing a Technical Case Study for a Worldwide Audience</i></p> <p>Gloria Reece <i>Using a Cross-listed Multimedia Course as a Means for Prototyping Content for Web Pages</i></p> <p>Ann Rockley <i>Single Sourcing: Myth or Reality?</i></p>

Best Practice Presentations
<p>Room B</p> <p>Judy Shenouda <i>Satisfying Our Clients and Our Employers – Their Success is Our Success</i></p> <p>Tina Hasselberg and Torun Bergendahl <i>Describing the Technical Communication in Your Company</i></p>
<p>Room C</p> <p>Laurel Simmons <i>Taking Control of Your Career</i></p>
<p>Room D</p> <p>Pat Dorazio and Kathryn Park <i>Liberal Arts and Practical Education: Are Both Worthwhile?</i></p>

Session 3**Tuesday 1 July****11:30 – 12:20**

Idea Market
<p>Room A</p> <p>J James Conklin <i>Expanding Career Opportunities for Technical Communicators</i></p> <p>Charles Cowan <i>An XML Approach to the Documentation of Error Messages</i></p> <p>Leah Guren <i>The Technical Communicator as an International Trainer: Surviving in Today's Economy</i></p> <p>George Hayhoe <i>Evaluating a PDA-based Patient Data Application</i></p> <p>Reynold Pereira and Jennifer O Neill <i>Maintaining Documentation Across Several Languages</i></p> <p>Ameliese Watt and Julia Williams <i>Comparing Practitioner and Professor Perspectives on the Study of Engineering Genres in the Workplace</i></p>

Best Practice Presentations
<p>Room B</p> <p>Mary Battle <i>Integrating Computational Linguistics into the Program</i></p> <p>Barbara Heifferon <i>Redesigning Social Policy and Health Documents for Cross-cultural Use</i></p>
<p>Room C</p> <p>Matthias Busold <i>Localization of Dynamic Websites by Using the Lionbridge Globalization Platform</i></p>
<p>Room D</p> <p>Paula Berger <i>Planning for Content Management</i></p>

Session 4**Tuesday 1 July****14:00 – 14:50**

Idea Market
<p>Room A</p> <p>Lynne Cooke <i>Defining Usability in an Age of Information Acceleration</i></p> <p>Cynthia Currie and Kristen Erikson <i>The Technical Communicator as Strategic Consulting Partner</i></p> <p>Judy Glick-Smith <i>Knowledge Management: The Technical Communicator's Competitive Advantage</i></p> <p>Yukihiro Itoigawa <i>Integrating Technical Content with Cultural Views in Community and Casual Alliance</i></p> <p>Terence MacNamee <i>Culture and the Technical Writer (With Special Reference to Italy)</i></p> <p>Johan Nasstrom <i>Diacritical Marks in a Multicultural Environment – Do They Create More Problems Than they Solve?</i></p>

Best Practice Presentations
<p>Room B</p> <p>Andres Heuberger <i>Web Site Design for International Users</i></p> <p>Hans Sundgren <i>Using Visuals as a Development Tool</i></p>
<p>Room C</p> <p>Ken Rainey <i>Teaching Technical Communication to Second-Language Speakers</i></p>
<p>Room D</p> <p>Cornelia Mockwitz <i>B2B Customer Portals: Value Creation and Knowledge Processes</i></p>

Session 5**Tuesday 1 July****15:20 – 16:10**

Idea Market
<p>Room A</p> <p>Stephen Bernhardt <i>Implementing Good Document Review Practices to Enhance Writing, Communication, and Expert Knowledge</i></p> <p>Marie-Louise Flacke <i>Finding a Job as Contractor: the SANGRIA Method</i></p> <p>Suvi Isohella <i>Studying Interdisciplinarily: Humanism in Computer Science and Vice Versa</i></p> <p>Constance Kampf <i>Increasing Intercultural Skills as a Technical Communicator</i></p> <p>Juha Nordlund and Janne Ahtia <i>Reader-Oriented Language vs Controlled Language</i></p> <p>Doreen Starke-Meyerring <i>Meeting the Cross-cultural Challenge: Technical Communication Program Partnerships in Global Digital Spaces</i></p>

