



TECHCOMM
TECHNICAL COMMUNICATORS ASSOCIATION

COLLABORATE

2017

AUCKLAND

10-12 APRIL

AUSTRALASIA'S **PREMIER**

CONFERENCE FOR

TECHNICAL

COMMUNICATION

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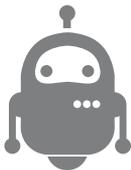
COLLABORATE 2017

Collaboration is the cornerstone of what technical communicators do, and it's the theme of the 2017 TechCommNZ conference.

We've invited tech comm professionals from around the world to present about how collaboration is part of their work, and to share stories, experiences, methods, and tricks of the trade to improve on this crucial aspect of working in increasingly complex and global organisations.

During this 3-day conference, the presentations will focus on how technology, tools, teamwork, and technical communication itself are used to improve our work and the outcomes for our end users.

TECHNOLOGY



TEAMWORK



TOOLS



TECHNICAL
COMMUNICATION



1

TS

Adobe Technical Communication Suite (2017 release)

Five best-in-class tools. One best-value toolkit.

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(2017 release)

Easily author and publish multilingual technical content across mobile, web, desktop, and print.

RhAdobe RoboHelp
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Cp

Adobe Captivate 9

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Adobe Presenter 10

Transform PowerPoint slides into interactive eLearning with stunning assets and quizzes.

Save 58%*

On these five industry-leading tools for end-to-end content development.

*The full license of Adobe Technical Communication Suite (2017 release) retails at AUD 1,699 - which is approximately 58% less expensive than buying all individual products separately.

To know more, email us at techcomm@adobe.com

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WELCOME



Welcome to Collaborate 2017

We're here! It feels like the opening to an episode of the Simpsons, where everyone comes driving and scooting in from every direction, but we wind up all together, waiting to be entertained. We've come from all over New Zealand, and from across the world, to do those things that technical communicators do so well: talk, plan, learn, share, and collaborate.

So, we welcome everyone here today, whether you've come from near or far. Each one of you brings a unique, and yet shared, set of experiences, knowledge, and skills, and the combination of presenters and attendees will help us make this conference the best one yet.

A conference is a collaboration in every sense – from the organising team, to the keynote speakers, to the presenters, to the attendees, to the caterers and the concierge. And the more we collaborate here, the more we take back with us when we go home.

I urge you to ask questions, share wisdom, show appreciation, have many laughs, and connect with each other at this 11th TechCommNZ conference. Most of all, allow the presentations, conversations, and illuminations to remind you what an ever-expanding and exciting industry we all belong to.

Emma Harding

TechCommNZ president

Venue

We're delighted to be hosting our conference at the Quality Hotel in Parnell, Auckland. Set in several acres tree-studded grounds in the exclusive inner city suburb of beautiful Parnell, the Quality Hotel offers a number of accommodation options for conference attendees.

From the hotel you can easily stroll to Parnell Village for its art galleries and boutique shops or keep going down to Newmarket and visit designer stores if you're a fashionista. Downtown Auckland's not far away either so there's plenty close by for everyone.

Name badges

Name badges have been provided to speakers, delegates, and TechCommNZ committee members. For security reasons, please wear your badge at all times during the conference.

Presentation rooms

Plenary sessions: Discovery/Endeavour rooms

Sessions A: Discovery room

Sessions B: Endeavour room

Morning & afternoon breaks

Morning and afternoon refreshment breaks are scheduled for each day and will be served in the Discovery/Endeavour rooms.

Lunch

Lunch will be served in the Knights room.

Conference dinner

The conference dinner will be held in the private Brasserie/Victoria rooms on Monday evening from 6.30 pm.

Drinks will be from 6 pm, on a cash basis.

HOUSEKEEPING

Telephones & wifi access

If you need a telephone for urgent calls, ask hotel reception.

Streamliners has provided free wifi for all conference attendees. The wifi ID is **Streamliners** and password is **newswriters**.

Feedback

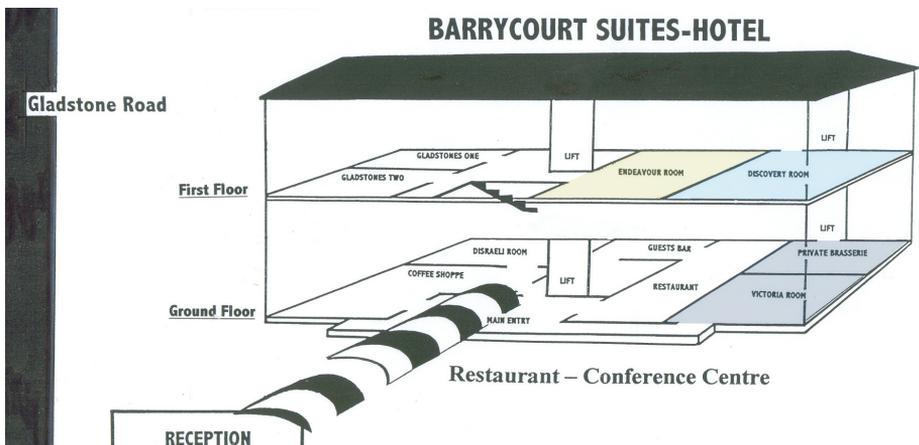
Feedback forms will be available on the tables of each conference session. You can also provide feedback via the conference app.

