

Technical Writers

@Lisbon

professional learners fighting for users everywhere

<http://eurosigdoc.acm.org/twl>

We welcome
professionals
students
teachers
researchers

Come and meet us
bring yourself
share
the cost is your time
but remember to register
or you won't get a cookie
You will enjoy this meeting!

ISCTE
22 JUNE 2013
9H00 - 12H30
ROOM C201

We will start on Saturday morning
Joaquim Baptista, Altitude Software
technical writer since 1997
Jaime Vasconcelos, OutSystems
technical writer since 2007
Aldina Rodrigues, EuroScript
manager since 1997

then
open networking over coffee
structured interaction
together we will create
a public record of the event

*You are a Technical Writer if your job requires
the ability to communicate*

*complex technical information
to other people
not once
but often
and systematically
and failure costs time, money or lives*

*We propose a structured meet-up
to become conscious of others
learn with them
share with them*

*and to become
better
technical
writers
communicators
speakers
illustrators
teachers
students*

or whatever is called for...

Design: Ibarra/Duarte



ISCTE IUL
Instituto Universitário de Lisboa
Instituto de Gestão e Inovação

Organizers

Carlos J. Costa, Ph.D., ISCTE
chair, EuroSIGDOC (ACM)
Joaquim Baptista, Altitude Software
technical writer

EuroSIGDOC
APCOMTEC
MSc program in Open Source Software

The 1st Report

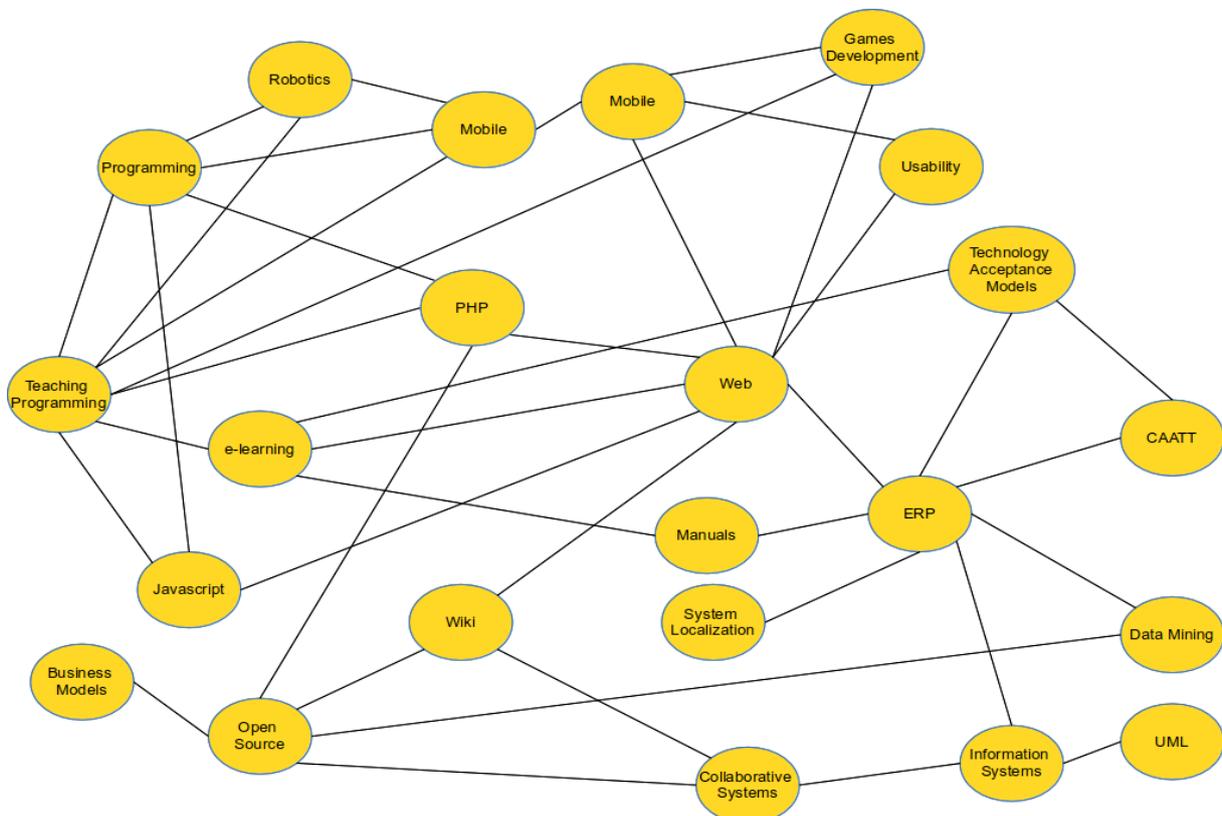
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Introduction

Carlos Costa: My story of design of communication

Design of communication is a statement with a very fuzzy and broad definition. This is the consequence of being composed of two words, that have multiple meanings. Design may be related to graphical design, but it also, may mean project, like in the design phase of the information system development process. If it means project, it may be related virtually to all fields of knowledge. On the other hand, communication may also mean writing, speaking or drawing. And, if we go down the OSI model, we will include electronics or telecommunication. But this is not my story. The better way to describe my relationship with the field of research of design of communication is presenting a network showing the main issues I am studying, and how they are related to each other. Each node represents the main subjects that interests me. Relationships between them, are represented by arches. Each arch does not correspond to theoretical relationships, but the way how I connect them in my work.



