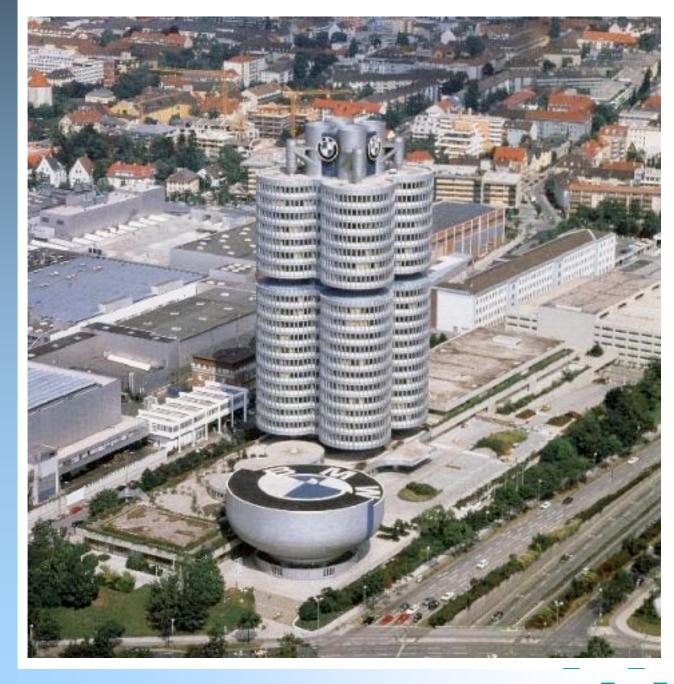**12th**

C O N F E R E N C E   M U N I C H

20 – 22 OCTOBER 2004

Munich, October 20-22, 2004

12th STC-TAC Conference

Programme and registration form

SPACE IS LIMITED, SO REGISTER TODAY !

hosted by :   Institut für technische Literatur GmbH

[itl]

Welcome back to Munich !

The first time I went to an STC-Transalpine chapter conference, it was held in Munich, in June 2001. I was a board member of the new Netherlands chapter and wanted to check out how other chapters organize their meetings. The 2-day event in Munich was a real eye-opener for me, and soon I had no choice but to join this group of fun people and visit all the bi-annual conferences.

Three years later, I have become vice-president of the Transalpine chapter and I am organizing the events. It gives me great pleasure to announce yet another great event. By extraordinary courtesy of **ITL institut für technische Literatur**, we are returning to the city where my involvement in STC-TAC started.

Technology & Marketing

The programme for this conference is packed with interesting topics, high-quality presentations, and, of course, sufficient time for networking and fun. The main theme for the conference is **Technology for Technical Communication**. We have presentations about a wide variety of tools that many of us will be able to use to their everyday advantage.

But since technology does not work well if you do not have contracts or a job, a second theme is **Marketing Yourself**. In the recent recession, lots of jobs were "made redundant", and even though economy is slowly picking up, the heydays of the 1990's are not expected to come back again soon. More than when most of us started our careers, we need to learn to communicate our own skills, to customers and managers, in order to keep our careers on track.

Limited space

There is only one disadvantage in returning to Munich: we have (very) limited space. For the FrameMaker workshop, we can only accept 14 people, due to the number of computers and the size of the training room. For the conference, the maximum number is 35. Given the size of the crowd at the previous meeting, the number of people who have already told us they will come to (all) the next conference(s) and the new people we are getting in touch with, this may well be the first event where we will have to turn down people who register too late.

Networking & fun

Of course, no STC-TAC conference is complete without a fair amount of fun and networking opportunities. Highlights for the Munich conference will be the presence of current **STC President Andrea Ames**, the **Thursday evening dinner** and the closing **champagne reception** with the **chololate raffle**.

I am looking forward to seeing 35 of you in Munich, on October 21st and 22nd (and 14 of you on October 20th).

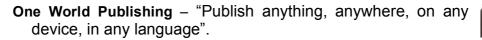**Jang F.M. Graat**, STC-TAC vice-president

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Oct 20: One World Publishing with FrameMaker

Workshop by Dieter Gust, itl, Munich

Dieter Gust – is an expert in FrameMaker, Acrobat and Word and has been for many years. For more than 15 years now, he is working as a consultant and trainer in the Munich offices of **itl – institut für technische Literatur**, our host for this conference.

One World Publishing – "Publish anything, anywhere, on any device, in any language".

