

**International Professional Communication Conference 2005
Limerick, Ireland
10 – 13 July 2005**

Sunday, 10 July, 1800-2000

Welcome Reception—Irish BBQ and Music (ticket required)

Monday, 11 July, 0900-1000

Session 1: Keynote Speaker—Communication as a Key to Global Business

Reinhard Schaler

Monday, 11 July, 1030-1200

Session 2A: Invited Speaker—Meeting the Global Challenges of the Contemporary Business Environment

Michael Goodman

Session 2B: Online Collaboration

Moderator: Deborah Andrews

Carole Yee and Iver Davidson, "Design of Virtual Spaces for Successful Collaboration in Technical and Professional Communication Online Classes"

Deborah Andrews and Doreen Starke-Meyerring, "Making Connections: An Intercultural Virtual Team Project in Professional Communication"

Session 2C: Issues in Translation

Moderator: Phil Appleby

Margaretha Eriksson, "How to Save Time and Money by Connecting the Writing Process to the Update and Translation Process"

Phil Appleby, "Verifying Translated Information"

Session 2D: Invited Workshop —Information Architecture of Content Management

Ann Rockley

Session 2E: Teaching Communication Skills to ESL Students

Moderator: Tom Orr

Joanne Lax, "The Effect of Timed Writing Assessment on ESL Undergraduate Engineering Students"

Carolyn Boiarsky, "Making Connections: Teaching Writing to Engineers and Technical Writers in a Multicultural Environment"

Tom Orr, Renu Gupta, Atsuko Yamazaki, and Laurence Anthony, "Oral Presentations in International Contexts: Published Advice, Actual Practice, Problematic Issues"

Session 2F: Writing in New Fields

Moderator: Mark Haselkorn

Judy Strother and Svafa Gronfeldt, "Service Leadership: The Challenge of Developing a New Paradigm"

Catherine Smith, "Professional Communication in the Anti-Terror Age"

Christine Maiers, Margaret Reynolds, and Mark Haselkorn, "Challenges to Effective Information and Communication Systems in Humanitarian Relief Organizations"

Monday, 11 July, 1330-1500

Session 3A: Cross-cultural Communication

Moderator: Paul Holden

Joseph Jeyaraj, "Technical Communication and Cross Cultural Miscommunication: Usability and the Outsourcing of Writing"

Marie-Louise Flacke, "The Hidden Costs of Cross-Cultural Documentation"

Kirk St. Amant, "A Prototype Theory Approach to Website Localization: Analytical Method for Technical Communicators"

Session 3B: Invited Panel—Making Connections - Teaming Up to Connect Users, Developers, and Usability Experts

Moderator: Carol Barnum

Carol Barnum, David Dayton, Kevin Gillis, and Joe O'Connor

Session 3C: Workshop—The Darwin Information Typing Architecture (DITA): Applications for Globalization

Nancy Harrison

Session 3D: Teaching Communication Skills to Engineering Students

Moderator: Hillary Hart

Jim Watson, Andy Brush, Lee Penkowski, and Charles Alexander, "Teaching the Communication Aspects of KCIDE (Knowledge Capturing Integrated Design Environment)"

Hodge Jenkins and Laura Lackey, "Preparing Engineers for Working in Teams through Senior Design Projects"

Hillary Hart and D'Arcy Randall, "PRiME: Designing Challenge-Based Ethics Instruction for Undergraduate Engineers"

Session 3E: Panel—An Exciting New Twist on a Familiar Approach: Credit-Based Research Groups at the University of Washington

Jennifer Turns and Judy Ramey

Session 3F: Workshop—Editorial Smarts: Contextual and Single Sentence Editing Tools

Victoria Mikelonis and Helen Constantinides

Monday, 11 July, 1530-1700

Session 4A: Panel—Connecting Popular Culture and Science: The Case of Biotechnology

Susan Allender-Hagedorn and Cheryl Ruggiero

Session 4B: Help Systems

Moderator: Stephanie Rosenbaum

Scott DeLoach, "Designing, Localizing, and Customizing Web-based Embedded Assistance"

Stephanie Rosenbaum, Laurie Kantner, and Garrett Dworman, "Helping Users to Use Help: Results from Two International Conference Workshops"

Session 4C: Issues that Affect the Persuasiveness of Websites

Moderator: Alfons Maes

Invited Speaker: Michael Steehouder, "Using Role Sets to Engage and Persuade Visitors of Websites that Promote Safe Sex"

Iris Nieuwboer, Alfons Maes, and Piet Swanepoel, "The Persuasive Power of Peer Guides in Websites that Promote HIV/AIDS Voluntary Counselling and Testing"