Conference bags

Keep your conference bag with you when moving between sessions and during breaks to avoid the bag getting mislaid. Please do not leave your bag in the conference rooms overnight, as they may not be secure.

Queries

If you have any queries, please contact the registration desk located in the foyer.



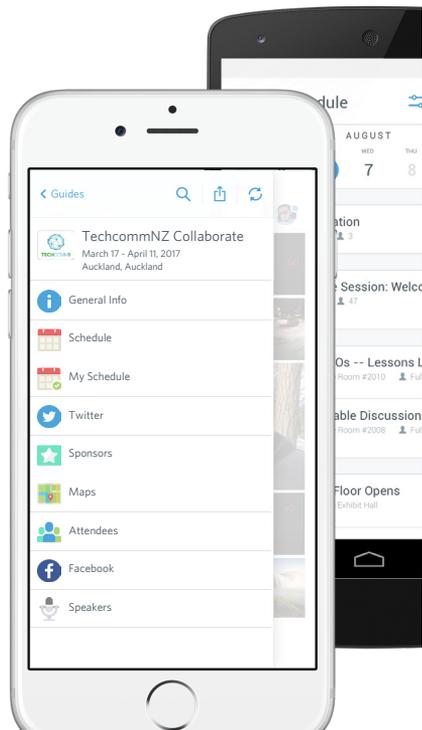
guidebook

TechcommNZ Collaborate 2017 has gone mobile!

Get the app on your mobile device now, for free.

<https://guidebook.com/g/techcommcollaborate2017/>

- 1 Visit the above URL on your device
- 2 Tap the "download" button to get the free Guidebook app
- 3 Open Guidebook and look for the guide:
TechcommNZ Collaborate 2017
- 4 Scan the QR code.



Sunday 9 April

1 PM **Registration desk opens**

2-4 PM Sarah Maclean
Collaborating for accessibility

Sarah Maclean has collaborated with people in the disability sector to produce information that is clear, interesting, and useful. In this interactive workshop she and some of the collaborators will share the story of this journey. You're invited to be part of the story too and share experiences of projects you're working on.

4-6 PM Auckland Branch Event
Unconference

"So much of life and work is overly structured that it doesn't give us, or our ideas, the room to run and grow freely".

Welcome to Unconference, an experimental collaboration experience intended to conjure learning out of thin air. It lives and dies on the collective wisdom of its participants. **This is a free and fun interactive event open to all conference attendees.**

6-7.30 PM **Welcome reception**

A chance to catch up with old friends and make new ones.

Location: Victoria room

DAY ONE SCHEDULE

Monday 10 April

Start time	Session	
8.00 AM		Registration desk opens
8.30 AM	----	Official opening, Māori blessing/welcome, video
9.00 AM	Keynote / Plenary	Scott Abel The future is...collaborating with machines
10:10 AM	----	Morning tea
10.40 AM	A	Cindy Staudt Looks matter: Designing content to improve usability
	B	Rebecca Officer DITA has changed how we collaborate
11.35 AM	----	Changeover break
11.45 AM	Plenary	Lynda Harris & Anne-Marie Chisnall Challenging the status quo: Working together to achieve culture change
12.45 PM	----	Lunch
1.45 PM	----	Tony Self: Responsive web design in RoboHelp 2017 Ara Institute: New information design qualifications
2.20 PM	----	Changeover break
2.30 PM	Plenary	Patrick Hofmann Starting a design revolution in your organisation
3.30 PM	----	Afternoon tea
4.00 PM	A	Jo Mills & Peter Clayton-Jones Getting rid of Done-Done!
	B	Meredith Evans Real users and what to do about them
6.00 PM	----	Pre-dinner drinks
6.30 PM	----	Conference dinner