In this context what is the purpose of my participation in the Technical Writers @ Lisbon event? I have several answers:

- identify new nodes to add to my net – new items for research;
- identify new perspectives and different ways of connecting subjects (new arches connecting existing nodes)
- reinforce my nodes and connections questioning the relevance of the subjects studied.

Joaquim Baptista: Many thanks

I have a personal belief that in Portugal there are many persons doing “technical writing” work, even if they are not aware of the fact themselves, spread through a new class of companies that are far away from what Portugal was in 1950, competing side-by-side with the best companies in the World.

Over a long lunch on May 11th, Carlos and I decided to create in Lisbon a place and time where those people could meet, exchange ideas, learn from each other, and develop a sense of community. ISCTE would provide a neutral ground for the event.

As I reached to friends and professional contacts, the idea received enthusiastic support. We were ready to announce the event within a month, even though a forced change of dates threw off two speakers.

I would like to thank everyone that helped to make this event a reality, whether or not they could attend on June 22nd:

- **Carlos Costa**, for providing the material conditions for the event through ISCTE, and an umbrella cover through EuroSIGDOC. His successful series of academic events (OSDOC, ISDOC, and random MOSS talks) are a continuous source of inspiration.
- **Ana Remígio**, for instantly supporting the effort, and for taking the official photos. APCOMTEC events convinced me that we have hidden gems in Portuguese corporations that deserve to be brought forward.
- **Jaime Vasconcelos**, for getting on board quickly, and then helping to set the course of the event.
- **Aldina Rodrigues**, for believing in technical writing and quickly agreeing to fill the last slot.



- **Rosário Durão**, for turning my pathetic poster into a most professional one, for being an overall good friend, and for showing how New Mexico Tech is just an email away from Lisbon. She just launched Connexions, an international professional communication journal.
- **Frances Gordon**, for the absolutely final demonstration that technical writing in Portugal is not just for the Portuguese. She got betrayed by the change of schedule.
- **Rui Diogo Serra**, for being the first believer, unfortunately betrayed by the change of schedule as well.
- **Nuno Pires**, for steering me back to APCOMTEC. Having multiple ongoing projects prevented him from joining us as a speaker.

I heard a lot of praise for facilitating the event but, drawing from a chemical analogy, I felt like the catalyst for a latent reaction. The idea had instant support from potential speakers, and the invitation rallied people that were already there. We just had to design a setting to promote their interaction, which they did in the most open and friendly way.

But the open conversations among all won the day. Therefore, my most special thanks goes to all the enthusiastic participants.

As a past member of STC (Society for Technical Communication) for fifteen years, I know that many STC members loved their local chapters for the frequent networking. And I am extremely satisfied with the event, as it already exhibits the kind of quality interactions that will keep me coming back for more.

What happened?

We had 31 registrations, including 21 professionals, 7 teachers, 7 researchers, 3 students, and 1 journalist. We had 26 persons attend the meeting.



We started at 9h15 with brief welcome speeches by Carlos Costa (on behalf of ISCTE and EuroSIGDOC) and Ana Rita Remígio (on behalf of APCOMTEC). Some of the participants were not aware of the existence of APCOMTEC.

	Start	Duration
Open room	08:30	45m
Introductions	09:15	10m
Joaquim Baptista	09:25	40m
Aldina Rodrigues	10:05	45m
Jaime Vasconcelos	10:50	60m
Coffee break	11:50	40m
Interactive	12:30	60m
Mind-map	13:30	15m
End	13:45	25m
Close room	14:10	

Then Joaquim Baptista introduced the four parts of the program for the day: the presentations, the coffee break, the interactive part, and the final report, which includes whatever notes the participants deliver in their “public notes” pages. At the end of the day, we had 19 pages of public notes. Everyone in the room was a Portuguese speaker, so the presentations proceeded in Portuguese.

The presentations started at 9h25. We had planned for presentations of 20 minutes followed by 10 minutes of questions, but we exceeded the planned time by almost an hour. We were surprised by the quantity and quality of the questions, and the answers added insight and detail to each presentation.

The coffee break started almost at noon, and we were fortunate enough to have a room right next to a cafeteria. There was lively discussion as people gathered around stand-up tables to talk over coffee, cookies, and sandwiches.