Session 4D: Invited Workshop—Information Modeling

Ann Rockley

Session 4E: Workshop—tekomp Concept for Concurrent Education of Technical Communicators

Rolf Schwermer

Session 4F: Relationships between People and Technology

Moderator: Carolyn Wei

Niamh McNamara and Jurek Kirakowski, "Defining Usability: Quality of Use or Quality of Experience"

Carolyn Wei and Beth Kolko, "Studying Mobile Phone Use in Context: Cultural, Political and Economic Dimensions of Mobile Phone Use"

Tuesday, 12 July, 0900-1030

Session 5A: Panel—TCEurope: a European Umbrella for Technical Communicators

Moderator: Michael Fritz

Michael Fritz, Michael Steehouder, and Ursula Wirtz

Session 5B: Invited Workshop—The Three Laws of Communication

Jean-luc Doumont

Session 5C: Workshop—Project Management and Quality Assurance in Cover-to-Cover Translation of a Medical Journal

Mary Ellen Kerans

Session 5D: Knowledge Management

Moderator: Colin Bird

David Harvey and Bob Holdsworth, "Knowledge Management in the Aerospace Industry"

Liesbeth Rentinck, "Using Their Digital Notes: Three Cases to Make Tacit Knowledge Visible in a Web-Based Surrounding"

Colin Bird and Nigel Hopper, "Towards Effective Information Reuse"

Session 5E: Panel—Writing in New Fields

Moderator: Dale Sullivan

Susan Hagedorn, "Ice-Minus Strawberries, Flav'r Savr Tomatoes, and Science Literacy: The Disconnect Between Science and the Public"

Charlotte Kaempf, "Biohazards Related to Genetically Modified Organisms (GMOs): A Call for Visuals-Supported Discourse on Environmental Impact"

Steven Katz, "Biotechnology and Global Miscommunication with the Public: Rhetorical Assumptions, Stylistic Acts, and Ethical Implications"

Session 5F: Panel—PowerPoint as a Communication Tool

Moderators: Julia Williams and Caroline Carvill

Alan Manning and Nicole Amare, "Using Visual Rhetoric to Avoid PowerPoint Pitfalls"

Richard House and Anneliese Watt, "What is PowerPoint? Exploring the Evolution of a Genre"

Wim Blokzijl and Bas Andeweg, "The Effects of Text Slide Format and Presentational Quality on Learning in College Lectures"

Tuesday, 12 July, 1100-1230

Session 6A: Website Design for International Audiences

Moderator: Mattias Meldert

Abdullah Bafail, Syed Aliul Rizvi, Sheikh Ishrat, and Tariz Siddiqui, "Web Pages of Three Multinational Companies Addressing Consumer Items: Are They Ergonomically Designed?"

Rune Pettersson, Mattias Meldert, and Anna Kroneskog, "Designing a Web Site for Multinational Research Project"

Sen Cakir and Havva Basak, "Virtual Classroom Implementation on the Web"

Session 6B: Research Reports

Moderator: Menno de Jong

Maaïke van den Haak and Menno de Jong, "Analyzing the Interaction Between Facilitator and Participants in Two Variants of the Think-Aloud Method"

Joyce Karreman, Nicole Ummelen, and Michael Steehouder, "Procedural and Declarative Information in User Instructions"

Floor van Horen, Carel Jansen, Leo Noordman, and Alfons Maes, "Manuals for the Elderly: Text Characteristics that Help or Hinder Older Users"

Session 6C: Panel—A Case Study of a Content Management System: Choosing and Implementing a CMS

Moderator: Nina Junco

Nina Junco, Rahel Bailie, and Denise Ledet

Session 6D: Invited Speaker—Managing the Innovation Process: It Requires More Than Ideas

Gus Gaynor

Session 6E: Panel—Writing in New Fields

Moderator: Susan Allender-Hagedorn

Suzanne Black, "Florescent Pets and Martyr Mice: GM animals, Art, and Visual Rhetoric"

Dale Sullivan, "Technical Communicators as Facilitators of Negotiation in Controversial Technology Transfer Cases"

Session 6F: Professional Issues

Moderator: Jeff Grabill

Ken Rainey, Roy Turner and David Dayton, "Do Curricula in Technical Communication Jibe with Managerial Expectations? A Report about Core Competencies"

Herb Smith, "The Changing Public Image of the Professional Communicator: The Challenge of Educating Technical and Professional Communicators in China"

Jeff Grabill, "Globalization and the Internationalization of Technical Communication Programs: Issues for Program Design"

Tuesday, 12 July, 1400-1530

Session 7A: Cross-cultural Communication

Moderator: Constance Kampf

Madelyn Flammia, "Connecting to the Audience: Strategies for Teaching Students to Write for Translation"