DAY TWO SCHEDULE

Tuesday 11 April

Start time	Session	
8.00 AM		Registration desk opens
8.30 AM	----	Housekeeping
9.00 AM	Keynote / Plenary	Doug Kim Can we talk?: Voice, accessibility, bots, and building the future of conversational content
10:10 AM	----	Morning tea
10.40 AM	A	Jaco Stewart Web metadata for TCs
	B	Cathy Gillespie Welcome to the real world!
11.35 AM	----	Changeover break
11.45 AM	Plenary	Shelly Davies Just look at our hot-damn selves
12.45 PM	----	Lunch
1.45 PM	A	Valérie Genet & Sarah Shore Collaborating remotely
	B	Ruth Hamilton Stirred but not shaken
2.35 PM	----	Afternoon tea
3.00 PM	Plenary	Grant Mackenzie Creating splendid videos
3.50 PM	Plenary	Scott Abel A conversation with the Content Wrangler
4.50 PM	----	Closing address
5.00 PM	----	Close of conference

Wednesday **12 April**

9.30 AM–12.30 PM

Patrick Hofmann

Senior User Experience Designer at Google

Getting graphic: Overcoming the worst information problems with the best graphic solutions

Building the best slide presentations – how to chunk, how to visualise, and why slides can be more effective than other media to instruct, convince, and persuade — fulfilling graphics requests efficiently – deciding what types of graphics are best suited for the request, and how to source them, build them, and deliver them with speed, consistency, and quality — using the perfect icons to signal your users – avoiding the common pitfalls and dangerous trends of today’s toolbar and icon library designs.

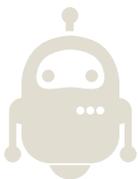
1.30 – 5.00 PM

Doug Kim

Senior Content Manager at Microsoft

Let’s get inclusive: Does your content exclude potential customers?

Does your content exclude potential customers? Learn how to go broader with the Microsoft Inclusive Design process. This workshop will guide participants through hands-on exercises that rethink product development and content. You’ll emerge with ideas and tools for broadening your audiences and empathising with the needs and capabilities of your customers.



SPEAKER BIOGRAPHIES

PRESENTATION SUMMARIES



Sarah Maclean

Freelance Editor, Words at Work

Sarah has a bachelor's degree from Victoria University of Wellington, a diploma of adult learning and teaching from Massey University, and a diploma in Māori Studies from Te Wānanga o Raukawa. Her background is in education and sales and she's committed to helping people write effectively using plain English.

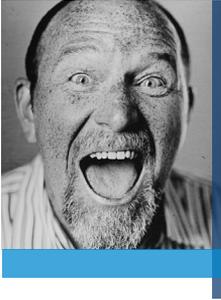
When not at work, Sarah is propagating, planting (and endlessly weeding) native trees. This is part of a family reforestation project near Otaki to support rare native snails.



pre-conference
9 april
2-4 PM

Collaborating for accessibility

Sarah has collaborated with people in the disability sector to produce information that is clear, interesting, and useful. In this interactive workshop, she and some of the collaborators will share the story of this journey. You're invited to be part of the story too and share experiences of projects you're working on.



Scott Abel

CEO, *The Content Wrangler*

Known affectionately as 'The Content Wrangler', Scott is an internationally recognised global content strategist and intelligent content evangelist. He is the founder and CEO of The Content Wrangler – a digital media company that helps content-heavy organisations adopt the tools, technologies, and advanced information management techniques they need to connect content with customers. He's passionate about helping organisations deliver the right content to the right audience, anywhere, any time on any device and is very keen to share his knowledge and experiences with us.



day one
9.00 AM

The future is...collaborating with machines

Scott will discuss the future of technical communication and the role of artificial intelligence systems in delivering content to consumers who need it. Cognitive computing will change the relationship between humans and machines, moving computers from assistive devices to partners in creating, managing, and delivering content in all sorts of exciting and innovative ways.



day two
3.50 PM

A conversation with the Content Wrangler

A whole hour in which Scott Abel does what he does best – this is an unmissable opportunity to ask Scott your questions about the industry, the future, and how we can get from today to the future. What better way to finish off Collaborate 2017 but by discussing what we've learned with the greatest conversationalist in the profession?



Cindy Staudt

Content Developer/Technical Writer, Streamliners

Cindy is originally from Charleston, South Carolina, but for the past 10 years, Christchurch has been home.

Cindy's interest in technical communication started when she was halfway through an English lit PhD that offered few thrills. A keen advisor suggested a different path, and she ended up getting a masters degree in Technical and Professional Communication. She also discovered a love of editing that appealed to the pedantic and perfectionist side of her that had previously been viewed as a character flaw.

While working for the US Bureau of Economic Analysis, she realised how much she enjoyed doing design work as well. InDesign is her spirit animal. Upon moving to New Zealand, she became a tutor in the Graduate Diploma of Information Design programme at CPIT (now Ara Institute), and eventually became its programme leader in 2011. After spending 8 years convincing students that it's okay to start sentences with *And*, that the Oxford comma rocks, and that you absolutely don't double space after punctuation, it was time for a change. Cindy now works as a content developer and writer for Streamliners, alongside many of her former students.



day one
10.40 AM

Looks matter: Designing content to improve usability

While all of us would like to think our content is so outstanding that it could win over any user on its own merits, the fact remains that first impressions matter. And if your first impression is solid blocks of text in black and white Times New Roman, you may have trouble getting users to realise how sublimely awesome the writing is.

