

VIRTUAL SUMMIT SCHEDULE | 17-20 MAY



Sunday 17 May 2020

5:30-6:30 PM Orientation Session

Monday 18 May 2020

8:00-8:45 AM Networking — Orientation

8:00 AM-5:00 PM Expo Hall open

8:45-9:00 AM BREAK

9:00-9:45 AM	Tips for Technical Communicators Working in Agile Environments (PM) <i>Cindy Currie</i>	Universal and Intersectional Design: Exploring Web Navigation and Accessibility (CD) <i>Garrett Massey</i>	The Content Strategy Imperative (CD) <i>Alyssa Fox</i>	Wiki Wiki What? Create Powerful Technical Documentation in Confluence (TT) <i>Matt Reiner</i>	Instructional Design for a Global Audience (TD) <i>Rebecca Metcalf</i>	ADOBE SPONSORED SESSION From OOO to WFH—Why and How Online Collaboration Is Changing the Content Game <i>Stefan Gentz</i>
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9:45-10:00 AM BREAK

10:00-10:45 AM	Blind Spots – We ALL Have Them: The Impact of Implicit & Unconscious Bias (PM) <i>Dr. Tana M. Session</i>	Search Engine Optimization and Technical Communication: Adding New Competencies to Your Portfolio (CD) <i>Laura Palmer</i>	Certified Professional Technical Communicator: Intro to Foundation and Practitioner Levels <i>Craig Baehr, Liz Pohland</i>	Increasing Your Efficiency by Becoming a Pro at Microsoft Word (TT) <i>Suzy Bills</i>	The ABC's of QA (TD) <i>Kimberly Stanley, Siva Venkata</i>	ADOBE SPONSORED SESSION Word to Website in Under an Hour <i>Chad Dybdahl</i>
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10:45-11:00 AM BREAK

11:00-11:45 AM	Become a Strategic Communicator 2020 (PM) <i>David Caruso</i>	Integrating DITA Localization into Agile Processes (CD) <i>Kit Brown-Hoekstra, Dominique Trouche</i>	Information Design Basics: It's Not Just the Words! (CD) <i>Linda Oestreich</i>	How to Hack Repetitive Publicity Tasks and Get Your Life Back! (TT) <i>Liz Fraley</i>	Using Brain Science & Fun to Teach Quick & Make It Stick (TD) <i>Elisabeth Sanders-Park</i>	
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11:45 AM-1:00 PM Conversation Lounges - Expo Hall open - Lunch on your own

1:00-1:45 PM Cornerstone General Session with Keynote Speaker Dona Sarkar

1:45-2:00 PM BREAK

2:00-2:45 PM	Business Essentials: The Five Facts Every Professional Should Know About the Technical Communication Business (PM) <i>Saul Carliner</i>	Accessibility for Digital Content Managers and Content Creators (CD) <i>Jessica Sams</i>	Demystifying the STC Board: Ask Your Questions <i>Alisa Bonsignore, James Bousquet, Jackie Damrau, Kirsty Taylor</i>	Why You Should (and Should Not) Use Markdown (TT) <i>Peter Conrad</i>	Rethinking Instruction Manuals (TD) <i>Scott Charles</i>	LEGEND CD=Content Design and Delivery PM=Project Management, Leadership, and Career Development TD=Training Development and Delivery TT=Tools and Technologies
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Monday 18 May 2020 CONTINUED