Tools, and having command over them, represent only one aspect of One World Publishing, which is why the topic does not sound very revolutionary to DTP professionals. The real challenge is in viewing the traditionally separate processes as one whole process: process implementations for editing, translating, reviews, finishing and cross-media all the way to distribution form the entire process of One World Publishing for technical documentation.

Goals for the workshop – You will get a good view on the technical aspects and potential of multi-language documentation production and the optimization of the procedures that are needed for this.

Contents – The workshop covers a wide variety of themes, including (but not restricted to): support for many different languages, Unicode, fonts, input methods, XML/SGML, publishing to various media, single-sourcing.

Intended audience – technical communicators, who know the basics of FrameMaker, but would like to become experts, especially where production of multi-language documents is concerned. The number of participants is strictly limited to 14. Since we are expecting a high level of interest in this hands-on workshop, you should make a decision soon and register early.

Prerequisites – You should have basic understanding of desktop publishing, preferably in FrameMaker. You do not need to bring a computer since the hands-on activities will be done on the networked computers available at the venue. It will not work on notebooks.

Pricing – STC-TAC members pay 220 euros, others pay 245 euros. This price includes lunch and all refreshments. If you have dietary requirements, please indicate them on the registration form.

More information – The **itl website** offers a number of PDF documents about the One World Publishing concept and corresponding workshop. You can find these in the Information section on http://www.itl.de/html/englisch/consulting/owp/default.html – note that the "One World Publishing" website is in German. The other two documents are quite lengthy (about 30 pages) and give a very good view on what is involved and on the themes you will be working on during the workshop. Note, however, that the normal workshops are 2-3 days, so there may not be enough time to cover everything. For specific questions about the workshop, send an e-mail to **stc@jang.nl**.

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Oct 21 : First day of STC-TAC Conference

08:00   Registration, breakfast, networking

08:30   **Welcome + Announcements**

08:45   **STC-TAC status report + plans for the future**

Vilma Zamboli, current STC-TAC president, tells us about the current state of the Transalpine chapter and the plans we have defined for the future.

09:15   **Help, I'm a senior writer ! Now what do I do ?**

Andrea L. Ames, current STC president, is a technical communicator specializing in user-centered product interface and online information architecture and design, interaction design, and usability. She will talk about the point that many of us might reach or already have reached in their careers: a plateau where there does not seem to be any other option than to go into management or changing to another profession. The alternative is getting more involved in information architecture and strategy. Andrea will present her own career as a case study; provide some hints and tips for pursuing education, as well as a title/recognition of this path at your company (if you are a staff employee); help you determine how this technical career might add demonstrable value in your company or to your clients; and lead a discussion of how you can best "market" yourself as an information architect and strategist to your employer or clients.

10:30   Coffee break

11:15   **Structured FrameMaker**

Thomas Bergerhoff, consultant at **itl**, will tell us about the special user interface that enforces structured documents. With this feature of the latest FrameMaker version, DTDs become part of the process, instead of being an afterthought that requires a lot of extra fitting after the fact. The presentation will concentrate on the methods and benefits of using a structured editing environment, rather than on the specifics of the FrameMaker version, so all of us may learn something useful.

12:30   Lunch break

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Oct 21 (continued)

14:00   **The picture trap: image management in multilingual documentation**

Nick Rosenthal, managing director of Salford Translations Ltd, will tell us about the problems involved in managing the image materials in multilingual documents. Management is straightforward for one foreign language with five screen shots. But what about a project involving ten to fifteen languages, with three manuals for each language (QSG, User Guide, Network Guide), and fifty different localized graphics in each manual? At that point, some form of formalized management is needed. The presentation will show how Nick's company wrestled with the problem and finally produced a software tool to help address this aspect of localization (SQL server back-end, web-based front-end). Rather than trying to sell his product, Nick will enable us to learn from the mistakes that were made on the road toward his solution.

15:15   Coffee break

16:00   **Anatomy of a Flash training movie**

James Palik, senior member of our chapter and documentation specialist at Hewlett-Packard in their European headquarters in Böblingen, Germany, has been working on training movies over the past year or so. He will not only tell us how a Flash movie is produced, but actually produce a full-featured Flash movie on the spot, thereby showing how easy you can bring motion and sound into the sometimes quite dead-looking world of technical documentation.