Natalia Matveeva, "Paralogic Hermeneutics: An Alternative Approach to Teaching Intercultural Communication in a Technical Writing Course"

Constance Kampf and Peter Kastberg, "Appreciating the Ties that Bind Technical Communication to Culture: A Dynamic Model to Help Us Understand Differences in Discourse Structure"

Session 7B: Workshop—Single-Sourcing Online Help and Training Manuals

Rob Houser

Session 7C: Communication Strategies

Moderator: Kim Sydow Campbell

Jo Mackiewicz and Kathryn Riley, "Formulaic Interactions with Technical Writers"

Mary Evans, Alicia McBride, Matt Queen, Alex Thayer, and Jan Spyridakis, "Tone Formality in English-Language University Web Sites around the World"

Kim Sydow Campbell, "The Rapport Management Model: How Physicians Build Relationships with Patients"

Session 7D: Teaching Technical Communication in an Engineering/IT Environment

Moderator: Sam Geonetta

Marie Paretta, "Making Connections to the Workplace Setting: Situating Technical Communication Assignments within Professional Practice"

Sam Geonetta, "Integration of Communication Skills into a Technical Curriculum: A Case Study in Information Technology"

Hillary Hart, "Making the Process the Content: Connecting Engineering Students for the *Real Real World*"

Session 7E: Invited Workshop—Usability Standards: Connecting Practice around the World

Whitney Quesenbery

Session 7 F: Panel—Technical Careers Paths for Technical Communicators

Moderator: George Hayhoe

George Hayhoe, "The Road Not Often Taken: Understanding the Need for a Technical Track for Professional and Technical Communicators"

Luke Maki and Laura Schultz, "Developing the Technical in Technical Communication: Advancing in a Nonmanagement Career Path"

Tuesday, 12 July, 1600-1700

Session 8A: IPCC Award Winners—TBA

Session 8B: Implications of Context

Moderator: Rebekka Andersen

Rune Pettersson, Staffan Udd, and Yvonne Waern, "Understanding a Message – a Multicontextual Method"

Rebekka Andersen, "The Context Dependent Editorial Process: Toward a More Complete Understanding of the Technical Editor"

Session 8C: Approaches to Solving ESL Challenges

Moderator: Christine Parkhurst

Judith Strother, "Adapting Training to International Standards: A Case Study in Aviation English Training"

Christine Parkhurst, "An Oral Communication Curriculum for Health Science Professionals"

Session 8D: Using Rubrics

Moderator: Shelley Thomas

Peter Eliot Weiss, Susan McCahan, Margaret Hundleby, and Kimberly Woodhouse, "Making a Little Theory Go a Long Way: Situating Rubrics for Learning and Assessing"

Shelley Thomas, "The Engineering-Technical Writing Connection: A Rubric for Effective Communication"

Session 8E: Internships and Capstone Courses

Moderator: Steve Lappenbusch

Patricia Dorazio and Thomas Matthews, "Re-engineering Learning: Operationalizing the Internship Learning Contract"

Steve Lappenbusch and Jennifer Turns, "Finding their Place in TC: Using a Community of Practice Model to Research Emerging TC Professionals"

Session 8F: Beyond Technical Writing

Moderator: Ron Blicq

Alan Fisk, "A Novel Use for Your Writing Skills"

Ron Blicq, "Expand Your Horizons: Add Drama to Your Writing"

Tuesday, 12 July, 1800-2100

Awards Banquet, Bunratty Castle—food, entertainment, awards (ticket required)

Wednesday, 13 July, 0900-1030

Session 9A: Research Reports

Moderator: Muriel Zimmerman

Mark Melenhorst, "Observing Professionals Taking Notes on Screen"

Charlotte van Hooijdonk, Alfons Maes, and Nicole Ummelen, "Using Thinking Aloud Data to Characterize Cognitive Tasks in Hypertext"

Elisabeth Cuddihy, Carolyn Wei, Sandy Bartell, Jennifer Barrick, Brandon Maust, Seth Leopold, and Jan Spyridakis, "Conducting Remote, Internet-based Experiments on Web Design"

Session 9B: Professional Issues

Moderator: Melinda Kreth

Melinda Kreth, "'Help Wanted: Communication Strategists': A Heuristic for Political Maneuvering in Professional Communication Training"

Alex Thayer, "Offshoring, Outsourcing, and the Future of Technical Communication"

Session 9C: Panel—Learning Localization through Trans-Atlantic Collaboration

Moderator: Bruce Maylath

John Humbley, Bruce Maylath, Birthe Mousten, Sonia Vandepitte, and Lucy Veisblat

Session 9D: Corporate Communication Strategies

Moderator: Sharon Lloyd

Leslie Martinich, "Communicating the Vision in an Ambidextrous Organization: Connecting with Both Sides of Your Brain"

Sharon Lloyd and Andrew Simpson, "Project Management in Multidisciplinary Collaborative Research"

Leonid Lev, "Contractor and Purchaser: Do They Think about the Same System During the Project Implementation?"