2:45-3:00 PM	BREAK					
3:00-3:45 PM	Tales from the Trenches: Making Interdisciplinary Teams Work (PM) <i>Jennifer Goode</i>	The Overloaded Writer's Approach to DITA Single-sourcing (CD) <i>Heather Phillips, Sonja Striplin</i>	The Technical Tales We Weave—How to Sneak Storytelling into Technical Writing (CD) <i>Elissa Hannam</i>	Meet the Editors (STC) <i>Andrea Ames, Sam Dragga</i>	Laying a Fast Track to Success: Experiments in User Onboarding (TD) <i>Daniel Foster</i>	
3:45-4:00 PM	BREAK					
4:00-4:45 PM	Perspectives on Mentoring: Selected Stories (PM) <i>Ben Woelk, Christina Christensen, Carrie Shaeffer, Natalie Ward</i>	Advance Your Career Through Personal Branding (PM) <i>Jack Molisani</i>	Life Finds a Way: Writing and Maintaining Communications Resources for Internal Use (PM) <i>Laura Perlichek</i>	Practical Sketching for Technical Communicators (TT) <i>Elizabeth Alley</i>	Foundations of Technical Illustrating (TD) <i>Adam Bradley</i>	
4:45-5:00 PM	BREAK					
5:00-5:45 PM	Starting Out as an API Documentation Writer (PM) <i>Robert Delwood</i>	Working and Building Rapport with Distributed Teams (PM) <i>Jackie Damrau</i>	Data-Driven Content Creation and Delivery (CD) <i>Meg Seeger-Coreas</i>	Designing Image-Driven Documentation (CD) <i>Sandra Wheeler</i>	Contextualizing Our Content – Today and Tomorrow (TT) <i>Neil Perlin</i>	
5:45-6:00 PM	BREAK					
6:00-7:00 PM	Honors Celebration					
7:00-8:00 PM	Virtual After Party with the Dill Pickers					

Tuesday 19 May 2020

8:00-8:45 AM	Networking — Orientation					
8:00 AM-5:00 PM	Expo Hall open					
8:45-9:00 AM	BREAK					
9:00-9:45 AM	Four Secrets to a Killer Résumé (PM) <i>Allison Butler</i>	The Future Workforce Is Here – Now What? (PM) <i>Dr. Tana M. Session</i>	Lean & Clean: Creating Lighter, Minimalist Content (CD) <i>Leah Guren</i>	Writing DITA with Markdown? An Introduction to Lightweight DITA (TT) <i>Alan Houser</i>	The Value of Visual Content and a Simplified User Interface (TD) <i>Daniel Foster</i>	TECH TALK PRESENTED BY STILO AuthorBridge-DITA Authoring for Subject Matter Experts <i>Patrick Baker</i>
9:45-10:00 AM	BREAK					
10:00-10:45 AM	Building a Business Case for Localization Tools and Automation (PM) <i>Ian Henderson</i>	Kanban Lessons Learned: A Documentation Team's Journey to Become More Efficient (PM) <i>Shannon McCue</i>	Now I Get It: Three Strategies for Effectively Sharing Scientific Research (CD) <i>Jennifer Goode</i>	Driving Global Growth of Mobile Products with Culturally Sustaining Design (CD) <i>Huatong Sun</i>	Keep 'Em Awake and Attentive: Software Training Tips (TD) <i>Rachel Eichen</i>	