Information design is a trifecta of writing, design, and usability, and in this presentation, Cindy will show how a little bit of attention to design can take your content into new levels of usability.

We'll also discuss how you can convince others in your teams and organisations that paying attention to design is important. If your organisation has a design or graphics team, understanding key tenets of design will allow you to be an advocate for your content, and collaborate better on the final product.



Rebecca Officer

Corporate Analyst, Allied Telesis

Rebecca manages the Product Documentation group at Allied Telesis Labs in Christchurch. Her career has involved many aspects of communication, including technical writing, customer support, management, business process, development and data analysis.

Rebecca has a Graduate Diploma in Technical Communication and belongs to TechCommNZ. In her spare time, she is studying towards an MBA, writes for her church, and tries to find time to get into the outdoors.



day one
10:40 AM

DITA has changed how we collaborate

Rebecca's team at Allied Telesis has spent the last few years converting their document set to DITA. It's been a steep learning curve but overall very successful. They're now happily creating, maintaining, and publishing thousands of pages of documentation with DITA.

At the 2014 Conference, Rebecca presented on the state of this project at that time. This year she'll focus on how DITA has changed how the team collaborates. She'll talk about it from an authoring point of view, especially the advantages of enforced consistency, and the challenges of getting familiar with a new way of writing. Then she'll discuss it from a review and publication point of view, including how it's made peer reviews much simpler and enabled the team to respond to customer requests much faster.



Anne-Marie Chisnall and Lynda Harris

Write Limited

Trailblazers at the largest plain language consultancy in the world and with 40 years of combined experience, Lynda and Anne-Marie are the guiding lights of the team of expert advisors at Write Limited. Lynda and Anne-Marie inspire everyone at Write to deliver the benefits of plain language to clients — greater efficiency and productivity, less risk, lower costs, and better relationships with customers.



Their guiding light status in clear communication has generated international plain language achievement awards, guest judge roles for the US ClearMark Awards, and glowing reviews for Lynda's recent book: *Rewrite – how to overcome daily sabotage of your brand and profit*.

As catalysts for change, Lynda and Anne-Marie have established the WriteMark document quality seal and New Zealand's annual not-for-profit Plain English Awards.



day one
11.45 AM

Challenging the status quo: Working together to achieve culture change

Every word that anyone writes at your organisation comes with a price tag. But most organisations are oblivious to this fact. Poor writing can cripple the effectiveness of a team or a whole organisation or business. And poor writing is highly detrimental to brand and profit. But once people do become aware of the risks of poor writing, how do you get them to change? Organisations willing to address poor writing see the best results when they get their entire team to change their writing culture.

Given the real risks of poor writing, and the fact that working out the financial implications of it is relatively simple, devising a plan to fix this problem is not difficult. Business leaders often see the light early in a change project, but getting their staff on board can be a challenge.

Lynda and Anne-Marie will share the insights they've gathered from some of their most ambitious culture change projects. You'll learn how they worked together with organisations to overcome some of the most common hurdles in change projects. And you'll discover how judicious collaboration to achieve change is crucial to long-lasting project success.



Tony Self

Director, HyperWrite

Dr. Tony Self is based in Melbourne, Australia. He has over 30 years of experience as a technical communicator. For over 20 years, Tony has worked in the areas of online help systems, computer-based training, and XML documents. In 1993, he founded HyperWrite, a company providing training and consultancy in structured authoring, Help systems, DITA, and technology strategy.

Tony completed his PhD in semantic markup languages in 2011, and his book *The DITA Style Guide* was published in the same year. He is a member of the OASIS DITA Technical Committee (and chair of the DITA Help Subcommittee), is an adjunct teaching fellow at Swinburne University, and is the Director of Training for TCTrainNet, a training initiative of tekomp, the German professional association for technical communicators.



day one
1:45 PM

Responsive web design and dynamic filters in RoboHelp 2017

RoboHelp has been around the technical communication field for many years – since 1992 in fact! During that time, the authoring tool has been updated and revised and reissued and revamped many times, and is still one of the most popular and well-known products on the market. The latest version incorporates best practice topic-based user assistance delivery, including top navigation responsive HTML5, and dynamic content filters. In this session, Tony will showcase the important new and updated features of RoboHelp 2017.



