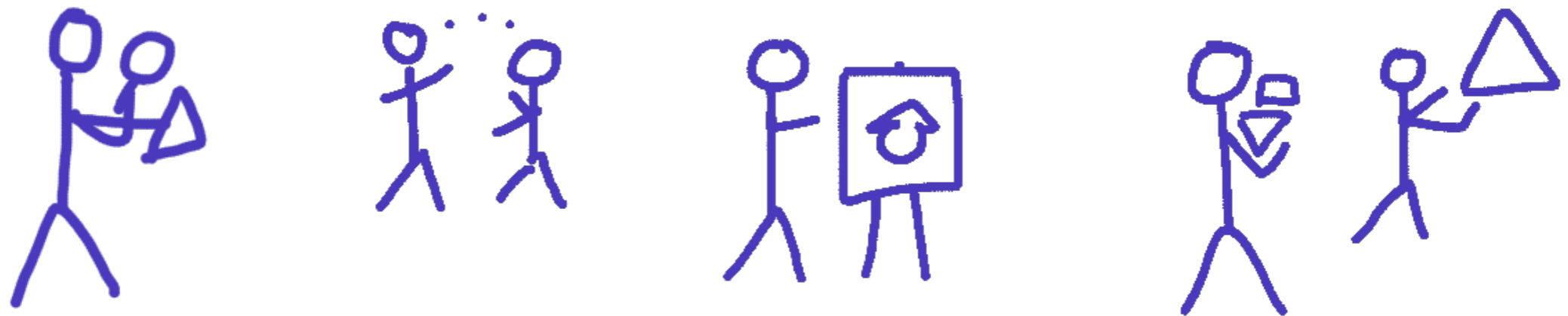
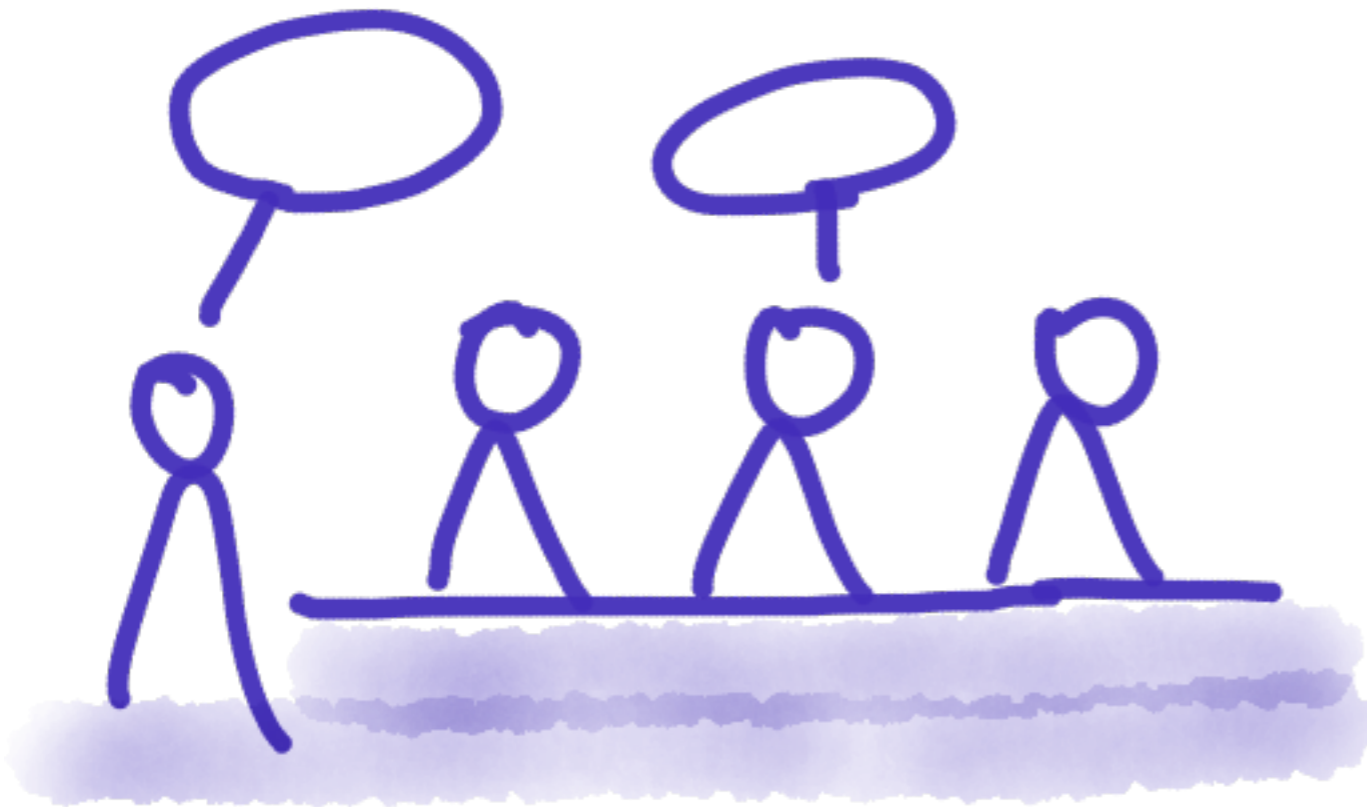