Tuesday 19 May 2020 CONTINUED

10:45-11:00 AM	BREAK					
11:00-11:45 AM	The Art of Interviewing SMEs and Tech Comm Celebrities (PM) <i>Nicky Bleiel</i>	Project Tracking: Juggle Your Projects, Plans, and People (PM) <i>Liz Gardipee, Lisa Adair</i>	Taxonomies and the Importance of Having a Strategy that Benefits All Stakeholders (CD) <i>Jarod Sickler</i>	Deconflict: A User-Centered Approach to Editing for the Military (CD) <i>Melissa Schuck</i>	Localization Best Practice for Authors (CD) <i>Rebecca Metcalf</i>	TECH TALK PRESENTED BY STILO DITA and Deadlines: How to Get Your Legacy Content into Good DITA While Still Doing Your Day Job <i>Helen St. Denis</i>
11:45 AM-1:00 PM	Conversation Lounges - Expo Hall open - Lunch on your own					
1:00-1:45 PM	Independent Consulting 101 – Going Out on Your Own (PM) <i>Neil Perlin</i>	Defining and Measuring Text Quality and Process Adherence (PM) <i>Aryn Frizell, Megan Jensen</i>	Style Guides: What Goes in Them and What All Can They Cover? (CD) <i>Liz Fraley</i>	Will Artificial Intelligence Change Tech Comm? (TT) <i>Nicky Bleiel</i>	Redesign Your STC Website Using Students and a Few Low-Cost Tools (STC) <i>Mary Browning, Alan Vickers, Emily Vollmer</i>	TECH TALK PRESENTED BY 36SOFTWARE SmartDocs: Complete Content Management for Technical and Medical Writers <i>Lisa Pietrangeli</i>
1:45-2:00 PM	BREAK					
2:00-2:45 PM	Is China Still Hungry? (PM) <i>Tharon Howard, Jason Tham, Quan Zhou, Sam Dragga, Xiaoli Li</i>	View from the Bridge– Look Through My Binoculars (PM) <i>Pam Noreault</i>	10 Ways DITA Can Help Drive a Unified Content Strategy (CD) <i>Bernard Aschwanden</i>	From Classroom to Manufacturing Floor (TT) <i>Amanda Patterson</i>	How My Cats Helped Me Quickly Develop Training Materials (TD) <i>Jamye Sagan</i>	
2:45-3:00 PM	BREAK					
3:00-3:45 PM	Editing People Who Hate to Be Edited (PM) <i>Marcia Shannon</i>	Our Level Best (CD) <i>Li-At Rathbun</i>	Best Practices and Helpful Tips for Documentation Used in Manufacturing (CD) <i>Casey Aschauer</i>	Volunteering to Advance Your Career (STC) <i>Bethany Aguad, Craig Baehr, Heavenly Freeman, Ben Woelk</i>	Developing a Knowledge Base on the Cheap (TT) <i>John Campbell</i>	
3:45-4:00 PM	BREAK					
4:00-4:45 PM	Navigating Research Ethics as a Researcher, Editor, Reviewer, and Reader (PM) <i>Sam Dragga, Dan Voss</i>	Feedback Finesse: The Art of Giving and Receiving Feedback (PM) <i>Liz Herman</i>	AI in Action: Integrating Machine Learning Into Your Content Strategy (CD) <i>Laura Bellamy</i>	A Customer and a Bot Walk Into a Bar (TT) <i>Sara Feldman</i>	You've Been SCORMED!: Create SCORM Packages in the Top eLearning Tools (TD) <i>Kevin Siegel</i>	
4:45-5:00 PM	BREAK					
5:00-5:45 PM	In the Middle: Managing Middle Careers in an Era of Disruption (PM) <i>Saul Carliner</i>	How Getting Away From Your Desk Can Help You Grow Your Career (PM) <i>Becky Todd</i>	Designing Decision Trees for User Assistance (CD) <i>Rebecca Hall</i>	Improving the Developer Experience (DX) of Your Content With Command Line Interface (CLI) Docs (TT) <i>Arthur Berger</i>	Testing Accessibility for Usability: Teaching How to Create Accessible Content (TD) <i>JoAnne Lee, Shaun Marquardt, Sushil Oswal</i>	
5:45-7:00 PM	BREAK					
7:00-8:00 PM	Live Music with Murphy Bug and Evan Cline - Virtual Escape Room Challenge (registration required)					

Wednesday 20 May 2020

8:00-11:00 AM Expo Hall open					
8:00-8:45 AM	Running with the Bulls: PM the PMs and Live to Tell About It (PM) <i>Viqui Dill</i>	Structured and Unstructured Content: Perspectives from a Data Governance/Privacy Analyst (CD) <i>Jackie Damrau</i>	How Help Text Office Hours Helped Heighten Awareness (TT) <i>Carrie Sheaffer</i>	Murder by Mobile: Sleuth Out Common Development Crimes Perpetrated on Mobile eLearning (TD) <i>Kevin Siegel</i>	
8:45-9:00 AM BREAK					
9:00-9:45 AM	Hiring a Writer for Topic-Based Authoring: A Test of Skills and Potential (PM) <i>Ray Davis</i>	Examining Diversity and Fostering Inclusion (PM) <i>JoAnne Lee</i>	How to Effectively Budget Your Translation Project (CD) <i>Waldemar Frank</i>	Knowledge Management in the World of the Chat App (TT) <i>William Franz</i>	
9:45-10:00 AM BREAK					
10:00-10:45 AM	The Technical Communicator as a Generalist (PM) <i>Marsha Blackburn, Erin Friday</i>	Navigating Tech Comm with Geoffrey Chaucer (CD) <i>Brigid Brockway</i>	Tips for Tackling Your CMS Implementation (CD) <i>Chad Bevard, Mark Kleinsmith</i>	Developing Voice Applications for the Amazon Echo (TT) <i>Alan Houser</i>	Advantages of Virtual Teaming Projects for Students, Organizations, and Educators (TD) <i>Evan Gambill, Jennifer Goode, Jonathan Morey</i>
10:45-11:00 AM BREAK					
11:00 AM-12:00 PM Capstone General Session with Keynote Speaker Marie Zimenoff					