Not surprisingly, a few people called it a day at the break, so we resumed at 12h30 with 18 people. Participants were asked to enter a game: write down three facts about yourself (two true facts, one false fact), then ask others to vote on the false one.

The participants embraced the game and spontaneously organized into three tables of six. One of the tables talked in English since we had a non-Portuguese speaker join the meeting just before the coffee break. Although we expected the game to take half an hour,

the game proceeded for a full hour. Later we found out that at least one of the tables was actually playing a harder variation of the game. Lesson learned: next time, we will have to write more clear instructions, and perhaps actually try the game beforehand...

However, the game truly succeeded in engaging the participants, prompting them to reveal little details about themselves that led to interesting follow-up conversations. I truly enjoyed the interaction at my own table, even at the cost of missing what happened in the other tables.

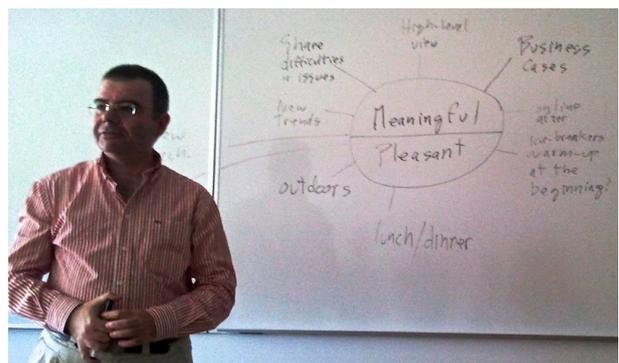
At 13h30 we interrupted the game (by subtly asking “have you looked at your watch lately?”) and we moved to the last activity of the day. Joaquim Baptista wrote down the words “meaningful” and “pleasant” in the white board, then asked how we might “make it so” on future events. During 15 minutes of brainstorm, the participants suggested diverse activities such as outdoor activities, getting help on specific issues, stage short debates on controversial issues, and having online activities.

We closed the event by 13h45, then proceeded to rearrange the tables and chairs back into the standard classroom format: three rows of tables facing the whiteboard.

How to have meaningful and pleasant events?

How to make future events meaningful?

- Present business cases.
- Show and even demonstrate the tools used by writers.
- Present a high-level view of the field.
- Present practical stuff, things that writers could take back to their daily jobs.
- Present “a day in the life” of a technical writer.
- Ask for advice on specific difficulties or issues, whether big or small. Perhaps use a discussion group or a poll to identify suitable issues.
- Cover information architecture, namely how to organize and manage large volumes of information.
- Cover new trends, new technology, new approaches.
- Work through a fictitious example as a group, discussing how to address specific issues. Perhaps work through pro-bono work?
- Complement the events with online discussions. Ana Remígio suggested that we might just use the APCOMTEC group.



How to make future events pleasant?

- Start events with ice-breakers to warm-up the participants and start conversations sooner.
- Schedule lunch or dinner.
- Have the event outdoors.

- Have 5–7 minute debates about controversial issues. The debates would have to be carefully prepared.

With 17 people in the room, a short poll showed that 14 people used LinkedIn, 12 used Facebook, and 8 used Twitter. We decided to discuss the public report on LinkedIn.

What do the public notes say?

The participants mostly liked the people (6/18), the variety of approaches presented (5/18), and knowing what other professionals are doing (5/18).

The participants made suggestions for improving the content or the format of future events (7/18), followed by mentions of food (4/18) and better control of time (4/18).

What next?

The first challenge was to create this very report, to serve as a reference for future events, to draw other participants, and as a minor compensation for those that could not attend.

The mind-map and the public notes already have useful ideas for future events, which can be further discussed and refined online. The report will be discussed on LinkedIn within the APCOMTEC group, as decided during the event.

At the very least, we already have two potential presenters for future meetings...

Joaquim Baptista

Joaquim Baptista started the documentation team at Altitude Software in 1997.

Under his leadership, the team wrote documentation and helps from scratch, then grew to manage translations in 1999, develop a proprietary XML-based documentation system in 2000, champion a company-wide wiki in 2003, adopt the XML DITA standard in 2005, and develop training materials in 2006.

He adopted and refined agile practices since 2004, and published the 2008 practices at ACM SIGDOC'08 under the name uScrum. He continuously adapts the agile practices to suit the needs of an evolving team and evolving workload.

Before tackling documentation he worked as trainer, programmer, system administrator, and academic researcher.



About Altitude Software

Altitude Software is the leading independent contact center vendor for unified interaction solutions.

Altitude Software was founded in 1993. Altitude Software has 300 employees, 17 offices worldwide, 1100 live installations in 80 countries, 300.000 paid licensed users.