Technical Writing for Portuguese Product Companies

Joaquim Baptista,
Knowledge Management Consultant



Startup in a room

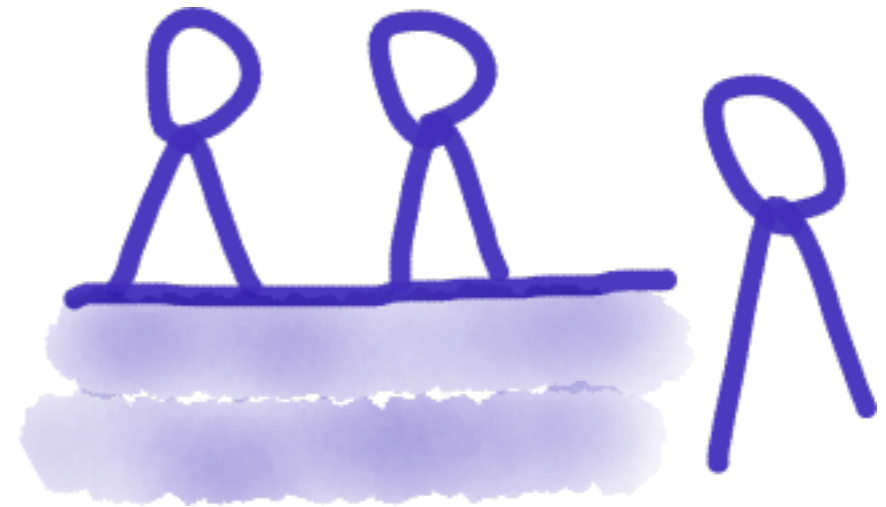


Everyone knows
what everyone else
had for breakfast.

Random Talk



Water cooler serendipity.



Face-to-face meetings.

Distance

- Repetition.
- Volume.
- Turnover.

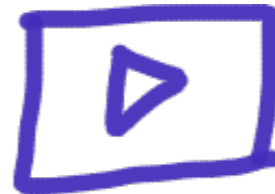


Emerging Solutions

- Marketing demonstrations, articles.



- Service tutorials, training.



- Support knowledge base.



- Developer documents.