Best Practice Presentations
<p>Room B</p> <p>JoAnn Hackos <i>Are You (And Your Organization) Ready for Content Management?</i></p>
<p>Room C</p> <p>Bernd Gaede <i>Video-based Instructions for Service Technicians</i></p> <p>Teresa Mulvihill <i>International Technical Communication and Today's Technologies</i></p>
<p>Room D</p> <p>Thomas O'Connor <i>Including ALL Documentation in a Help File System: Is That a Practical Way to Go?</i></p>

Session 6**Tuesday 1 July****16:30 – 17:20**

Idea Market	Best Practice Presentations
<p>Room A</p> <p>Karen Baranich <i>Games and Simulations for an International Audience</i></p> <p>W. K. Lee <i>Tangible Dimensional Representations of Information in Technical Communications</i></p> <p>Margaret Mitchell <i>What's in a Word?</i></p> <p>Shlomo Ramon <i>Global Village or Tower of Babylon?</i></p> <p>Stephanie Rosenbaum <i>Stalking the User: How Anthropology Helps Design Usable Products and Websites</i></p> <p>Marty Shelton <i>Education, Educators, and Advanced Technology</i></p>	<p>Room B</p> <p>Giovanna Chiozzi <i>Documentation Project Management: a Case Study</i></p> <hr/> <p>Room C</p> <p>Hans Fernstermacher <i>From World-Weary to World-Ready</i></p> <hr/> <p>Room D</p> <p>Marc Achtelig <i>Why Online Help Sometimes Doesn't Help</i></p>

Session 7**Wednesday 2 July****09:00 – 10:00**

Room B	
Introduction to Day 2	Ron Blicq , Chair, Technical Programme
Keynote Address	<p>Patrick Hofmann Quarry Integrated Communications Waterloo, Ontario, Canada</p> <p><i>“Away With Words! – Can the Globe Become Fluent in Visual Language?”</i></p>

Session 8**Wednesday 2 July****10:15 – 11:05**

Idea Market
<p>Room A</p> <p>Paula Berger <i>What Topics are “Hot” and What Topics are “Not” – and Why it Matters</i></p> <p>Carolyn Boiarsky <i>Helping Medical Health, Science and Technical Professionals Communicate Information to the General Public</i></p> <p>Jang Graat <i>User Assistance in Low-Tech Environments</i></p> <p>Goeran Nordlund <i>Documentation for Medical Equipment – a Real Cross-cultural Challenge</i></p> <p>Jennifer O Neill <i>Minimalism in a Multilingual Environment</i></p> <p>Steve Rudman <i>How Do We Know Our Publications Work? Ideas on Obtaining User Feedback</i></p>

Best Practice Presentations
<p>Room B</p> <p>Martin Ley & Robert Schaefflein-Ambruster <i>A Functional Approach to Structured Documentation – Illustrated by ATA iSpec 2200 (Online) Documentation</i></p> <p>Ursula Reuther <i>Controlled Language as a Catalyst for Translation pany</i></p>
<p>Room C</p> <p>Judy Glick-Smith <i>Strategic Planning for Independent Consultants</i></p>
<p>Room D</p> <p>Bogo Vatovec <i>Transitioning from a Technical Writer to a Usability Engineer</i></p>

Session 9**Wednesday July 2****11:30 – 12:20**

Idea Market
<p>Room A</p> <p>Torun Bergendahl and Tina Hasselberg <i>Preparing Online vs Paper Documentation</i></p> <p>J James Conklin <i>Producing Commitment and Solid Business Results Through Collaborative Work Processes</i></p> <p>Florence Dujardin <i>Lessening the Gap Between Practice and Research: Suggestions for Practitioners</i></p> <p>Silke Fleischer <i>Show and Tell: Improve Help System Effectiveness by Integrating Multimedia</i></p> <p>Lisa Moretto <i>So You Want to be a Technical Communicator: The Desired and Required Skills</i></p> <p>Tokunbo Ojo <i>From Journalism to Technical Communication: Writing for Different Audiences</i></p>

