

Talk: Microcontent Authoring, Scott DeLoach

Sep 25, 09:20-10:00, Scandium, Ground Floor

Microcontent-based authoring makes content easier to scan, and it increases user satisfaction and success. Microcontent can also be reused and accessed by other systems, including embedded user assistance, context-sensitive help, chatbots, and voice-based search. Google calls these microcontent blocks "snippets," and they are a key, highly-visible aspect of Google search results. In this session, we will review real-world examples of microcontent and discuss how it is used and created.

Outline

- What is microcontent?
 - Why is it important?
 - Examples
 - Google's "featured snippets"
 - Help systems
 - Historical examples
 - How microcontent can be reused
 - Embedded UA
 - Context-sensitive help
 - Chatbots
 - Voice-based search
 - How to create microcontent
 - How microcontent will impact technical writing
- Questions

Vita Scott DeLoach

CEO of ClickStart with over 27 years of technical writing experience, Scott has delivered over 100 presentations on 5 continents since 1992 including numerous tekomm conferences. He is an STC Fellow and a certified MadCap Flare Instructor and Consultant.

Talk: Managing Documentation Transformation Projects, Anu Granroth

Sep 25, 10:00-10:40, Scandium, Ground Floor

The presentation will give best practices as well as case examples in managing documentation transformation projects, for example, cases such as changing from one documentation system to another; changing from linear documentation to modular documentation; growing from a local team to a global team; and managing the rollercoaster of documentation volumes. I will go through the main project management tasks from the point of view of change. The focus will be in scope management, requirement management, scheduling and communications. How to cope in the changing situation? How to manage your team in the changing situation?

Necessary previous knowledge of the participants

Project management, leadership, information design, modular documentation, localisation, product development, modular documentation

Vita CEO Anu Granroth

Anu Granroth is the CEO of Adina Solutions. In addition to her CEO duties, Anu manages customer projects, both operational customer documentation projects as well as development and improvement projects. She is currently working on developing content creation process for a customer and defining quality criteria for technical documentation.

Talk: Intelligent Content Starts with Creative Thinking, Leah Guren

Sep 25, 11:10-11:50, Scandium, Ground Floor

Creative thinking is the first step to intelligent content. Get away from your rigid thinking of traditional documentation and get ready to shake things up.

In this fun, fast-paced session, learn some tips and techniques to turbo-charge your creative thinking.

Outline

1. Introduction
 - 1.1 The myth of the “dry” TC
 - 1.2 The role of creativity for intelligent content
2. Six Sizzling Suggestions
 - 2.1 The Life Raft: what do you really need?
 - 2.2 Who cares: finding the compelling value
 - 2.3 Get radical with design
 - 2.4 Making the connection
 - 2.5 Tell a story
 - 2.6 Collaborate outside of TC
3. Conclusion and discussion

Vita Ms. Leah Guren

Leah Guren is the owner/operator of Cow TC (technical communication training and consulting). Leah’s courses have introduced hundreds of new practitioners to the profession. She is a popular speaker, a published author in the field.

Talk: Indra Navia case study, Bjarte Kvalheim and Katharina Palkovich

Sep 25, 11:50-12:30, Scandium, Ground Floor

Indra Navia has implemented a DITA CMS solution with a product builder software on top to enable fast and efficient generation of customized bid documentation.

The content is generated automatically and is controlled by metadata and timeline versions.

The GUI of the product builder lets the user select applicable systems and components, which is passed to the CMS system via an API.

The content is then published to different formats, such as PDF, MS Word via the DITA Open Toolkit. This case can be useful to others that want to automate their document generation process.

Outline

Structured authoring and information modeling, Making content intelligent with metadata , Content generation, Automated publishing, DITA,

Documentation type: Bid with technical documentation for software delivery,

Software used: DITA Open Toolkit, Bluestream XDocs CMS, Oxygen, E-con CPQ for Dynamics (Product builder)

Necessary previous knowledge of the participants

To get the most out of it a DITA overview or other content modularization knowledge is preferable. Knowledge of document processes and assembly is also nice, but not required.

