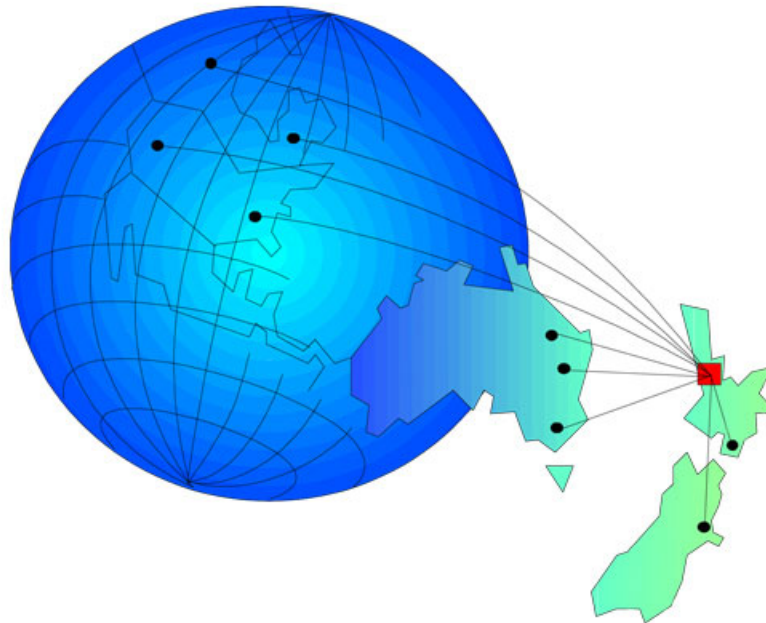**Technical Communicators Association of New Zealand Inc**

Presents a Two Day Conference

Thursday 4 and Friday 5 September, 2003

Centra Auckland Airport Hotel,
Auckland, New Zealand

Focus On Users

Gain a Global Perspective On Usability

Sponsored by

eHelp Corporation — Makers of RoboHelp®   AuthorIT   Adobe   COPYBOOK COPYCENTRE   VIRTUAL MEDIA Technology

Registration – Be an Early Bird – Book Before 7th August and Save!

Full Details on enclosed Registration Form

Focus On Users 2003

***The* New Zealand Conference for Technical Communicators**

Gain a Global Perspective on Usability

Today's fast changing technology, in combination with the world's ever-increasing need for information about complex topics, is guiding the profession of technical communication into many new areas. To meet the users' evolving needs you'll need to keep a keen eye on the latest trends and innovations, and nurture a global perspective.

With this in mind, the Technical Communicators Association of New Zealand has given this year's annual conference – "Focus on Users" - a strong international flavour. Renowned speakers from Canada, the US, Australia and New Zealand will brief you on their fields of expertise - ranging from visual communication and online training, to usability testing and managing the documentation process – and more.

Use this opportunity to expand your network of valuable contacts by actively participating in the Ideas Market, attending the dinner and the cocktail party, and sharing experiences with your New Zealand colleagues.

'"Focus on Users" is a conference for anyone involved in producing communication materials for their organisation – whether you create documentation or PowerPoint presentations, work on intranets or Web pages, design software or act as a trainer. Invest two days of your time to grow your expertise and develop a vision of where your profession is heading in the future. You'll broaden your horizons and walk away with new skills.

Join us for a programme with exciting speakers and interactive sessions that have been arranged in parallel streams and plenary sessions to give you maximum flexibility of choice between topics.

Keynote Speaker – Patrick Hofmann

Information Design and Usability: Visual Communication and Graphic Design

The evolution of the digital information age has given birth to a revolution in the way we communicate. With the dissolution of borders comes a necessity to communicate globally. Will Esperanto become the global language? Um, no. There is a language that seems much more natural, almost instinctively comprehensible: the language of pictures.

How do we visualise for different cultures, languages, and ages? How do we visualise for new technologies? Let's address these questions and generate many more – in an attempt to evaluate pictures as a new global language.

Patrick Hofmann. As a trained technical writer and now a visual interaction designer, Patrick Hofmann has turned into a man of few words. At Quarry Integrated Communications near Toronto, Canada, he helps many clients overcome the anxiety and stress involved in globalisation and translation – often by eliminating the text in their online, hardcopy, and interface information.

His award-winning work and undying passion for "visualisation" have sent him far and wide, as he teaches workshops on using pictures to improve communication.

Kim Goodwin

Personas and Scenarios in Interaction Design

Most product development teams don't know their users very well, so they waste day after day guessing and arguing about user needs. Technical communicators then try to improve the design after the fact. How to solve the problem?

Leading interaction design firm, Cooper, conducts ethnographic interviews that uncover users' actual behaviours, then turns that data into a set of personas - powerful behavioural models that describe important usage patterns.

In conjunction with scenarios, personas help teams waste less time, make better design choices and, ultimately, build better products.

Kim Goodwin is Director of Design at Cooper in Palo Alto, California. At Cooper, Kim applies her years of experience as a creative director to ensure excellent delivery of design consulting and training services.