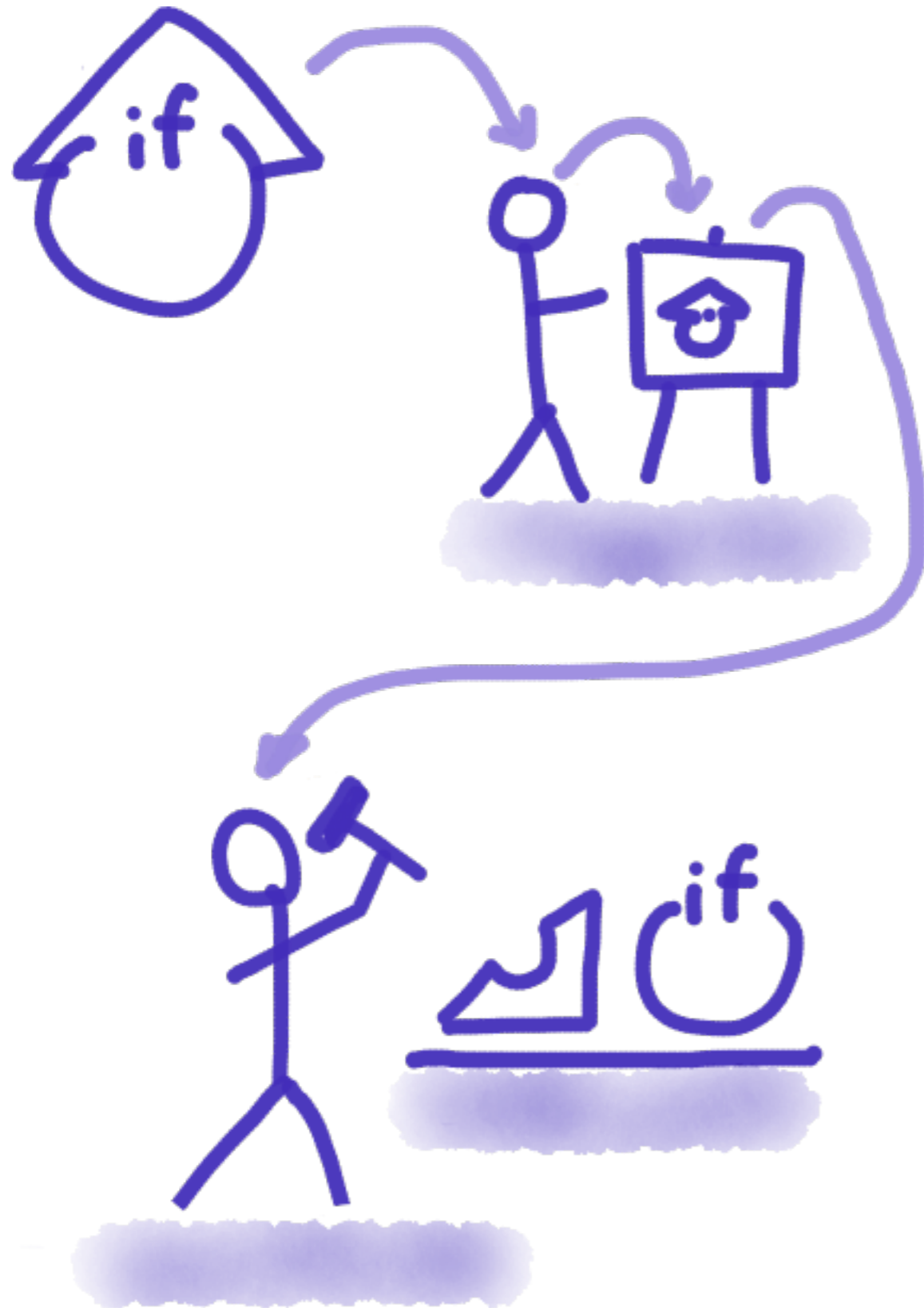


- User interface.



- Social tools.





Professional

- Technical writer.
- Technical communicator.
- Trainer.
- Editor.
- Information developer.
- Knowledge manager.