Vita Mr. Bjarte Kvalheim

Technical manager at Docstream , Skills: Project Leader, Programmer, Consultant, Solution focused, Broad knowledge of both hardware and software, misc. programming languages. Education: Engineering school and business graduate in economics

Vita Mrs Katharina Palkovich

Technical writer at Indra Navia. Documentation specialist, University degree in translation, Diploma in marketing communications, Excellent language skills



Tool Presentation: Make It an Experience: Going beyond Technical Documentation with XML Documentation for Adobe Experience Manager

Sep 25, 14:30-14:50, Scandium, Ground Floor

Adobe CEO Shantanu Narayan recently said – “People buy experiences, not products.” Almost every large company has recognized that it is in the customer experience business. Understanding the customer journey and brand interactions across channels and platforms and their impact on customer experience is crucial for creating a unified CX strategy. But too often, marketing and technical communication content silos and a cluttered IT landscape create disconnected content worlds in voice and tone, visual consistency, and unified accessibility. It’s a complex system coming with a lot of challenges.

In this 20-minute presentation, Stefan Gentz, Senior Worldwide Technical Communication Evangelist at Adobe, will jump into the world of customer experience strategy and how to blend technical communication seamlessly into the digital experience world of today’s customers.

Vita Stefan Gentz

Stefan Gentz is the Worldwide Evangelist for Technical Communication at Adobe.

Stefan’s mission is to inspire enterprises and technical writers around the world and show how to create compelling technical communication content with the Adobe Technical Communication Solutions.

He is also a certified Quality Management Professional (TÜV), ISO 9001 / EN 15038 auditor, ISO 31000 Risk Management expert and Six Sigma Champion.

Besides that, he has been the European Ambassador for the Globalization and Localization Association (GALA) for many years, a member of the tekcom Conference Advisory Board, and is now a member of the tekcom iiRDS working group for Intelligent Information and member of the OASIS DITA Adoption Committee.

In 2016, Stefan Gentz was awarded by MindTouch as one of the Top 25 Leading Content Strategist Influencer in the world and as one of the Top 25 Content Experience Influencer in the world in 2017.

Stefan Gentz is a sought-after keynote speaker and moderator at TechComm conferences around the world. If you just missed him, you can still meet him online on Facebook, Twitter, and LinkedIn.



Talk: Taxonomies at Epiroc, Helena Daleskog

Sep 25, 14:50-15:30, Scandium, Ground Floor

Working in a global organization with customer unique products require easy access and efficient reuse of information. Our challenge has been to find a classification method that is future proofed and suitable for any type of product. The goal has been to classify a node in a unique way and simplify the editorial work so that the editors easy can find what they are looking for. We have also enabled automatization of our projects.

Outline

Working in a global organization with customer unique products require easy access and efficient reuse of information. Our challenge has been to find a classification method that is future proofed and suitable for any type of product. The goal has been to classify a node in a unique way and simplify the editorial work so that the editors easy can find what they are looking for. We have also enabled automatization of our projects.

Vita Helena Daleskog

Helena Daleskog has been a part of Technical Information Services at Epiroc since 2011. She has a bachelor degree in mechanical design and started out as a technical writer at Atlas Copco. She is now a team leader for the technical writers that produce information regarding machines and systems built in Örebro. She is a super user of Schema ST4 and a driver of quality improvement projects.

Talk: When information is not enough - users need reassurance, Charlotte Claussen

Sep 25, 16:00-16:40, Scandium, Ground Floor

Even when we deliver seemingly perfect documentation where all the information is correct and complete, we can still leave our users in a state where they feel insecure and find their tasks difficult. This presentation discusses how lack of context, or of details that confirm their assumptions, can make users unsure if they got it right, even when the most crucial information is available. Awareness of this can help you give users the reassurance they need and make their work feel easier.

Outline

Examples where users get in doubt, even when they (should) know what to do
Learning from technical philosophy and cognitive psychology
ICE-functional theory
HIPE theory of function
Categorization theory
Saliency and context
How visuals improve comprehension
Concrete examples on how the theory can be used in practice

Vita Charlotte Claussen

I'm a technical writer with experience from start-up-, agency-, and corporate environments. I have always been interested in how people know what to do with stuff, and why they sometimes get it wrong. I work for Cisco, excited about reducing the cognitive load for users while meeting business needs.

Talk: Is your content ready to go global? Louise Stengard

Sep 25, 16:40-17:20, Scandium, Ground Floor

“Global readiness” is the process of creating and optimizing content so that readers all over the world can grasp its meaning and intent. Although often overlooked, making your content global ready is a significant consideration before you translate and localize content. Creating internationalized, global ready content makes sense since it often

greatly helps reduce the cost of localization and translation. It also enables companies to launch products in multiple languages and countries simultaneously with a minimum of delay. What do I need to have in mind when creating “global ready” content?