What's unique about Altitude uCI™:

- From IVR, to Routing, to Desktop creation, Workflow, Telemarketing, Recording rules, etc, we have a suite of modules to deploy selectively.
- As a true suite, all can be done learning one tool/one class.
- Proven vendor independence, add/change platforms on the fly.
- Predictive Dialer winning Industry awards since 1995.
- The only suite with a single language+editor to manage all modules requires less IT complexity, so you get faster deployment & changes.
- From 15 to 5.000 agent operations, we have been doing it for 20 years.

Technical writing at Altitude Software

Technical Writing in Altitude Software
Joaquim Baptista
Technical Writers @ Lisbon, 22-June-2013

altitude software Are you a technical writer?

You are a Technical Writer if your job requires the ability to communicate complex technical information to other people not once but often and systematically and failure costs time, money or lives

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altitude software What is Altitude Software?

Software for contact centers (product, setup services).

- Founded in 1993 as Easyphone.
- 300 employees (R&D in Lisbon), 17 offices.
- 1100 live installations in 80 countries, 300.000 licenses.

Altitude uCI suite is technically complex:

- Client/Server, Windows/AIX/Linux.
- Integrates with switches, databases, major ERP suites.
- Customized in C, C#, VB, Java, proprietary programming language.

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altitude software Why technical writing?

1st try, 1993, developers do it:

- Developers write RTF-based help in Portuguese.
- English assistant translates help into English.
- Result: bad Portuguese gets translated into worse English.

2nd try, proposal by IBM UK:

- Two manuals, 150 pages each.
- Choice of 12 months for one writer, or 6 months for two writers.
- Refused, new manuals would be instantly obsolete.

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altitude software How to became a technical writer

Suddenly in 1997:

- Me: "I need a job"
- Friends: "Well, we have this problem..."
- Hired for desktop publishing "hobby" at University.
- Training? Buy five books about technical writing.

"Technical writing is just like nursing.
All you need to do is care about the user."
— SIGDOC/IPCC in Montreal, 1998.

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altitude software Output volume and variety

Source files (under version control)			
10410 .xml	1253 .png		
286 .ditamap	233 .pdf (.ai)		
	1984 icons		

Words: 1 853 226

Outputs	Altitude uCI 7.5 docs / pages	Altitude uCI 8.2 docs / pages	Training 7.5 days / pages	Training 8.2 days / pages
Operations	8 / 512	4 / 913	3d / 152	5d / 177
System	21 / 809	17 / 617	2d / 99	3d / 134
Scripting	5 / 287	3 / 307	5d / 193	9d / 210
Connector	9 / 181	-		
Switch	9 / 158	3 / 61		
Developer	10 / 1834	3 / 1857		
	62 / 3781	30 / 3755	10d / 503*	17d / 575*

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Aldina Rodrigues

Aldina Rodrigues is the country manager for the euroscript International Group branches in Portugal and Spain - euroscript Portugal, Lda. and euroscript Iberia, S.r.l. Aldina worked for many years as a freelance technical translator and reviser and has a vast experience in Multilingual Project Management from the years she worked at Lusoscript, a translation company that she co-founded in 1997. She has a degree in Translation and Interpreting, and a Post-Graduation in Management and Strategic Entrepreneurship both from Instituto Superior de Línguas e Administração. She also holds a certificate in Project Management from the Project Management Institute. She is fluent in Portuguese, German and English.



About euroscript

euroscript International is a leader in providing customers with global solutions in content lifecycle management. The euroscript divisions deliver comprehensive



solutions that help customers design, build and run content management operations of all sizes. Thanks to its employees' expertise in the fields of consulting, system integration, language services as well as content and document management, euroscript is able to help businesses worldwide to manage content more efficiently.

With a market presence in over 18 countries, euroscript serves customers in a variety of business sectors including the public sector, aerospace, defense and transport, manufacturing, life sciences, financial services and energy and environment.

euroscript Portugal, Lda. was founded in 1997 and is one of the 27 competence centres of euroscript International, being responsible for its global translation flow into Portuguese and Spanish. In its headquarters, in Quinta da Fonte, Paço de Arcos, several project teams comprising Spanish and Portuguese native translators and revisers, project managers and team leaders work with the support of leading-edge translation and management technologies. euroscript Portugal ranks under the top 5 Language Service Providers in Portugal, runs the Spanish subsidiary - euroscript Iberia S.R.L. - since 2010, and is striving to become one of the major shared service centres of the group for HR, Marketing and IT.