Bruce Russell and Shanthini Govindasamy

Ara Institute

Bruce Russell is the manager of Art and Design at Ara. He has filled this role since 2012, and prior to that he was programme leader of the Graduate Diploma of Information Design from 2006-11. He has worked as a freelance usability consultant and technical editor. Before gaining the GDID in 2003, he worked as an archivist. He is also an established sound artist and has a doctorate in Fine Art from RMIT.



Shanthini Govindasamy has led the development of new information design qualifications at Ara, and has been 'de facto' programme leader over the last couple of years during the teaching out of the old qualification. A linguist by training, she has worked in a number of fields, including training teachers of English as a second language. She has been part of the team teaching information design at Ara since 2011.



day one
1.45 PM

New information design qualifications at Ara

Established in 2016 when CPIT and Aoraki Polytechnics merged, Ara Institute of Canterbury (Ara) has been successfully delivering qualifications in information design and technical communication since 1996. Developed in 2003 and delivered solely online, the Graduate Diploma of Information Design (GDID) has been the only graduate level programme of its kind offered in NZ, and has been highly regarded by industry, incorporating usability studies and information management.

Ara has recently redeveloped this programme in close consultation and collaboration with TechCommNZ, with two new qualifications that offer enhanced flexible pathways for study on the TANZ eCampus delivery portal. The new Graduate Diploma of Information Design Management and Graduate Certificate in Information Design programmes (subject to NZQA approval) will provide graduates with the knowledge and critical skills required to succeed in the industry.



Patrick Hofmann

Senior User Experience Designer, Google

Patrick's design career started when he was only 15, as the editorial cartoonist and graphic layout artist for his local newspaper. After graduating from the University of Waterloo, he applied his academic experiences to challenge the field of technical communication. Before graduating, he helped pioneer a revolution in wordless communication, transforming wordy instruction manuals and user interfaces into intuitive illustrations, pictograms, and icons for a global audience.

As a designer at Quarry Integrated Communications, Patrick's visual innovations and usability insights impacted companies worldwide, including Hewlett-Packard, FedEx, Philips, Logitech, Blackberry, and Nokia. For 9 years, Patrick has been a leading User Experience Designer at Google, heading the Google Maps team in Sydney, Australia.

Despite his busy schedule, Patrick continues to be a willing and selfless volunteer: mentoring and speaking with students and companies around the world to help build their design and analysis skills in user experience and beyond.



day one
2.30 PM

Starting a design revolution in your organisation... and optimising collaboration in your teams

Patrick's presentations never disappoint! Always engaging and motivating, expect to come away thinking about something new to try back at the office.



**day three
workshop**
9.30 AM-12.30 PM

Getting graphic: Overcoming the worst information problems with the best graphic solutions

Building the best slide presentations – how to chunk, how to visualise, and why slides can be more effective than other media to instruct, convince and persuade — fulfilling graphics requests efficiently – deciding what types of graphics are best suited for the request, and how to source them, build them, and deliver them with speed, consistency and quality — using the perfect icons to signal your users – avoiding the common pitfalls and dangerous trends of today's toolbar and icon library designs.



Jo Mills and Peter Clayton-Jones

Orion Health

Jo Mills is a Development Team Lead at Orion Health, leading a team of super smart solution and software engineers, test engineers, and technical communicators. She is passionate about building a cross-functional team, being agile (not just 'doing agile'), and enabling all team members to get involved in all phases of the development process. Having been at the end of the development process, Jo believes in combined team responsibility to finish ALL the required tasks for a feature, bug, or for a release. Jo is a Certified Scrum Product Owner and is working on getting Professional Scrum Master 1 certification. She encourages thinking out of the box to make sure teams are building the right thing, the right way, for the right people.



As a child, Peter Clayton-Jones loved Jacques Cousteau's nature documentaries and decided to study cetaceans. However, after completing a degree in zoology, he set off on a short overseas trip that lasted 15 years. He spent several years teaching English as a second language in Japan, Thailand, and New Zealand. Kaye Churches introduced Peter to technical writing while he was studying computing 16 years ago. Since that happy day, he has worked in the IT industry, and is currently a senior technical writer at Orion Health in Christchurch. Having endured the waterfall development process, Peter is enthusiastic about the benefits of agile methodologies.



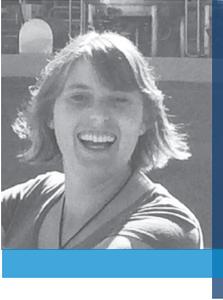
day one
4.00 PM

Getting rid of Done-Done!

How many of you have heard someone say a piece of work is done? But when asked if you can release or send the documentation to a customer, you get "Oh, it's not finished yet" or "We're just wrapping it up".

Orion Health has been working with cross functional Agile teams for many years now. They've adopted different agile methodologies, but still often find themselves in the situation where the documentation is left to the end.