Best Practice Presentations
<p>Room B</p> <p>Today Moligoj <i>How to Build Usability Knowledge in a Software Development Project as an Interface Designer</i></p> <p>Stephanie Rosenbaum <i>Alternatives to Usability Testing for Successful Products and Websites</i></p>
<p>Room C</p> <p>Ann Rockley <i>Information Modeling: A Practical Approach</i></p>
<p>Room D</p> <p>Nancy Larbi and Susan Springfield <i>When No One’s Home: Being a Technical Communicator on Virtual Teams</i></p>

Idea Markets
<p>Room A</p> <p>Leah Guren <i>Avoiding Review and Usability Pitfalls in a Multilingual/Multicultural Environment</i></p> <p>Marjo Kuusto-Erve English in Technical Communication – Global Language, Global Culture?</p> <p>Teresa Mulvihill <i>Challenges Inherent in Introducing Technical Information to Diverse Cultures</i></p> <p>Kathrin Reinhard and Michael Fritsch <i>A Decider's Matrix for the Implementation of Translation Memory Systemes</i></p> <p>Judy Sheouda <i>Finders, Keepers – What it Takes to Find Work and Keep It.</i></p> <p>David Stone <i>Authoring Online Distance Education for Global Use</i></p> <p>Dorothy Winsor <i>Human Subject Concerns in International Publishing</i></p>
<p>Room C</p> <p>Marusca Gneccchi <i>Specialized Translation and Technical Communication: Convergence and Challenges for Europe</i></p> <p>Tina Hedlund <i>Choosing the Best Content Managements System for Single Sourcing</i></p> <p>Jeff Hilbard <i>A Current Perspective on Certification: What Are the Issues Today?</i></p> <p>Michaël Steehouder <i>User Forums as a Means for Technical Communication</i></p> <p>Christine Neuwirth <i>Global Teams and the Needs of Technical Communicators</i></p> <p>Bogo Vatovec <i>Examining Professional Opinions in Usability</i></p>

Best Practice Presentations
<p>Room B</p> <p>Deborah Bosley <i>Designing a Corporate Technical Writing Program</i></p> <p>Wojciech Murzyn <i>Presentation Skills Training for Good Engineers Who are Poor Communicators – How to Help Somebody Who Does Not Want Help</i></p>
<p>Room D</p> <p>Christian Reid <i>A Web-based Multilingual Helpdesk Integrating Machine Translation and its Impact on Technical Documentation</i></p>
<p><i>There are two parallel Idea Markets during this time slot. Please move from room to room to identify the topics that most interest you.</i></p>

Session 11

Wednesday 2 July

15:20 – 16:10

Idea Markets
<p>Room A</p> <p>Lynne Cooke <i>Creating Working Relationships Between Academics and Industry</i></p> <p>Holger Rath <i>Next Generation Content Management Powered by Topic Maps</i></p> <p>Gloria Reece <i>Portfolios for Technical Professionals</i></p> <p>Laurel Simmons <i>Career Advancement Across Borders</i></p> <p>Paul Sinasohn <i>Making Feedback Meaningful: Best Practices in Peer Reviews</i></p> <p>Tom Warren <i>Using Compliance-Gaining Theory to Increase Technical Communication Materials</i></p>
<p>Room C</p> <p>Damien Braniff <i>A Proposed Technical Writing Curriculum</i></p> <p>David Charney <i>Presenting Science and Technology to the Public: Recognizing Cultural Assumptions</i></p> <p>Andres Heuberger <i>Applying Translation Memory Tools</i></p> <p>Jerome Hingrat and Marie-Louise Flacke <i>How to Lose Money in Localization</i></p> <p>Birgit Hoppe <i>Managing One-world Publishing</i></p> <p>Carlos Salinas <i>When Web Visuals Go Global: Configuring Images for Cross-Cultural Audiences</i></p>