Outline

1. BIO

2. “GLOBAL READY” CONTENT

Standardizing your content is necessary to become “global ready”.

Most content suffers from a variety of internationalization problems that introduce additional, unnecessary costs, slow time-to-market and limiting sales.

3. GILT

GILT is an abbreviation of Globalization, Internationalization, Localization and Translation and is a well-known model for your content going global.

Each step within the chain will have an exponential impact on the next. If you don’t take your Globalization strategy seriously enough, then Internationalization will suffer. If the Internationalization effort is poor, Localization will be painful, perhaps even impossible within certain software features.

4. STRATEGY

Creating global ready content from start is best practice.

Organizations that enforce content standards (and have made global readiness a strategic goal) are smart.

They value their content as a business asset worthy and important enough to be managed efficiently and effectively.

5. LEARNING OBJECTIVES

Understand how having a content strategy can move you from pain to gain.

Identify some starting points and considerations so you build a strategy by breaking the tasks into doable chunks.

Identify common pain points and what to do about them.

Understand ways to analyze where you are so you can create a roadmap to where you want to be.

6. CLIENT CASE

Strategic objectives, challenges, current status, expected outcomes and summary.

Vita Louise Stengard

As Globalization Strategist Louise leads development and implementation of major global initiatives. She has extensive experience with strategic project management, workflow development, process analysis, streamlining processes for agility and scalability, and global content management strategies.

Workshop: Content Reuse and Automation using Database Publishing and Microcontent, Scott DeLoach and Thomas Bro-Rasmussen

Sep 26, 09:00-10:30, Oxygen, 1st Floor

In this workshop, we will showcase the principles of database publishing and microcontent-based authoring using real-world examples. Thomas will discuss how he developed an automated process to create 800 different outputs based on external database-driven information. Scott will discuss how he reused microcontent to create help topics, embedded context-sensitive help, training guides, and marketing brochures.

Outline

- Overview
- Database Publishing
 - Key concepts
 - Benefits
 - Real-world Use Case
 - Challenges
 - Goals
 - Demo

- Workflow
- How Attendees Can Use This Approach
- Microcontent
 - Key concepts
 - Benefits
 - Real-world Use Case
 - Challenges
 - Goals
 - Demo
 - Workflow
 - How Attendees Can Use This Approach
- Questions
- Questions/Wrap-up

Vita Scott DeLoach

CEO of ClickStart with over 27 years of technical writing experience, Scott has delivered over 100 presentations on 5 continents since 1992 including numerous tekomm conferences. He is an STC Fellow and a certified MadCap Flare Instructor and Consultant.

Vita Thomas Bro-Rasmussen

Thomas Bro-Rasmussen graduated as M.Sc. in human physiology, biochemistry and biology, but has spent the past 30 years in the world of computer graphics and communication. Thomas has equally divided his expertise between design, training and developing, and he is a recognized MadCap Flare expert.

Workshop: Harnessing the power of a content delivery portal, Phil Lane

Sep 26, 09:00-10:30, Nitrogen+Hydrogen, 1st Floor

Content delivery portals (CDPs) are becoming ever more popular for distributing technical documentation as they offer a dynamic way to deliver your content to your users. But how do you get the most out of a CDP?

Most CDPs provide an API (Application Programming Interface) to allow other systems and devices to access content directly. Combined with modern web technologies it is possible to build complex delivery platforms specific to an organization's needs including branding and corporate identity providing access to content on multiple platforms.

This presentation will show how a CDP can be used as the basis of a complex delivery platform that simultaneously delivers content to multiple devices in multiple formats including an online portal and a mobile app for completely different uses.

Outline

The presentation will start with an introduction to the content delivery portal concept, and the standard functionality typically available. This will lead into a demonstration of an in-house developed solution for maximising the use of content hosted on a CDP.

The demonstration will show how modern techniques can be used to transform a single piece of content when it is distributed in different contexts. For example, an instruction could be displayed as an article on a web portal, shown as individual steps in a mobile app's embedded UA, or even displayed as training material in a learning management system.

The demonstration will continue to show how a CDP can be used in novel ways to display content other than written instructional content, for example, displaying a diagnostic fault tree and providing an interactive walkthrough of the diagnostic steps.

For the purposes of a live demonstration the SCHEMA CDS will be used but the principles apply to other CDPs, such as FluidTopics or DOCUFY TopicPilot.