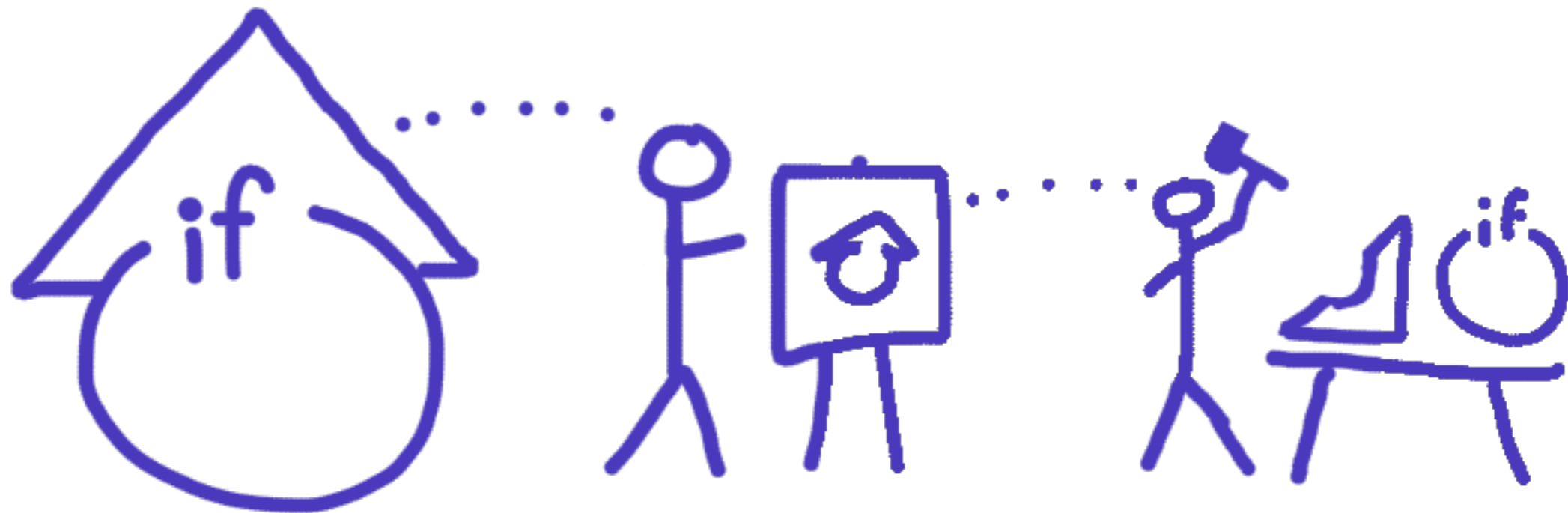
Learn



Study + Enquire + Enumerate + Consolidate.

Facilitate. Survey. Ethnographic interview.