17:15   End of day 1

19:00   **Dinner**

Friends, food and lots of fun – the traditional STC-TAC dinners are not to be missed. The venue will be announced at the meeting. The dinner is pre-paid at the registration desk, so that we will not have to ask for a split bill at the restaurant. If you are bringing a guest along (who is not taking part in the conference), you should indicate this on your registration form, as we need to reserve a large enough room. Please indicate any dietary requirements on the registration form.

Oct 22: Last day of STC-TAC Conference

08:00   Welcome back to the conference venue

09:00   **Announcements**

09:15   **Marketing your skills**

Susan Schaefer, is an expert in PR and was president of the PRSA (the "STC" for PR people) in Minnesota. She will tell us about the kind of communication that we need to do, but usually don't do very well: communicating our skills and value to potential customers, or to the management of our employer (who should really give us all a raise). How do you bring a message that involves some political or monetary issues? Susan has worked for many companies that had such politically charged communications to do, such as waste removal industries preparing a new landfill site, architectural firms telling people why their neighborhood will be forever changed, etc. No doubt her insights in communication will help us further our own careers.

10:30   Coffee break

11:15   **Efficient creation of individualised operating manuals**

Michael Müller-Hillebrand works in the field of pre-press and documentation since 1988. He acquired detailed knowledge of WebWorks Publisher and FrameScript. Over the last years his focus expanded to include XML/XSL-based publishing. Michael's presentation shows how a medium-sized supplier of pumps and machinery equipment implemented a solution to create individualized operating manuals for every shipping product. Printing happens just-in-time if a machine is ready for shipment. The solution uses a browser-based front-end and FrameMaker documents as the sources for the individually configured and updated manuals.

12:30   Lunch break

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Oct 22 (continued)

13:30 **Using Simplified English in practice**

Frans Wijma works for Tedopres, a Netherlands-based multinational company that originally did translation but has expanded their work area to include various kinds of support for technical writing and localization. One of the tools developed at Tedopres is HyperSE, a simplified English checker that works with the user-defined terminology database HyperTerm. Frans Wijma will show us how simplified English really works in practice, and what advantages we can expect in real life.

14:45 Coffee break

15:30 **Panel: Marketing Your Profession**

While the global economy seems to take a turn for the better, this does not automatically lead to new jobs and benefits. Cost reduction is still on the agenda of most development and production companies, in all fields. We need to show where our added value lies, and the experts we have available at this 12th STC-TAC conference can probably answer most of our questions about how to achieve that goal.

17:00 **Champagne reception and Chocolate raffle**

No STC-TAC conference without a champagne reception and a chocolate raffle. These have always been, and will probably always be, the events that mark the end of yet another succesful STC-TransAlpine conference.

18:00 End of the conference

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Accomodation

A list of hotels close to ITL's offices with global price information will be published on the STC-TAC website soon. You should book your own hotel rooms. The hotel booking service we have tried out for the previous conference turned out to be too much of a hassle for us to continue this experiment.

Prices – conference

	TransAlpine Members	STC Members	All Others	Speakers
Conference fee includes 2 days of presentations, 2 lunches, 3 breaks with refreshments, and the closing reception	80	110	150	free
Workshop fee includes the full-day workshop, lunch and break refreshments	220	245	245	220 / 245
Thursday dinner	30 (paid at registration desk)			

Payment of fees **in cash only** (Euros) at the registration desk. You will get a receipt for the amount paid at the registration desk, with separate items (workshop, conference fee, dinner) specified. You will also receive a specification for the amount to be paid in the e-mail that confirms your registration.

Note:

> Due to the enormous hassle with bank payments at the previous event, we have decided we will **not** send out invoices and we will **not** accept bank transfers for this conference. If your company pays for the event, you should find a way to get the cash up front or pay out of your own pocket and get reimbursed later.

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Registration Form

To confirm your attendance, send an e-mail to **stc@jang.nl** with the following information:

E-MAIL SUBJECT: Registration for the 12th TAC conference in Munich

FIRST NAME:

LAST NAME:

NAME FOR BADGE:

E-MAIL ADDRESS:

DAYTIME PHONE:

COMPANY NAME:

COUNTRY:

STC MEMBER (your chapter):

PLEASE CHECK ALL THAT APPLY:

Conference and workshop:

__ I will attend the FrameMaker workshop on October 20th

__ I will attend the TAC conference on October 21st-22nd

Networking activities:

__ I will attend the Thursday evening dinner

__ I have the following dietary requirements:

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