Best Practice Presentations
<p>Room B</p> <p>Phil Elliott <i>From Authoring to Preview and Final Publication: A Round Trip in Quick Time</i></p> <p>W. K. Lee <i>Exploring Dynamics of Forces, Energy and Momentums in Professional Communication</i></p>
<p><i>There are two parallel Idea Markets during this time slot. Please move from room to room to identify the topics that most interest you.</i></p>

Session 12

Wednesday 2 July

16:30 – 17:20

<p>Room B</p> <p>Closing Session</p> <p>Ron Blicq Coordinator of the INTECOM Language Study <i>Developing Guidelines for International English-Language Documentation – Results of a Three-Year Study. (Copies of the results will be made available.)</i></p>

Forum 2003 Presenters

The number and letter after each name represents the session and room identification
(For example: 6B = Session 6, Room B)

Achtelig, Marc, 6D
Aihtia, Janne, 5A
Baranich, Karen, 2A, 6A
Battle, Mary, 3B
Bergendahl, Torun, 2A, 9A
Berger, Paula, 3D, 8A
Bernhardt, Stephen, 5A
Blicq, Ron, 12B
Boiarsky, Carolyn, 8A
Bosley, Deborah, 10B
Braniff, Damien, 11C
Busold, Matthias, 3C
Charney, Davida, 11C
Chiozzi, Giovanna, 2A, 6B
Conklin, J James, 3A, 9A
Cooke, Lynne, 4A, 11A
Cowan, Charles, 3A
Currie, Cynthia, 4A
Dorazio, Pat, 2D
Dujardin, Florence, 9A
Elliott, Phil, 11B
Erikson, Kristen, 4A
Fenstermacher, Hans, 6C
Fisk, Alan, 2A
Flacke, Marie-Louise, 5A
Fleischer, Silke, 9A
Fritsch, Michael, 10A
Gaede, Bernd, 5C
Glick-Smith, Judy, 4A, 8C
Gnecchi, Marusca, 10C
Graat, Jang, 8A
Guren, Leah, 3A, 10A
Hackos, JoAnn, 5B
Hasselberg, Tina, 2A, 9A
Hayhoe, George, 3A
Hedlund, Tina, 10C
Heifferon, Barbara, 3B
Heuberger, Andres, 4B, 11C
Hibbard, Jeff, 10C
Hingrat, Jerome, 11C
Hoppe, Birgit, 11C
Isohella, Suvi, 5A
Itoigawa, Yukihiko, 4A
Kampf, Constance, 5A
Kuusto-Erve, 10A
Lambert, Chip, 2A
Larbi, Nancy, 9D
Lee, W K, 6A, 11B
Ley, Martin, 6B
MacNamee, Terence, 4A
Maligoj, Todaj, 9B
Mitchell, Margaret, 6A
Mockwitz, Cornelia, 4D
Moretto, Lisa, 9A
Mulvihill, Teresa, 5C, 10A
Murzyn, Wojciech, 10B
Nasstrom, Johan, 4A
Neuwirth, Christine, 10C
Nordlund, Goeran, 8A
Nordlund, Juha, 5A
O'Connor, Thomas, 5D
Ojo, Tokunbo, 9A
O'Neill, Jennifer, 3A, 8A
Park, Kathryn, 2D
Pereira, Reynold, 3A
Raine, Kenneth, 4C
Ramon, Shlomo, 6A
Rath, Holger, 11A
Reece, Gloria, 2A, 11A
Reinhard, Kathrin, 10A
Reuther, Ursula, 6B
Ried, Christian, 11D
Rockley, Ann, 2A, 9C
Rosenbaum, Stephanie, 6A, 9B
Rudman, Steve, 8A
Salinas, Carlos, 11C
Schaefflein-Ambruster, 6B
Shelton, Marty, 6A
Shenouda, Judy, 2B, 10A
Simmons, Laurel, 2C, 11A
Sinason, Paul, 11A
Springfield, Susan, 9D
Starke-Meyerring, Doreen, 5A
Steehouder, Michael, 10C
Stone, David, 10A
Sundgren, Hans, 4B
Vatovec, Bogo, 8D, 10C
Warren, Thomas, 11A
Watt, Ameliese, 3A
Williams, Julia, 3A
Winsor, Dorothy, 10A