Vita Phil Lane

Phil Lane is Content Strategy Specialist at Imprimatur Limited. He combines experience in XML with understanding documentation processes to develop strategies that deliver improved documentation efficiency. He has spoken at many conferences such as tcworld, TCUK, Lavacon and the SCHEMA Conference.

Workshop: Easy to Watch, Easy to Learn: Creating White Board Instructional Video, Dobrinka Boeva

Sep 26, 09:00-10:30, Aluminium, Ground Floor

As technical communicators, we want to create information that is easy to understand, easy to learn, and visually appealing. Instructional video brings another level of challenge to these tasks. Creating video that catches and retains the viewer's attention is crucial in achieving effective information learning. One of the most dynamic and engaging animation styles that is proven to increase learning is white board or video scribe animation. During this workshop, you will learn how you can apply white board animation in instructional video. You will also experience creating white board animation first hand.

Outline

The purpose of this workshop is to introduce the white board animation technique to the audience and to let them experience creating white board animation first hand. This is an especially effective animation style for communicating complex conceptual information, such as system architecture, workflows, complex multi-stack product deployments, and so on.

Here is a high-level outline of the workshop:

1. Introduction to white board video.
2. How white board video increases learning.
3. Using white board animation in instructional video.
4. Exercise 1: Creating a simple storyboard for whiteboard animation
5. Exercise2: Filming the storyboard
6. Discussion on the exercises

Vita Dobrinka Boeva

Dobrinka Boeva is a senior staff technical writer at VMware with 15 years of experience on diverse products and technical content. Dobrinka has worked on multiple VMware products and her current project is a complex multi-product solution that challenges the borders of traditional documentation.



Tool Presentation: What's New in Adobe FrameMaker 2019 and the Next Generation of Adobe, Stefan Gentz

Sep 26, 11:00-11:30, Aluminium, Ground Floor

In this two-part presentation, Stefan Gentz will take you on a quick ride through what's new in Adobe FrameMaker (2019 release) and the brand-new, next-generation Help Authoring tool RoboHelp 2019.

Adobe has modernized the complete FrameMaker platform from the ground up: 64 bit, native PDF Engine, lightning-fast DITA publishing, easy DITA customization, DUDEN integration, and much more. With RoboHelp 2019, Adobe was even more radical and reimaged and reinvented RoboHelp from scratch.

Join this session to get a quick overview of the exciting 2019 releases of Adobe Technical Communication.

Vita Stefan Gentz

Stefan Gentz is the Worldwide Evangelist for Technical Communication at Adobe.

Stefan's mission is to inspire enterprises and technical writers around the world and show how to create compelling technical communication content with the Adobe Technical Communication Solutions.

He is also a certified Quality Management Professional (TÜV), ISO 9001 / EN 15038 auditor, ISO 31000 Risk Management expert and Six Sigma Champion.

Besides that, he has been the European Ambassador for the Globalization and Localization Association (GALA) for many years, a member of the tekomp Conference Advisory Board, and is now a member of the tekomp iRDS working group for Intelligent Information and member of the OASIS DITA Adoption Committee.

In 2016, Stefan Gentz was awarded by MindTouch as one of the Top 25 Leading Content Strategist Influencer in the world and as one of the Top 25 Content Experience Influencer in the world in 2017.

Stefan Gentz is a sought-after keynote speaker and moderator at TechComm conferences around the world. If you just missed him, you can still meet him online on Facebook, Twitter, and LinkedIn.

Tool Presentation: Structured Content Authoring Is the Foundation for Intelligent in Field Service, Jörg Plöger

Sep 26, 11:00-11:30, Nitrogen+Hydrogen, 1st Floor

Is the device broken? Does it need replacement? Or can it be fixed in the field? These are questions your field service or your customers face sooner or later. We as technical documentation departments need to produce and deliver a wealth of information. But how do we provide fast, accurate and best fitting answers to actual challenges?

Technical documentation departments are torn between two poles. On the one hand they should provide accurate information in the most efficient manner in time. On the other hand traditional workflows producing PDF files to be printed no longer meet the demands of customers and field service providers. Structure content authoring is not only the state of the art way for efficient production of technical documentation. But can also be used as source of intelligent information to support customers and field service providers in far more ways than just lengthy manuals.