Jo and Peter will talk about working in a cross functional Agile team, where many teams don't have a technical writer, and how they make sure documentation is complete, with everyone taking responsibility for getting it done.



Meredith Evans

Applications Support Analyst, Synlait Milk

Meredith has been a technical communicator for over 12 years, having been introduced to the industry through the (then) Graduate Diploma in Technical Communication. She currently works as an Applications Support Analyst at Synlait Milk Ltd, an innovative milk powder processing manufacturer based in Mid Canterbury.

Her role is focused on helping Synlait's 400+ users do their job better with the applications that they support. She counts herself lucky to work with a great team who appreciate the value of well-structured and -written user documentation and who understand her obsession with "Good England" as they like to call it. Meredith loves to mess around with software applications, teach people about technology, and invent solutions to problems.

Meredith has been a regular attendee at TechCommNZ meetings, workshops, and conferences, and is thrilled to be presenting this year. She hopes her talk will give some useful insights or inspiration to someone, but will consider it a win if no one falls asleep during the session. She looks forward to catching up with everyone and meeting new friends over a bottle or two of wine after the session.



day one
4.00 PM

Real users, and what to do about them: Lessons learnt from collaboration

This presentation addresses how having a collaborative role changed Meredith's approach to documentation, and how having a collaborative team can improve the user's experience with technology.

Meredith will discuss some of the interesting and infuriating things that she's come across real users doing, and put forward strategies and tips to deal with them (both the users and the things). She'll also talk about how her collaborative IT team works together to provide a better user experience.



Doug Kim

Senior Content Manager, Microsoft

Doug spent his formative years in journalism, where he eventually became Arts and Entertainment editor of The Seattle Times. He's been at Microsoft for 8 years, where, amongst other things, he's led efforts to revamp the voice and tone of content and UI text in the Microsoft Office suite and improve video and multimedia content.

More recently, he drove the content strategy for the Bing-based content form known as Instant Answers for Windows 10. While continuing to nurture Instant Answers, he leads a team focused on accessibility, Inclusive Design and Microsoft's experimental new Virtual Support Agent. So yes, he went from editing Britney Spears reviews and restaurant coverage to technical content, but in his mind, it all makes sense.

Little known fact: Doug once got into a shouting match with Sean Connery. No winner was declared, but it makes for a good story.



day two

9.00 AM

Can we talk?: Voice, accessibility, bots, and building the future of conversational content

Technical communicators at Microsoft have embarked on a multi-year journey to revolutionise the way we talk to customers, and make our documentation and UI text more friendly, approachable, and inclusive. This work on the Microsoft Voice is the foundation for the advanced content forms we're now launching, like Bing Instant Answers, Cortana and the virtual support agent, and our toolkits for inclusive design.



day three

workshop

1.30-5 PM

Let's get inclusive: Does your content exclude potential customers?

Does your content exclude potential customers? Learn how to go broader with the Microsoft Inclusive Design process. This workshop will guide participants through hands-on exercises that rethink product development and content. You'll emerge with ideas and tools for broadening your audiences and empathising with the needs and capabilities of your customers.



Jaco Swart

Technical Writer, Streamliners

Jaco's career includes stints in electronic design, user experience design, and digital marketing. He likes to mine for data, concoct impromptu diagrams, and advocate for useful content. This behaviour has been getting Jaco both into and out of corporate trouble, but he maintains this is what you do when you work in teams that span multiple time zones, cultures, disciplines, and personalities.

The Internet assimilated Jaco when he was a student, and he has been involved in its development ever since. He thinks the technology is now maturing, but that our online discourse and usage can, at best, be described as a work in progress. On the positive side, it is possible for organisations to one-up their competitors if they care about digital content and how people use it.

Jaco lives in the leafy town of Christchurch with his wife and daughter. In his free time, Jaco helps children and young adults to write computer programs and build robots. He is a Code Club volunteer, runs a monthly Maker Night, and frequently cooks curious dishes for his family. Jaco's heroes include, among many others, Tesla, Turing, and Tufte. He owns a steampunk top hat.



day two
10.40 AM

Web metadata for TCs

Web metadata used to be the domain of web developers and online marketers. It was unseen, and therefore mostly ignored and often forgotten about, but not anymore: social media networks and search engines increasingly expose metadata descriptions and images directly to users.

Metadata should, therefore, be just as good as the content it represents! Authors, SMEs and web developers have to work together to ensure a good outcome for users. In this presentation, Jaco will cover tools and technology, but mostly talk about the people involved, and their needs and expectations.