Kim has played a key role in developing Cooper's Goal-Directed methods, including personas, and has led the effort to turn those methods into an interaction design curriculum. Kim has led a wide range of design projects, from consumer devices to complex enterprise systems.

Carol Barnum

Focus on Users with Usability Testing

Technical communicators already focus on users in creating documentation, help, and websites that address the needs of the user. As user advocates, our next step is to better focus on users with usability testing. But, how to get started?

Carol's presentation offers an overview of usability testing goals and procedures, and gives you the tools and techniques needed to begin usability testing. She will show you how to place usability testing within a user-centred design process.

Carol Barnum is a professor of technical communication at Southern Polytechnic State University in Marietta, Atlanta, and works as a consultant specialising in custom training and usability testing.

Her most recent book, Usability Testing and Research (Longman 2002), won a "Distinguished award" in the STC Atlanta publications competition. She was recognised as the "best presenter" at the 2002 European Usability Professionals Association conference in London.

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Focus On Users 2003

The New Zealand Conference for Technical Communicators

Ron Blicq

Writing Independent-Study Online Technical Communication Courses with Integrated Self-evaluation

Ron has developed an online educational programme that teaches without having either an online or remote instructor to evaluate students' work.

Find out how the programme assesses the participant's responses, steers them through screens that match their demonstrated skills and provides a means for the software to assess student learning.

One Hundred Years of Technical Communication: A Significant Endeavour

Discover how over the past 100 years, technical communication has evolved into two parallel but diverse streams. Ron will give you a bird's eye view of our profession:

- a short history of technical communication
- development of the teaching of technical communication
- societies that have evolved for technical communicators, and
- why good technical communication demands innovation and creativity.

Ron Blicq first became involved in technical communication with the Royal Air Force in 1953. He has since been a technical editor with an electronics engineering firm and a teacher of technical communication at a technical college.

He is President of the International Council for Technical Communication (INTECOM), a Fellow of the Society for Technical Communication (STC) and author of several award-winning textbooks. Ron is Senior Consultant at RGI Learning Inc in Winnipeg, Canada.

Robyn Stephen

Managing Your Documentation Projects

In this paper, Robyn describes how she works to the dictum: "What they want - when they want it". She explains how to ensure that documentation projects are managed so that there are no surprises for managers, developers, or users.

Robyn Stephen is currently General Manager of Multi-Systems Ltd, a small Auckland-based documentation and software development company.

Robyn also lectures second and third year degree students at UNITEC Institute of Technology on Management Information Systems, Information Technology Management and Project Management. Robyn is currently President of the Society for Technical Communication (STC), New Zealand chapter.

Kick-off Event: Pre-conference Cocktail Party

Come and meet the speakers, your fellow delegates and the TCANZ Committee on Wednesday 3rd September. You can also register for the Conference to miss the rush on Thursday morning. This party is hosted by TCANZ and there is no additional charge for conference delegates.

Dave Gash

Ten Things Every Help Author Should Know

Regardless of the preferred platform, tool, or output format, there are a few basic technologies and skills that are absolute requirements for today's highly proficient technical communicator. During this session, Dave will introduce them and give you knowledge you can use immediately, without getting mired down in details.

Get the background on Java applets vs. JavaScript, Windows help vs. Web help, frames, colour codes, image types, Cascading Style Sheets, tables, XML, and more.

Creating Smart Help with Conditional Content

Need to create a single help system that can reach multiple audiences and be all things to all people? There are a variety of techniques you can use to display different help in different circumstances. Dave will present several solutions, including conditional text and systems that make their own decisions. That way you can give your users not just the right information – but the right kind of information.

Dave Gash is the owner of HyperTrain dot Com, a San Diego-based firm specialising in hypertext training and consulting for help system developers. A veteran software professional with over twenty years of development, documentation, and training experience, Dave holds degrees in Business and Computer Science, and is well known in the technical publications community as an interesting and animated technical instructor. Dave is a frequent speaker at Help-related conferences around the world.

Jane Gregg Robberds

Who is the User: Challenging the "Science" of User Analysis

In this paper, Jane examines some of the major flaws inherent in traditional methods of user analysis. As an alternative to the science-based standards, Jane explores how recent theories of subjectivity and identity might enhance methods of user analysis, and can help provide an alternative model.

Jane Gregg Robberds is a senior lecturer in technical communication at the Christchurch Polytechnic Institute of Technology (CPIT). Dr Robberds teaches the Research and Theory paper for CPIT's on-line Graduate Diploma in Technical Communication.

This year's conference is being held at the **Centra Airport Hotel**. 5-minutes from Auckland Airport, and set in 10-acres of beautiful gardens, the hotel offers the perfect conference environment.

Focus On Users 2003

The New Zealand Conference for Technical Communicators

Alison Reynolds

Adding Value to Organisations: Technical Communicators as user Advocates

Alison's study of a documentation team in a rapidly growing software company shows how the team's role as user advocate has improved the company's overall production and profitability.