Session 9E: Invited Workshop—Effective Slides: Design, Construction, and Use

Jean-luc Doumont

Session 9F: Engineering Communication

Moderator: Paul Dombrowski

Cynthia Ryan, "The Ethical Implications of Accommodating Audiences: Some Lessons for Engineers Entering the Workplace"

Jim Watson and Charles Alexander, "Communication Aspects of ProSkills: A Non-Technical Skill Development and Enhancement Program For Engineers"

Paul Dombrowski, "Technical Language: Learning from the Columbia and Challenger Reports"

Wednesday, 13 July, 1100-1230

Session 10A: Research Reports

Moderator: Leo Lentz

Suojanen, "Technical Communicators and Their Use of Research: Findings of a Case Study"

Leo Lentz, "Anticipating Reader Problems: Cognitive Shortcuts That Prevent Experts from Focusing on Readers"

Lynne Cooke, "Using Eye Tracking to Address Limitations in Think-Aloud Protocol"

Session 10B: Professional Issues

Moderator: Ken Rainey

Sean Williams and Linn Bekins, "Leaders, Managers and Producers: Repositioning Technical Communication for the Creative Economy"

Don Cunningham, "Transitioning from Service Providers to Information Managers and Product Innovators: Evolving Roles for Technical Communicators"

Ken Rainey, "Approaches to Professionalism – A Codified Body of Knowledge"

Session 10C: Distance Education Programs

Moderator: Yvonne Cleary

Yvonne Cleary, "Technical Communication Programmes: Comparison of Available Data for Distance Learning and Full-time Students"

Enriqueta Villa Olvera, "Breaking Ground: Distance Learning in Teacher Development"

Session 10D: Strategies for Teaming and Collaboration

Moderator: Kirk St. Amant

Kirk St. Amant, "Virtual Office Communication Protocols: A System for Managing International Virtual Teams"

Stefan Lasser and Michael Heiss, "Collaboration Maturity and Offshoring Cost Barrier: The Trade-off between Flexibility in Team Composition and Cross-site Communication Effort in Geographically Distributed Development Projects"

Session 10E: Workshop—Designing and Evaluating Procedural Instructions with the Four Components Model – Part 1

Michael Steehouder and Hans van der Meij

Session 10F: Invited Panel—International Partnerships to Improve Students' Experience

Moderator: Deborah Bosley

Deborah Bosley, Lucy Veisblat, and Anne Keane

Wednesday, 13 July, 1400-1530

Session 11A: Translation Challenges

Moderator: Denise Ledet

Paul East, Don Friend, and Kevin Westbrook, "Language Issues in Business Organizations"

Denise Ledet and Rahel Bailie, "Following the Road Untraveled: From Source Language to Translation to Localization"

Session 11B: Strategies for Teaching Technical Communication

Moderator: Susan Feinberg

Laurence Anthony, "AntConc: Design and Development of a Freeware Corpus Analysis Toolkit for Technical Writing Classroom"

Alan Jones, "Conceptual Development in Technical Textbook Writing: A Challenge for L1 and L2 Student Readers"

Susan Feinberg and Laura Batson, "Managing Collaboration: Adding Communication & Documentation Environment (CDE) to a Product Development Cycle"

Session 11C: Visual Communication

Moderator: David Gillette

Susan Codone, "A Study of Visual Literacy in Technical Communication Textbooks: A Work in Progress"

David Gillette, "Speaking with the Global Voice of Cinema: Using Cross-Cultural Cinematic Technique to Improve Interactive System Usability"

Session 11D: Website Design

Moderator: Rich DeSantis

Sandy Bartell, "Using Content Analysis and Web Design Heuristics to Evaluate Informational Web Sites: An Exploratory Study"

Matt Eliot, Roxane Neal, and Jennifer Turns, "Recognizing Need: The Analysis of Qualitative Data to Inform Web Site Design"

Quan Zhou and Rich DeSantis, "Usability Issues in Tourism Website Design: A Content Analysis"

Session 11E: Workshop—Designing and Evaluating Procedural Instructions with the Four Components Model – Part 2

Michael Steehouder and Hans van der Meij

Session 11F: Software Development Practices

Moderator: Dermot Casey

Christina Bottomley, "What Part Writer? What Part Programmer? A Survey of Practices and Knowledge Used in Programmer Documentation"

Dermot Casey and Cathal Brugh, "From Fighting Fires to Building Bridges: The Role of Metaphor in Systems Requirements"