Cathy Gillespie

Director, Like-Minded Learning

Cathy works alongside a variety of organisations developing learning experiences for their staff or their external customers. Much of her work includes creating online learning, if it is an appropriate solution, and more often than not, as part of a blended approach. She applies strong project management and design standards across a range of projects, and works closely with the client and her own staff to help define and apply what 'quality' means. Success for her depends on working effectively with a range of people, across several diverse disciplines, each person or team bringing different skills and ways of working to the table. Collaboration is key!

She has taught and mentored other people in developing learning, and is instrumental in encouraging people to share knowledge and work together. Since setting up her own business in 2014, she has worked hard to bring different people together in a working environment that recognises each person's specialist skills. In terms of 'collaboration', some of these projects have been successful, others less so. In this talk, she looks forward to sharing her journey with you: exploring the different behaviours she has encountered around collaborative working, sharing the joys and the challenges from her perspective, and sharing the learning she has taken away from it into her next project.



Welcome to the real world!

Cathy runs her own business with the tagline 'working together to create quality experiences'.

Little did she know about the understanding – or lack thereof, or variation in interpretation of – the term 'working together'. She's been lucky enough to try a number of different ways of working together on projects over the past couple years and has come to realise that one size does not fit all.

In this presentation, Cathy will talk about how to work collaboratively and will share examples of her experiences – some good, some not so good.



Shelly Davies

Managing Director, Shelly Davies Writing & Training

Shelly is the managing director of Hamilton-based Shelly Davies Writing & Training, and has recently bounced unconventionally and entertainingly into the communications landscape. With a brand that's exploding across a surprising mix of sectors and industries, she's now rivalling players who've cornered NZ's writing training market for decades.

Brand Shelly is out of the box, bubbly, pretty damn irresistible, more than a little sassy, and rapidly giving fewer and fewer f*cks what anyone thinks. And it's working. Her writing is sharp, sought after, and highly paid. Her trainings are high energy, instantly impactful, and booked well into 2018.

She did her time in the classroom torturing teenagers and indoctrinating university students with academic conventions. She killed off one husband, kicked out another one, and popped out 3 money-sucking vampires. And then she discovered something amazing: good writing PAYS. And like common sense, it ain't common.



day two
11.45 AM

Just look at our hot-damn selves

Shelly will be talking branding, market positioning, and detonating pigeon holes (the metaphorical ones, not real holes where real pigeons live, because that would be icky... and wrong). Shelly wants to know why the hell we aren't making technical communication and plain language sexy. Because look at your hot-damn selves.



Valérie Genet and Sarah Shore

AuCom Electronics

Sarah and Valérie are the Tech Comms team at AuCom Electronics, a Christchurch-based motor control manufacturer, where they handle tech comms, localisation, and websites.

Sarah has worked in organisations ranging from a government department to a technology start-up. When she joined AuCom 13 years ago, the company's user literature was an uncontrolled mass of Word documents. Sarah successfully implemented a component content management system, supporting the launch of several new products and concurrent expansion into localisation. She continues to be involved in the company's marketing activities.



Valérie is originally from Nantes, France. She joined AuCom 6 years ago as a tech author but 'remodelled' the brief to bring translation management to the next level. She refined processes, developed a termbase, and with Sarah, redefined the way content is written in order to lower translation costs. In Grenoble, France, she was a key contributor for the development of an in-house content management system for a Technical Documentation service provider. As a Project and Account Manager she led a team delivering software documentation for Hewlett-Packard's Telephony division over three continents. She also became the Quality Representative and implemented the QMS that led to the company's ISO 9001 accreditation.



day two
14:45 PM

Collaborating remotely

As well as supporting AuCom's key development and manufacturing operation (based in Christchurch), Valérie and Sarah create marketing materials for US, German, and global use. In a growing organisation where individual business units each levy their own demands, they have to actively manage their workloads to ensure timely delivery across the business.

In this presentation, Valérie and Sarah outline how they facilitate smooth and reliable workflow with their partner organisations. They'll also talk about some of their experiences in managing relationships within the growing organisation, including some of the hidden cultural differences that have caught them out.



Ruth Hamilton

Founder and Managing Director of WritersInc

Ruth grew up mainly in the English Midlands, where she studied to become a teacher. After a brief stint working in Denmark and South Africa, she arrived in Auckland. A few years and two children later, she re-ignited her career in education, enjoying teaching a wide variety of subjects to an even wider variety of pupils. In her final role as a deputy principal, she had a great opportunity to learn about leadership and the business and HR side of school-life.

In 1998, after a short and steep learning initiation into the business of technical writing, she launched WritersInc from a home office in Onehunga. Although she has extensive writing experience, and still takes pleasure in creating logically structured documents that are easy to understand, she is currently more inclined to work on short documents, delivering training courses, and scoping new projects.