For example letting customers find the right answer rapidly via a self-service app. Or letting an interactive fault tree guide them through the decision making process of dealing with a support case. Others have experienced the benefits of ordering spare parts orders right the first time all the time. In Industry 4.0 environmental machine data can give operators as well as technicians actual advice on the actions to be taken in a certain context. Service technicians are more efficient if intelligent maintenance tables only show them the tasks to be done.

This talk investigates how SCHEMA's customers excel in technical documentation and in service thanks to structured content authoring.

Vita Jörg Plöger

Jörg Plöger studied mathematics. He has worked in technical communication in a wide variety of industries for more than 20 years. As consultant and trainer, he has travelled around Europe many times. Since 2000, Jörg Plöger has been working in the software industry (Translation Memory Systems (TMS) and Content Management Systems (CMS)). He is sales representative of SCHEMA and based in Bremen, Northern Germany.

Tool Presentation: How to Increase Productivity with Machine Translation, Loic René

Sep 26, 11:00-11:30, Oxygen, Ground Floor

The neural technology revolution brought standard machine translation quality to an honorable level. But professional users expect more than average quality.

Discover how SYSTRAN Pure Neural Server latest features enable industry users achieve optimal productivity gains in areas such as global collaboration, multilingual content production or customer support.

Vita Loic René

In charge of Manufacturing, Software & Aerospace customers, Loïc has a deep understanding of business needs related to these industries. With a strong background in project & sales cycle management, Loïc is committed to build a long-term relationship and help customers succeed in their project.

Tool Presentation: The Next Era of Content Analytics, Bruno Fraissinede

Sep 26, 11:40-12:10, Aluminium, Ground Floor

Understanding how product documentation is consumed can fuel your company with data that has the potential to transform operations and impact strategic decisions. To gain this insight, you need to change the way you track and mine the behavior of users when they search, read and interact with your technical content. By combining the latest delivery, text-mining and analytics technologies, you will transform tech content into a sensor and its delivery into a data generator. You will thereby unleash a tremendous potential of information innovation.

What you will learn:

After reviewing the flaws of the "old" approaches to content analytics, we will study how to properly capture the interactions of users with content. We will also explore the different levels of value that we can derive from modern delivery, text-mining and analytics technologies. We will see how those new technologies can multiply the value of tech content. And we will learn how tech content can be impactful for many different activities and constituencies of the company, gathering more support and becoming more strategic.

Vita Bruno Fraissinede

Bruno Fraissinede has been working for 25 years in software industry. In 2008, he joined Antidot, the company that puts enterprise content to work. He daily helps customers make the most of their content and enhance their operating efficiency.

Tool Presentation: How Terminology Management Helps Leading International Organizations, Aaron Caruso

Sep 26, 11:40-12:10, Nitrogen+Hydrogen, 1st Floor

Terminology management is essential to create a consistent global brand experience. However, maintaining up-to-date terminology across an entire company and its partners presents both technical and operational challenges.

In this presentation, we look at how market leading organizations are transforming their processes towards centralized and consistent terminology for various departments and locations, across all content types and languages. Dynamic, easy, engaging, and visible collaboration is key when several stakeholders are involved at different stages of terminology lifecycle management.

Vita Aaron Caruso

Aaron looks after the Nordic and Ireland corporate and government markets, helping multinational clients across many sectors benefit from localization technology. Terminology management is a subject close to his heart, directly linking technical writing with translation and localization.

Tool Presentation: Effective Visuals for Modern Technical Communication, Anton Bollen

Sep 26, 11:40-12:10, Oxygen, 1st Floor

Images, animations, and videos are essential components for modern technical communicators. However, we often struggle to understand key factors about these visuals: How do they enhance content and assist learners, what do effective visuals look like, and how do we optimize graphics to be used in a code-driven environment?

Anton will provide concrete answers to these questions in this research-driven presentation and collectively, we'll improve our understanding and use of images, animations, and videos across all of our technical content.

Vita Anton Bollen

Anton Bollen started his professional career in the United States in 2003 and spent the following years as an Instructional Specialist for TechSmith, focusing on the creation of multi-lingual training videos. He moved back to Germany in 2010 and now works closely with TechSmith's European user base to support and understand the use of visual communication. He thrives for technical content that is engaging, visually appealing and most importantly-effective. Anton holds a B.A. in Interdisciplinary Studies of International Relations and Sociology as well as a B.A. in German from Michigan State University. In his free time, he enjoys spending time outdoors, solving Rubik's cubes, and being a father.

