

ASTC Conference 2022

In-person: 11-12 October, 9.am-5.00pm
Virtual: 13-15 October, 1.00pm-5.00pm (AEDT)



In person venue:

Room 1954
Pullman Melbourne on Swanston
195 Swanston Street, Melbourne

Register to attend via the linked form on page 3

Save \$30 if you register by 30 September 2022.

IN-PERSON PROGRAM

Tuesday 11 October 2022

Register from 8.30

- 9.00 **Chairperson's introduction**
Grant Noble
Senior Technical Content Writer, Canva.
- 9.10 **President's welcome**
Janet Taylor,
President, ASTC Inc
- 9.30 **From digital transformation to digital adoption, and where technical writers fit in**
Jasmine Sesso,
Customer Success Manager, WalkMe
- 10.15 MORNING BREAK
- 10.45 **Collaborating with Developers**
Dave Gash,
Technical Publications Specialist
- 11.30 **The importance of metadata**
Dr Tony Self, Managing Director,
HyperWrite Pty Ltd
- 12.15 LUNCH
- 1.15 **Effectively using it**
How good grammar contributes to clearer writing
Dr Linda Nix AE,
IPEd Accredited Editor
- 2.00 **Can you trust your subject matter expert (SME)?**
Dave Newdick,
Principal Consultant,
Integrated Training and Documentation
- 2.45 AFTERNOON BREAK
- 3.15 **ISO standards for Plain Language**
Dr Neil James,
Chair, International Plain Language Federation
Certification Committee
- 4.00 **Delivering information the right way**
Kylie Weaver, Founder,
Clearly Focused Agile Communications
- 4.45 PRIZE DRAW
- 5.00 CONFERENCE DAY 1 CLOSE
- 7.00 **Conference dinner**
TBA. Partners are welcome.

Wednesday 12 October 2022

Register from 8.45

- 9.15 **Welcome**
Conference chair, Grant Noble
- 9.30 **S1000D - Starting a Project**
Ana Young,
Lead Technical Author
Pennant Australasia Pty Ltd
- 10.15 MORNING BREAK
- 10.45 **Demonstration: Building Blocks of a Data Module**
Ana Young,
Lead Technical Author
Pennant Australasia Pty Ltd
- 11.30 **Why choose Canva instead of PowerPoint for your next presentation?**
Grant Noble,
Senior Technical Content Writer,
Canva
- 12.15 LUNCH
- 1.15 **How NOT to Write a Tutorial**
Dave Gash
Technical Publications Specialist
- 2.00 **IT security and data backup**
Jason Xiros,
Principal Consultant
Communique ICT Consulting
- 2.45 AFTERNOON BREAK
- 3.15 TBA
- 4.00 **SAQs (Seldom Asked Questions)**
Dr Tony Self,
Managing Director,
HyperWrite Pty Ltd
- 4.45 PRIZE DRAW
- 4.55 **Close of conference**
ASTC President
- 5.00 CLOSE

ASTC Conference 2022

VIRTUAL CONFERENCE PROGRAM

The virtual conference, via Zoom, is a repeat of the in-person program although one or two may be videos of the in-person presentations.

Due to time constraints, two presentations from the in-person conference will be run at a time following the conference.

During the afternoon breaks, you will have the opportunity to exchange ideas and get to know other technical communicators from similar or different backgrounds.

Conference dinner

The Conference dinner will be held on Tuesday, Oct 11 at 7pm.

All conference attendees (in-person and virtual) and all ASTC members are invited. Partners welcome. Venue TBA.

Record your interest in attending the dinner on the registration form.

Day 1, Thursday, 13th October

- 1.00 **Welcome**
Janet Taylor, President, ASTC Inc
- 1.05 **From digital transformation to digital adoption, and where technical writers fit in**
Jasmine Sesso,
Customer Success Manager, WalkMe
- 2.00 **Collaborating with Developers**
Dave Gash,
Technical Publications Specialist
- 2.45 Afternoon Break
- 3.15 **The importance of metadata**
Dr Tony Self, Managing Director,
HyperWrite Pty Ltd
- 4.00 **Effectively using it**
How good grammar contributes to clearer writing
Dr Linda Nix AE, IPEd Accredited Editor
- 4.45 Prize draw and Conference Day 1 close.

Day 2, Friday, 14th October

- 1.00 **Welcome**
Janet Taylor, President, ASTC Inc
- 1.05 **Can you trust your subject matter expert (SME)?**
Dave Newdick, Principal Consultant
Integrated Training and Documentation
- 2.00 **ISO standards for Plain Language**
Dr Neil James, Chair, International Plain
Language Federation Certification Committee
- 2.45 Afternoon break
- 3.15 **IT security and data backup**
Jason Xiros, Principal Consultant,
Communique ICT Consulting
- 4.00 **Delivering information the right way**
Kylie Weaver, Founder,
Clearly Focused Agile Communications
- 4.45 Prize draw and Conference Day 2 close.