Writing and running a business are time-consuming, but Ruth firmly believes life is for living, so she makes sure to keep up with family and friends, book clubs, and choir, cycling and swimming, reading and relaxing – but sadly these days no sailing or horse riding!



day two
1.45 PM

Stirred but not shaken

Into a meeting room, add 15 users, 4 client stakeholders, and 2 technical writers. Turn up the air con and stir. Then add a slice of time and top off with a small budget.

Like James Bond's Vesper Martini, the cocktail described above can be harsh and not very balanced. How do you manage the 3 Cs of collaboration: Clients, Consumers, and Contractors? How do you juggle their needs, desires, issues, and skill sets, so you come up with a balanced solution and the right content? Using examples from a variety of projects, Ruth's presentation will illustrate the diverse factors that affect documentation projects and suggest some solutions.



Grant Mackenzie

Lead Technical Communicator, RAMM Software

Grant is the lead technical communicator for a highly successful New Zealand software house. He originally composed print, online, and context-sensitive CHM Help files. Now, his user assistance is almost exclusively in the video format. His first conference presentation *Video Killed the Redundant Writer* (2010) offered a decision path for those considering creating video help files. *Quill to iPad* (2012) was a case study of the creation of such a library. *Loving the Alien* (2014) urged technical communicators to modernise. *Creating Splendid Videos* was first presented to the ASTC conference in 2016.

Technical communication was not his first career choice. His first proper job was as a commercial fisherman off the East coast of Iceland. Although Grant is qualified to skipper fishing boats up to 24m in length in NZ waters and to be First Mate on fishing vessels of any size anywhere in the world, he prefers to sit quietly in Rosedale, creating his videos to help anyone in Australasia use the RAMM suite of software.

Grant is married to Joan who is the book manager for NZ's largest chain of bookstores. They have four sons. Life is good.



day two
3.00 PM

Creating splendid videos

Creating Splendid Videos is a celebration of learning through sight, sound, and movement. It will demonstrate a number of proven techniques used to make videos that audiences love to watch.

These days, when people want to find out how to do something, many turn to the second-most popular search page in the world – YouTube. Technical communicators should give their users the information they need in the format they want. Consider this. More than half of USA-based technical communicators identified themselves as creators of multimedia such as videos (in a WritersUA 2015 survey). In New Zealand, it is more like 15% in the most recent TechCommNZ survey.

Come to this light-hearted and informative session. You'll be inspired to start creating splendid videos.

THINGS TO DO in Parnell & Auckland

Achilles Point and Mt Eden

There are two relatively cheap taxi/Uber rides for to see the sights. The first is to go down to Tamaki Dr all the way past St Heliers to Achilles Point. From there, you will have a splendid view back towards the city and Sky Tower, over the harbour to Rangitoto and to the Coromandel peninsula off to the right. The second sight is the view from the summit of Mt Eden. You can no longer be driven right to the summit, so there is a bit of walking once you arrive. The view from the summit is splendid.

Devonport

Catch a bus to the Ferry Terminal and buy a return trip to Devonport. This gives you a shortish harbour cruise with the added benefit of ending up in charming Devonport, which is great for cafés, lunches, dinners, and fossicking around the interesting shops. There is also a hill, the rather grandly named Mt Victoria, which you can climb to have another beautiful view.



Dove-Myer Robinson Park and Parnell Baths

Walk down the hill from the motel and on the right is the Parnell rose gardens, which look and smell divine. If you go into the park and down the hill to Judges Bay with your togs, you'll find the Parnell Baths, which has the largest saltwater pool in the world. Oh alright, in New Zealand.



Rosie café

If you're a combination of history buff and gourmand, walk down from the motel to the lovely café Rosie, which is run by Auckland's Hip Group – the premier café owner and management group in the country. (It is named Rosie as the Rose Gardens are across the road.) The food is excellent. History buffs will remember that it was at Rosie's that our former Prime Minister persistently pulled the hair of one of the attractive waitresses. We don't advocate pulling anyone's hair and will claim to not know you if you do so.



Viaduct Harbour

Take a short bus ride down to the Viaduct, which is a lovely waterfront area originally built when New Zealand had the Americas Cup yacht racing. You can walk all along the waterfront, over to the Wynyard Quarter – on a lovely day, it's magic.

TechCommNZ: **THEN** and **NOW**

2017 marks the 20th anniversary of the Technical Communicators Association of New Zealand. We'd like to thank everyone who has been a part of TechCommNZ over the years – for presenting at and attending branch meetings, for making our conferences top-notch professional development opportunities, and for being part of a skilled, knowledgeable, and good-humoured group of technical communicators. We look forward to where our amazing field will take us in the next 20 years and beyond.

Below is a photo of Margery Watson, our first president, at a conference, and a photo of the current TechCommNZ national committee preparing for the Collaborate 2017 conference.



THEN



NOW





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