Workshop: Teaching Logic for Technical Authors, Leah Guren

Sep 26, 13:10-14:40, Oxygen, 1st Floor

Technical authors need critical thinking skills so that they can effectively analyze content. But new technical authors may be afraid to trust their knowledge and common sense. Therefore, they may blindly accept bad content.

This interactive workshop explains training techniques to help develop independent thinking and logical analysis skills. It is designed for technical authors, editors, and the managers who need to train them. In this session, you will learn how to:

- identify the biggest barriers to logic
- use games and exercises to improve critical thinking
- build customized check-lists for each technical author according to their needs
- find solutions for illogical technical authors

Target Group: Expert level

The workshop is designed for department heads and team leaders. It assumes advanced knowledge of technical communication and of training writers.

Vita Ms. Leah Guren

Leah Guren is the owner/operator of Cow TC, providing technical communication consulting and training to leading hi-tech and medical companies all over the world. Leah has over 38 years of experience in TC, is a published author, and a popular speaker at international conferences.

Workshop: Speaking Visually: A New Language for Tech Writers, Renate Kempf

Sep 26, 13:10-14:40, Aluminium, Ground Floor

The native language of the digital world is pictures, not text - and you can learn this language! Influenced by the work of Christina Wodtke (Pencil Me In!) and Sunni Brown (The Doodle Revolution) we'll explore why visual information is so important. We'll learn about mind maps, flowcharts, and other diagram styles. We'll work collaboratively in small groups and sketch simple shapes, a simple task, and a process map. We'll empower each group member by taking turns talking about our drawings. Expect that this workshop will both transform your docs, and improve cross-team collaboration.

Outline

1. Why go visual?
 - 1.1 Enhance your docs
 - 1.1.1 Compelling (visual often preferred over verbal)
 - 1.1.2 Crossing language barriers
 - 1.2 Broaden your team's skill set
 - 1.2.1 Problem solving (don't let the extroverts win!)
 - 1.2.2 Better retention, better communication through visuals
 2. Exercise: Doodle and draw
 - 2.1 Short demo
 - 2.2 Drawing warmup: Shapes and lines
 - 2.3 More drawing: People, trees, technical stuff
 3. When (and How) to go visual in your doc
 - 3.1 Not either text or visuals but both
 - 3.1.2 Best practices video and doc
 - 3.2.2 Set of steps, brief video
 - 3.2 Visuals clarify & summarize.
 - 3.2.1 Overview flowchart for set of procedures.
 - 3.2.2 Animated gifs.
 - 3.2.3 Clickable flowcharts
 4. Exercise: How to make toast
 - 4.1 Teams of 3 draw on large format paper (5 minutes)
 - 4.2 Each team member shares (1 minute each)
 5. What works - and what doesn't
 - 5.1 Documenting a task
 - 5.1.1 Good: Screenshot for critical steps.
 - 5.1.2 Good: Video
 - 5.1.3 Good: Screenshot with numbered callouts
 - 5.1.4 Bad: Screenshot for each step.
 - 5.2 Documenting software architecture
 - 5.2.1 Good: Diagram and text
 - 5.2.2 Good: Diagram with legends /numbers (text explains legends)
 - 5.2.3 Bad: Just a Diagram
 6. Organizing visual elements
 - 6.1 Overview
 - 6.2 Exercise: I'll give a few options. Recipe, story (problem/solution), process map.
 7. What's next?
 - 7.1 Doodle. Draw. All the time.
 - 7.2 Add visual elements to your doc set.
 - 7.3 Use visual communication to empower the introverts in your team.
 - 7.4 Learn more
- Target Group: Entry level

Vita Renate Kempf

Renate Kempf is a Senior Staff Tech Writer at Wavefront by VMware. After getting an M.A. and Ph.D., she fell in love with explaining complicated things to engineers. She believes visual communication skills are essential both for educating users and for improving collaboration.

Workshop: Debiasing for UAs, Ekaterina Mitova and Dimiter Simov

Sep 26, 13:10-14:40, Nitrogen+Hydrogen, 1st Floor

Cognitive biases affect our work: how we approach tasks, build apps, write documentation, make videos, structure conversations, train AIs, and so on. As a result of their influence, we often think and act irrationally and miss important facts and gaps. Their influence can vary from mildly negative to detrimental, so it is important to know how to mitigate it.

In this workshop you will learn what cognitive biases are, how they affect us, and what cognitive debiasing is. Through exercises, you will try various debiasing techniques that can help you learn to debias yourself and your work.