Driven by marketing demands and rapid company growth, the team went beyond the traditional roles of writing, editing and software skills and is now part of the entire iterative process of product design.

Alison Reynolds is the principal lecturer and programme leader of Christchurch Polytechnic Institute of Technology's online Graduate Diploma of Technical Communication (GDTC). Alison's main teaching and research areas are usability testing, and information design. She also works as a communication and usability consultant for local industry.

Alison is the past president of the New Zealand chapter of STC. As well as presenting papers at international and national conferences, she has also presented seminars in China and India as part of the Society for Technical Communication's initiative to promote technical communication in developing countries.

Bill Hall

Looking to the Future: The Role of XML in Technical Communication and Knowledge Management

Technical communicators work to transform knowledge into tangible products. Because they want to produce the best product with limited time and resources, technical communicators are famous for fighting holy wars over the tools of their trade.

Some of the worst tool wars concern applications focusing on format (e.g., MS Word) versus those focusing on the inherent structure of the document (e.g., XML-based tools). Dr Bill Hall will try to explain what the fights are about and why they're so important for our profession.

Bill Hall has a PhD in Evolutionary Biology from Harvard University (1973). He is currently an Honorary Research Fellow at Monash University School of Information Management and Systems, and also works in the area of corporate knowledge management.

His experience includes the design and management of documentation systems for ANZAC frigate maintenance documentation at Tenix Defence.

Jean Hollis Weber

Break out of the Grammar Trap: Add Value to Content through Substantive, Technical and Usability Editing

Copyediting is important, but editors can – and should – add even more value through other types of editing. In this paper Jean argues that too many editors focus exclusively on grammar, punctuation and usage.

Instead, she advocates radical changes in the writing and editing workflow, to improve both productivity and the quality of materials produced. She describes advanced editorial services, which add significant value to electronic communications as well as printed documents.

Jean Hollis Weber has over 25 years of experience as a scientific and technical editor and writer in the fields of biology, mathematics, engineering and computing. She has taught short courses in writing and editing and lectured to graduate and undergraduate classes at several universities.

Jean maintains The Technical Editors' Eyrie website at http://www.jeanweber.com/ and self-publishes books on Microsoft Word, electronic editing, and other topics**.**

Ideas Market – Thursday Afternoon

The Ideas Market is an intellectual marketplace where presenters, called "Activators" simultaneously present ideas and ask questions, each using a set of two flip charts for display and note taking. Participants move freely among the chart stations, discussing the material presented with the Activators and with fellow participants.

Conference Dinner – Thursday Evening

Come and extend your networking activities into the evening in a relaxed atmosphere of convivial company and fine food.

We have local raconteur David Christian as our after dinner speaker, who will take a light-hearted look at technical communicators mixed with a soupçon of magical tricks to entertain and delight.

Focus On Users 2003

The **New Zealand Conference for Technical Communicators, Centra Auckland Airport Hotel, 4-5th September**

Register Now!

Personal Details Please print clearly in BLOCK LETTERS – photocopy for more delegates

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Name: _____

Position: _____ Title: _____

Company: _____

Name & title of contact person for registration(s): _____

Postal Address: _____

Phone: _____ Fax: _____

E-mail: _____

Your organisation's main area of business: _____

Membership: Technical Communicators Association of NZ: Member ☐   **Non-member** ☐

Payment Details   Registration fees and conference dinner charge are inclusive of GST

Earlybird registration: to August 7th – TCANZ Members: $**646.88** ☐, Non-members: $**871.88** ☐

Registration: from August 8th onwards – Members: $**759.38** ☐, Non-members: $**984.38** ☐

Note: To qualify for Member rates, delegates must be members of TCANZ (or INTECOM member organisation) at time of registration.

☐   **Conference Dinner(s) @ $33.75 (Member)** ☐, $**56.25 (Non-member)** ☐ per person

☐   **I will attend the pre-conference Cocktail Party (6.00 – 7.30pm, Wednesday 3rd September)**

                                                              Total payment: _____

Method of Payment

☐   **Please invoice me using purchase order number:** _____

☐   **Please charge my Credit Card: Visa** ☐ **Mastercard** ☐ **Gold Mastercard** ☐

Card Number ☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Name on Card _____ _____

Signature _____ **Expiry Date** _____

When you have completed this form, please mail or fax it to:

The Treasurer, Conference Committee, 11 Hebe Place, Birkenhead, Auckland.   Fax: (09) 482-1939

Cancellation Policy: Full refunds until August 7th. From 8th to 21st August a cancellation fee of $250 is applicable.
                Bookings are non-refundable after 21st August. Substitutions accepted until 29th August, 2003.

Please tell us how you heard of this Conference:

☐ Web sites   ☐ Received brochure   ☐ Word of mouth   ☐ Newspaper or magazine article or advertisement

For conference programme details visit the TCANZ web site at: http://www.tcanz.org.nz/