Day 3, Saturday 15th October

- 1.00 **Welcome**
Janet Taylor, President, ASTC Inc
- 1.05 **S1000D - Starting a Project**
Ana Young, Lead Technical Author
Pennant Australasia Pty Ltd
- 2.00 **Why choose Canva instead of PowerPoint for your next presentation?**
Grant Noble,
Senior Technical Content Writer, Canva
- 2.45 Afternoon break
- 3.15 **How NOT to write a tutorial**
Dave Gash,
Technical Publications Specialist
- 4.00 **SAQs (Seldom Asked Questions)**
Dr Tony Self, Managing Director,
HyperWrite Pty Ltd
- 4.45 Prize draw and end of conference.

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Register to attend via this form [Conference registration](#)

If you have any queries, email the conference organiser at conf-org@astc.org.au

After you complete the booking form, an invoice will be sent to you at the supplied email address.

The invoice will contain payment instructions which can be by credit or debit card or bank transfer.

Once payment is received, a receipt will be issued for your tax records.

In-person attendance:

Both days	Payment by	30 Sept 22	1 Oct 22
ASTC member ¹		\$510	\$540
Non-member		\$580	\$620
Full-time student ¹		\$250	\$280
One day	Tuesday or	Wednesday	
ASTC member		\$270	\$290
Non-member		\$300	\$340
Full-time student ²		\$130	\$160

Conference dinner tba
Record your interest in attending the dinner on the registration form.

Virtual attendance

All days	Payment by	30 Sept 22	1 Oct 22
ASTC member ¹		\$150	\$180
Non-member		\$190	\$220
Full-time student		\$90	\$120
Per day	Thursday, Friday or	Saturday	
ASTC member		\$65	\$85
Non-member		\$75	\$95
Full-time student ²		\$35	\$50

Record your interest in attending the dinner on the registration form.

¹ Members of affiliated societies may attend at member prices. State your society on the form.

² Proof that you are a full time student is required with your booking.

Cancellation

Cancel before September 22 - full refund minus 10%.

Cancel before October 2 - full refund minus 20%.

After October 2 - no refund but you can substitute another member/non-member (as per your payment type) to attend in your place.

To cancel, email info@astc.org.au

Presentation round-up

If you haven't heard of Digital Transformation, you are not alone, but it's a not-so-quiet transition where companies adopt specialist software to ensure that their move to a digital world is of benefit to them, their staff and their customers. **Jasmine Sesso** will explain why it's a perfect fit for technical communicators.

The age-old problem of extracting information from software developers is tackled by **Dave Gash**. Knowing Dave, you may learn of some novel techniques to be tried.

You've heard it before but it never gets out of date: Metadata. It could be used everywhere but are you making the most of it and the benefits? **Tony Self** will remind us.

No matter how much we think we've got control of our writing, we should never pass up an opportunity for a refresh. **Dr Linda Nix** is just the person to help us do that.

Dave Newdick offers a helping hand in how to get information that's more helpful from our subject matter experts.

We are fortunate to have **Dr Neil James** attend (via Zoom) and get us up to date with the answer to the question: how can you tell a document is written in Plain English?

Kylie Weaver is going to give us the benefit of her extensive interrogation experience to help us save time in organising and then disbursing information, either as a presentation or via words.

It is in everyone's interests to be familiar with S1000D, used extensively in the Defence & Aviation industries and particularly by suppliers to those industries. **Ana Young** will briefly show us the international specification behind the requirements for delivering technical publications to these industries. She will also demonstrate how simple it can be to develop a small piece of the bigger picture.

If you're still using PowerPoint, **Grant Noble** will show us why we should change to using Canva. It's not dramatically new, but it is dramatically better!

Dave Gash is passionate about writing tutorials. He brings us his experience on how to write them correctly, and will show us some errors consistently made and how to avoid them. Whether you write tutorials or not, there is always something new to be learnt from Dave.

"Who would want to hack me?" you might ask. **Jason Xiros** is here to tell you that no one is immune to hacking and he'll give us advice on how to protect our devices, especially those of us who now work from home - without the security of an in-house security specialist.

As **Tony Self** will tell us, Frequently Asked Questions (FAQs) have become abused and misused, and so this whole documentation genre is now considered SAQs (Seldom Asked Questions). Can FAQ's reputation be salvaged? Do we want to salvage it?