Outline

1. Explain cognitive biases: example and definitions
2. Explain debiasing: concept, strategies, techniques, examples
3. Several exercises on debiasing: editing a document, interpreting feedback, analyzing requirements
4. Summary and conclusion

Vita Dimiter Simov

I am helping the teams that are building SAP Cloud Platform help the users of the platform be better at their own jobs. This means usability in particular and user experience in general. I am also knee-deep in the human side of chatbots.

Vita Ekaterina Mitova

I started as an information developer. Then, a couple of years later, I switched to development, only to realize that information development is my true passion. Or in other words, I love to provide help that really helps. In the last couple of years, I am working mostly on chatbots, conversational UI and AI.

Workshop: Self-Optimization: Taking the In out of Insanity, Mathias Maul

Sep 26, 15:00-16:30, Aluminium, Ground Floor

Higher, faster, further, flawless-er, better team player, more authentic, fork always on the left and back straight while eating! — Delivering high-quality work is rather easy if you follow standards and guidelines; becoming a high-quality person however is much more complicated: After all, there is no QA department for thoughts or emotions, although they make up the foundation of our quality of life, and, consequentially, the quality of our work.

In the very human quest to improve oneself (and one's self), many get lost in a confusingly large and ever-growing self-improvement market filled with thousands of books, blogs, lectures, courses and "life hacks." For anyone who wants to become more of who they want to be, finding out where to start turns into a problem of its own.

This workshop is aimed at helping you achieve a balance between optimizing yourself and staying authentic. It provides a framework that helps you smoothly sail instead of stumble through your work day, and presents tools to achieve this without turning into a robot.

Outline

What you can expect: 1. We develop strategies to transform this occupational disease, acute as much as chronic, into healthy, relaxed precision. 2. Fulfilling your own demands you put upon yourself (because those have to be dealt with first before those of your colleagues), 3. Find out how you can successfully implement your strategies – for actual change and not just for it to feel good.

Not on offer: 1. Soul striptease 2. Esoteric babbling and 3. More seriousness than necessary.

If desired, refer to the article at <https://maulco.com/en/opinions/self-optimization-taking-the-in-out-of-insanity/> for more background information.

Vita Mathias Maul

Half linguist, half computer scientist and half psychotherapist, Mathias Maul founded MAULCO., a strategy consultancy and digital agency, to help organizations uncover the principles that drive their success in the marketplace and improve them to further develop their business, people, and brains.

Workshop: Getting Started in Video Creation for Documentation, Anton Bollen

Sep 26, 15:00-16:30, Nitrogen+Hydrogen, 1st Floor

This workshop will guide beginners through the basic process for creating a video. After a short introduction, participants will be divided into groups who will all create their own video. They will need to plan the video, write a script, record audio and video footage, and edit to produce the video. A final showcase will conclude the workshop.

Vita Anton Bollen

Anton Bollen started his professional career in the United States in 2003 and spent the following years as an Instructional Specialist for TechSmith, focusing on the creation of multi-lingual training videos. He moved back to Germany in 2010 and now works closely with TechSmith's European user base to support and understand the use of visual communication. He thrives for technical content that is engaging, visually appealing and most importantly-effective. Anton holds a B.A. in Interdisciplinary Studies of International Relations and Sociology as well as a B.A. in German from Michigan State University. In his free time, he enjoys spending time outdoors, solving Rubik's cubes, and being a father.

Recommended: Please bring a laptop with you.

Workshop: Lean Terminology Management in an Agile Workflow, Ken De Wachter

Sep 26, 15:00-16:30, Oxygen, 1st Floor

In a few years, Collibra grew from a small startup to the first Belgian unicorn. As a consequence, our documentation suffered from the typical symptoms: wrong or inconsistent terms, contradictory definitions, and lack of information sharing. Trainers, developers, technical writer all used different terms...

Does that remind you of your product documentation?

Let's rephrase the title without fancy terms: this talk is about terminology work that creates value for your organization. We'll do it in a flexible, collaborative way, so you can continuously create and improve terms and their definitions.

Vita Ken De Wachter

Ken De Wachter is a Technical Writer at Collibra. He is also the founder of Flynxo, a small-scale consultancy company, specializing in technical communication, terminology, translation technology and multilingual documentation workflows.

Recommended: Please bring a laptop with you.

Visit our website to get more information: nordic-techkomm.com

