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


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


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


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 Garett 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”

Session 4D: Invited Workshop—Information Modeling
   Ann Rockley

Session 4E: Workshop—tekom 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, Flavr 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”


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

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

Maaike 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


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”

Session 7D: Teaching Technical Communication in an Engineering/IT Environment
Moderator: Sam Geonetta
Marie Paretti, “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”


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”  

**Session 9C: Panel—Learning Localization through Trans-Atlantic Collaboration**  
**Moderator: Bruce Maylath**  
John Humbley, Bruce Maylath, Birthe Moust, 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”
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

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

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


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”


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


Dermot Casey and Cathal Brugha, “From Fighting Fires to Building Bridges: The Role of Metaphor in Systems Requirements”