How does a good technical communication impact the work of a LSP

euroscript
helping businesses around the world manage content more efficiently

How does a good technical communication impact the work of a LSP

25 years of global and local expertise in content management solutions

euroscript
THE WORLD OF DOCUMENTS

2013

Global Footprint

- 25 years of experience in solving content management lifecycle issues
- More than 3 million pages handled per year across 45 languages and in more than 650 language combinations
- Ranked in the top 10 of the best language services providers for the past 9 years
- A Service Oriented Architecture allowing us to deliver state-of-the-art technology and innovative services

25 years of experience

- A presence in more than 18 countries
- More than 27 offices worldwide
- 1,400 in-house employees
- A large network of more than 5,000 freelance workers

euroscript
THE WORLD OF DOCUMENTS

euroscript's mission is to supply customers with content management solutions, combining:

- consultancy,
- system integration,
- language services and
- content management services

We help businesses around the world manage content more efficiently

euroscript
THE WORLD OF DOCUMENTS

Public sector

Financial services

Energy & environment

euroscript
THE WORLD OF DOCUMENTS

Aerospace, Defence, Transports

Telco, media & services

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Manufacturing

Life sciences & healthcare

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euroscript
helping businesses around the world manage content more efficiently

How does a good technical communication impact the work of a Language Service Provider

euroscript
THE WORLD OF DOCUMENTS

The quality of the technical documentation has to match the quality of the product that it describes or accompanies, both in source and target language.

Consumers or users of the target markets require clear, concise and effective documentation in their native languages!

Otherwise, the acceptance levels decrease quite considerably and companies will have a hard time penetrating with their products in new markets!

euroscript
THE WORLD OF DOCUMENTS



Jaime Vasconcelos

Born in Lisbon in 1969.

Graduated in 1992 with a degree in Computer Science from Faculdade de Ciências e Tecnologia, Universidade Nova de Lisboa.

Started working in 1993 in the software industry, chiefly in two main business areas:

- Financial software, as both programmer and manager;
- Games industry, as manager.

In 2007, started working as technical writer at OutSystems. In 2012, moved to the OutSystems Academy team, keeping the work as technical writer together with new duties in training.

Regarding other interests:

- Founder partner of the Galeria das Salgadeiras art gallery;
- Plastic artist and photographer.



About OutSystems

OutSystems provides the OutSystems® Platform, a complete solution for the development and management of custom enterprise web and mobile applications that are built to change at the speed of business.

IT teams around the world use the OutSystems Platform to develop, deploy, manage, and change web applications that are robust, ready to scale, and based on standard technology, ensuring no vendor lock-in. Benchmarks show that customers using the OutSystems Platform deliver their custom web applications 10.9x faster than with other technologies and toolsets available in the market.

Introduced in 2001, the OutSystems Platform has over 36,500 installations and over 300 customers in 22 industries supported by an active community of 6,000+ developers.

Being a technical writer at OutSystems



A Bit of Context



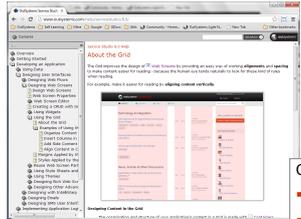
- The OutSystems company:
 - Portuguese IT company founded in 2001
 - 200+ employees
 - 300+ customers in 22 industries
 - Offices in Portugal, US, Brazil, and Netherlands
- The product: The OutSystems Platform
 - Develop, deploy, manage, and change Web applications
 - 36500+ installations worldwide
 - 6000+ developers
- Agile Methodology
- Official language: English (US)

Know more about OutSystems at www.outsystems.com

2007 – When I Began (1)



- The Knowledge Team (KT) within the R&D team
 - A team of two (including me)
- KT's core responsibility:
 - The Online Help (Robohelp, currently ~900 topics)



Content Review:

- R&D
- External

2007 – When I Began (2)



- Other KT responsibilities:
 - Review of Technical Notes (Word, currently ~60)
 - Initial version written by R&D teams
 - Participation in the Product Design
 - Is it hard to explain? Hum... probably something is wrong...
 - Production of Tutorial Videos (Camtasia)
 - Scripting, recording, and post-production
 - Work with remote native speaker

2008 - Team of One

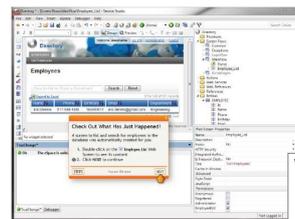


- Tighter collaboration with R&D:
 - More presence in R&D's daily work: Scrums and IRMs
 - More demand in the quality of R&D's reviews
- Internal program to improve the English level (whole company)
- Collaboration with the Academy team:
 - Training materials
 - Content for online exams

2010 – The Embedded Tutorials



- Embedded Tutorials w/ the Academy (DSL, 17 tutorials)



Work involved:

- Scripting
- Programming

- At this point, a great overall leap in the English level:
 - Training and viral
 - No more external reviews (also due to US employees)

2012 - Team Growth

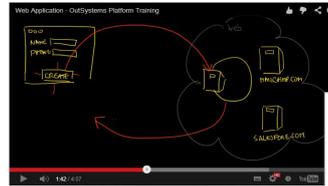


- A new element in the KT: we're a team again!
- Better results as a team, specially due to:
 - Discussion about the best approaches at the start
 - Shared opinions during the process
 - Peer review at the end before sending to R&D

2012 - The Merger



- Knowledge Team + Academy Team:
The new Academy Team
- Added responsibilities:
 - New training experience w/ videos (66 videos, ~10 hours)



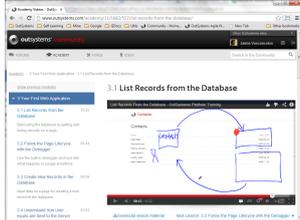
- Khan Academy:
- Low-tech
 - Low-cost
 - Made in-house

- Boot Camps and Certifications

2013... - Future Challenges



- Promote developers self-training and autonomy through videos and other online materials



- Gain more influence over the product design using our experience from the field



Thank you!

Public notes

The participants received A4 pages with space to record their answers to the following questions:

- Ideas, doubts, comments, reflexions?
- What did you like the most?
- How could we improve? What could we do differently?

The participants were promised that their answers would be published in a final public report.

The following pages have the notes returned by 18 participants, transcribed and translated to English.

The anonymous notes correspond to participants that did not check the “publish?” box.

Technical Writers
professional learners fighting for users everywhere

@Lisbon

Name (optional): Aldina
Publish?

Email: aldina.rodrigues@euroscript.pt
Publish?

public notes

We will contact you through email.
We will publish your name and email if you say so.
We will publish your notes below as part of the public report.

Ideas, doubts, comments, reflections?

I hope this event started a sequence of actions to turn technical writing in Portugal in a major issue and an opportunity for companies to improve in their globalization effort.

What did you like the most?

The content creation process at Altitude Software and the True/False exercise as well as the brainstorming at the end for future events.

How could we improve? What could we do differently?

Creation of discussion group in platform of APCOMTEC will be very useful.

Aldina Rodrigues

Email? aldina.rodrigues@euroscript.pt

Comments? I hope this event started a sequence of actions to turn technical writing in Portugal into a major issue and an opportunity for companies to improve in their globalization effort.

Like? The content creation process at Altitude Software and the True/False exercise, as well as the brainstorming at the end for future events.

Improve? Creation of discussion group in the platform of APCOMTEC will be very useful.

Ana Rita Remígio

Comments? Joaquim Baptista:

- Job of technical communicator at Altitude started as an answer to a necessity of the company; training in the area was acquired on the job.
- Currently there is joint work between the technical communicator and the designer; illustration gained a new weight.

Jaime Vasconcelos:

- One team: creating contents (online help) + training material.
- Use video.

Altitude and OutSystems use Agile methodologies.

Technical communicator profile (on Altitude and OutSystems): good knowledge of English + technical training.

Like? Both presentations and group work went well.

Improve? Continue to present case studies and include sharing of experiences or difficulties.

Daniel Bofill

Email? dbofill@siscog.pt

Comments? Great to understand the different perspectives and approaches to technical communication.

Learn different technological implementations.

Like? Friendly environment and like-minded, informal peers.

Improve? Possibly control the time constraints so that we don't exceed our availability.

Frances Gordon

Email? frances.simplified@gmail.com

Comments? Technical writing is of interest to a diverse group of people—the different perspectives that result are energising and inspiring.

Like? Meeting interesting people (unfortunately I missed the presentations). Your hospitality.

Improve? Snacks!

Jaime Vasconcelos

Email? jaime_vasconcelos@sapo.pt

Like? Get to know other realities about technical writing.

Improve? Start with an ice-breaker to put people talking with each other earlier. Have a better control of presentation time and questions time.

João Lourenço

Email? joao.lourenco@fct.unl.pt

Like? The variety of the approaches to the “communication” problem.

Improve? Next time, include someone from the academy. The problems are different, the scale is different, the people is different.

Joaquim Baptista

Email? px@acm.org

Comments? Audience made the “right” questions, asking the presenters to add detail and insight to the presentations.

Aldina was questioned over the property of the translation memories.

Like? Surprising quality of the questions. Met very interesting people. Even curious people that are not working as writers enjoyed the event.

Improve? Better instructions for the networking game.

Rui Monteiro

Email? ruifbmonteiro@gmail.com

Comments? Perhaps the Association can make small training courses in the area of technical writing.

Like? Sharing professional experiences among the participants. I also enjoyed learning a little more about what is technical writing.

Improve? In the coffee break we could have coffee and cookies. In future events, you can bet in more group dynamics to discuss questions concerning technical writing.

Susana Correia

Email? suscorreia@gmail.com

Comments? Outsystems: IRM (internal review meeting) every two weeks. Technical writer participated.

Like? Learning what other professionals are doing.

Anonymous #10

Like? What I liked the most was the sharing and spontaneous exchange of ideas and work experiences from people from such different backgrounds inside and outside the room.

Improve? Keep on discussing these and new subjects in the future, online, on discussion groups.

Anonymous #11

Comments? I'll send by email (if worthy).

Like? Different opinion sharing. Specific examples of tasks and methodology.

Improve? Going further on tasks and methodology. Approaches on language (linguistics, translations, terminology, consistency) interacting with IT.

Anonymous #12

Like? I really enjoyed meeting new people and having the opportunity to speak English. :-)

Improve? Outdoor meetings! Lunch/dinner, maybe. Right at the beginning of the meeting, some ice-breakers.

Anonymous #13

Comments? Create a group in LinkedIn and keep on sharing experiences and issues.

Like? It was very important for me to see other technical writers outside my firm—see other realities and experiences that led to that profession.

Anonymous #14

Comments? Altitude is trying to use new approaches to explain complex topics: comics, illustrations, ... When Google launched Chrome, they used comics to explain to the world in 12 pages why did they want to have their own browser.

Comment: Intel uses latex to write their manuals, and I haven't seen no one talk about latex today.

Like? Knowing the people and their stories, making connections.

Improve? I think everything was OK, we could only structure a bit the exercises to “force” people to socialize. People spent a lot of time to start writing the 3 sentences about themselves, probably because they didn't knew each other and were afraid to share.

Anonymous #15

Comments? Something curious: During the coffee break while in an informal conversation I was approached by one participant that questioned me whether I belonged to the group of technologies or the group of human sciences.

Like? The *personal* point of view of the presentations. The fact that experience was emphasized.

Improve? Establish a duration for each task.

Anonymous #16

Like? The environment simultaneously engaged and relaxed.

Improve? End earlier and target “lunch” afterward for those that want it.

Anonymous #17

Doubts? What is the future of the printed manual? Will the digital formats be the future? What about the use of multimedia?

Anonymous #18

Comments? Social aspects and economy impact of using communication tools and media.

Like? Understand the usage, difficulties and processes.

Improve? High level perspective considering where we are and where we are going to.



Institutional support

About EuroSIGDOC

EuroSIGDOC is a ACM SIGDOC European chapter.

SIGDOC is the Association for Computing Machinery's Special Interest Group (SIG) on the Design of Communication (DOC).

EuroSIGDOC is a group of researchers and practitioners wanting to pursue the SIGDOC mission in a European context.

Like SIGDOC, EuroSIGDOC focuses on the design of communication as it is taught, practiced, researched, and conceptualized in various fields, including technical communication, software engineering, information architecture and usability.

Since 2010, EuroSIGDOC sponsored the following events:

- OSDOC 2010 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2010);
- OSDOC 2011 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2011);
- OSDOC 2012 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2012);
- OSDOC 2013 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2113);
- ISDOC 2012 — Workshop Information Systems and Design of Communication (eurosigdoc.acm.org/isdoc2012);
- ISDOC 2013 — International Conference on Information Systems and Design of Communication (eurosigdoc.acm.org/isdoc2013)

Several seminars were sponsored by EuroSIGDOC (eurosigdoc.acm.org/seminars.html), and now the TWL (Technical Writers @ Lisbon).

— EuroSIGDOC Board

About APCOMTEC

APCOMTEC: uma associação interdisciplinar

Desde a sua criação, em 2006, que a APCOMTEC, Associação Portuguesa para a Comunicação Técnica, com sede na UA, tem vindo a promover e divulgar a prática profissional, formativa e de investigação em Comunicação Técnica (CT), em Portugal. Nos últimos anos, procurou dar a conhecer o seu trabalho e divulgar esta área, recente em contexto nacional, tanto através da formação, da organização de eventos, das redes sociais e da Newsletter

Missão e objetivos

AAPCOMTEC tem por missão o desenvolvimento, a promoção e a representação da Comunicação Técnica em Portugal, bem como dos respetivos profissionais.

Dos objetivos dos atuais órgãos sociais fazem parte o diálogo próximo entre o meio académico e o meio empresarial, a promoção da interdisciplinaridade inerente à CT, nomeadamente com a Tradução, a Terminologia, a Engenharia Informática e a Divulgação de Ciência, bem como o fortalecimento da presença e o reconhecimento da CT a nível nacional e europeu. AAPCOMTEC é associada da TCeurope – associação que representa os interesses da comunidade de Comunicação Técnica a nível europeu.

O que temos feito

Enquanto agente divulgador e mediador de experiências, conhecimento, informação, produtos e serviços sobre e de Comunicação Técnica, a APCOMTEC tem dinamizado eventos de informação e formação em CT, nomeadamente através das suas Jornadas e do Colóquio Internacional de Comunicação Técnica 2012.

Foram três as **Jornadas** já organizadas em diferentes pontos do país, desde 2011: no DLC/UA, sobre Comunicação Profissional e Design de Informação, na ESTGA, dedicada à Comunicação Profissional e Planeamento na Documentação Técnica, e no ISCAP, coorganizada com o Centro Multimédia de Línguas (CML), sob o tema “Comunicação Técnica: como traduzir negócios em sucesso”.

O objetivo destas Jornadas consistia em reunir especialistas e profissionais, na área da Comunicação Técnica (CT), e dar a conhecer o seu trabalho a futuros especialistas, indo assim ao encontro dos próprios objetivos da APCOMTEC.

Quanto ao **Colóquio Internacional de Comunicação Técnica 2012**, constituído por um Pré-colóquio sobre «Sustentabilidade em Comunicação Técnica» e o Colóquio TCeurope 2012 «Technical Communication and Readership», este teve lugar no Departamento de Línguas e Culturas da U. Aveiro em abril de 2012.

O Pré-colóquio permitiu debater acerca da estreita relação entre a Comunicação Técnica, a Terminologia, a Tradução e a Engenharia Informática, que inegavelmente contribuiu para um desenvolvimento mais preciso, adequado e eficaz, assim como para a criação de documentação mais personalizada e intuitiva.

Quanto ao Colóquio TCeurope, o seu objetivo foi fornecer uma visão geral do estado-da-arte de um tópico tão vasto e desafiante como é o público-alvo em Comunicação Técnica, bem como explorar os diferentes e emergentes meios de comunicação aqui utilizados, trocar informação relativa à comunicação técnica e às suas aplicações, avaliar as vantagens e desvantagens dos diversos formatos de edição e produção, assim como as utilizações, as necessidades e as exigências provenientes da e-sociedade.

Este conjunto de eventos contribuiu certamente para o crescimento da associação, tanto a nível do número dos seus associados como da projeção que conseguiu dar a esta área recente do conhecimento, tendo-se este último facto refletido nos inúmeros contactos de qualidade que a APCOMTEC teve com as **empresas e instituições**, essencialmente a nível nacional.

Já a nível europeu, o esforço da associação em manter a ligação à **TCeurope** tornou-se particularmente profícuo aquando da organização conjunta do evento internacional antes mencionado, assim com nas reuniões de trabalho subsequentes, tendo a última acontecido em Bruxelas, em abril de 2013, onde a APCOMTEC esteve presente.



About ISCTE-IUL

ISCTE - University Institute of Lisbon (ISCTE-IUL) is a public university established in 1972. Pursuing teaching, research and community service activities, it plays a major role in educating qualified specialists and personnel, whose cultural, scientific and technical skills enable them to contribute to sustainable development both at the national and the global level. The strategic objectives of ISCTE - University Institute of Lisbon are: innovation, quality, internationalization and development of an entrepreneurial culture.

While preserving its public university nature, ISCTE - University Institute of Lisbon is currently one of the three Portuguese universities (along with the University of Porto and the University of Aveiro) which opted the Foundation Regime, the latter prescribing management according to private law.

With approximately 8500 students enrolled in undergraduate (52%) and postgraduate (48%) programs, 450 teachers and 220 non-teaching staff, ISCTE - University Institute of Lisbon is proud to be one of the most dynamic and innovative universities in the country. Facing high demand, the student vacancies at the ISCTE - University Institute of Lisbon have always been fully occupied.

- ISCTE-IUL is constituted by four schools:
- ISCTE-IUL Business School (IBS)
- School of Social and Human Sciences (ECSH)
- School of Sociology and Public Policy (ESPP)
- ISCTE-IUL School of Technology and Architecture (ISTA)



ISCTE - University Institute of Lisbon encourages students to fully exploit their potential, to develop their capability for initiative and flexibility and to complement their academic education with international experience, enabling them with the necessary skills to adapt to the needs of the global labour market. ISCTE - University Institute of Lisbon demonstrates a high rate of graduates' employability and achieves the 100% rate in most of the courses. Its former students currently occupy positions of high responsibility in private companies, public institutions and governmental entities, which confirms not only the prestige of our institution, but also its teaching quality.

ISCTE - University Institute of Lisbon is a *research university*, with nine research centers evaluated by the Foundation for Science and Technology.

At community service level, the scholars and graduates of the ISCTE - University Institute of Lisbon have contributed to establishing multiple connections with private companies and public and civil society organizations. One of the most outstanding examples is the Institute for Management Development (INDEG), which employs activities of strong public recognition in the domains of education, postgraduate studies and research and community service in the areas of its jurisdiction.

In the domain of entrepreneurship, the research center AUDAX is nowadays a national reference as it has developed partnerships with various local authorities, business associations, COTEC and the Massachusetts Institute of Technology (MIT).