Explain

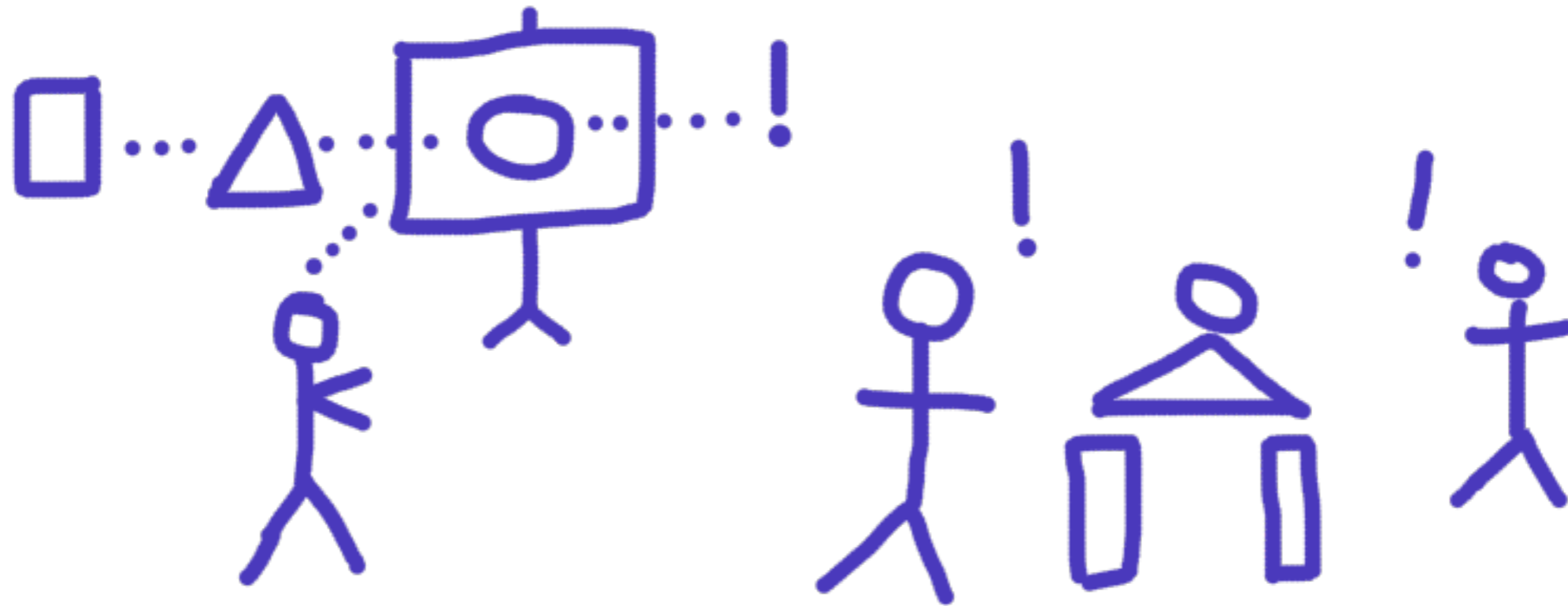


Write clear thoughts in clear words.

Create insightful examples.

Inspire with illustrations and comics.

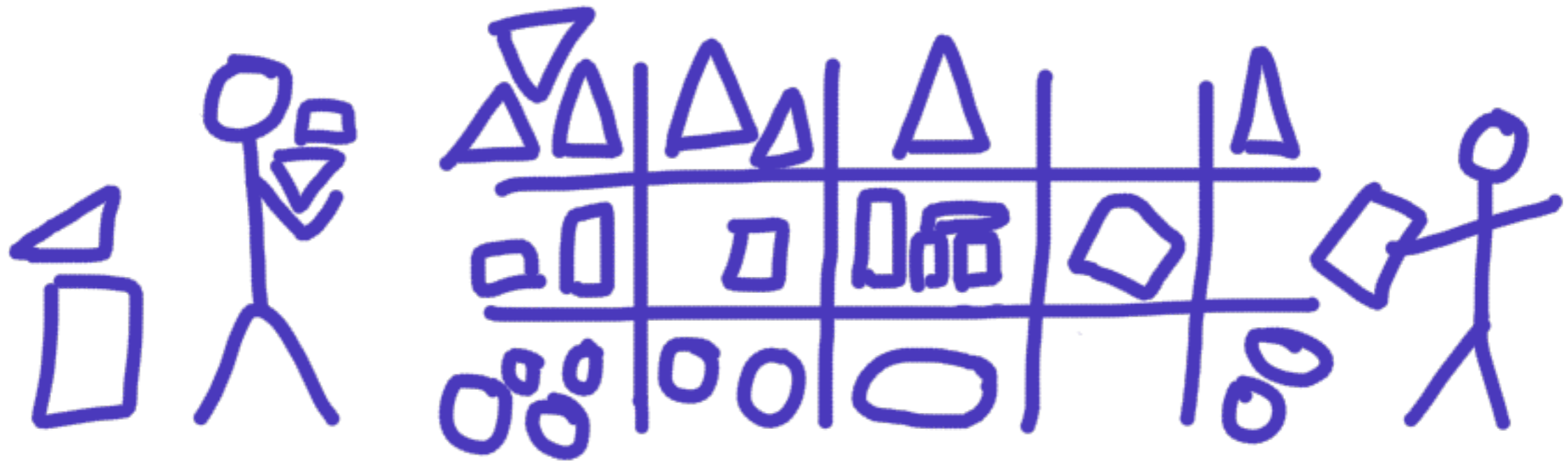
Show



Create inspiring demos.

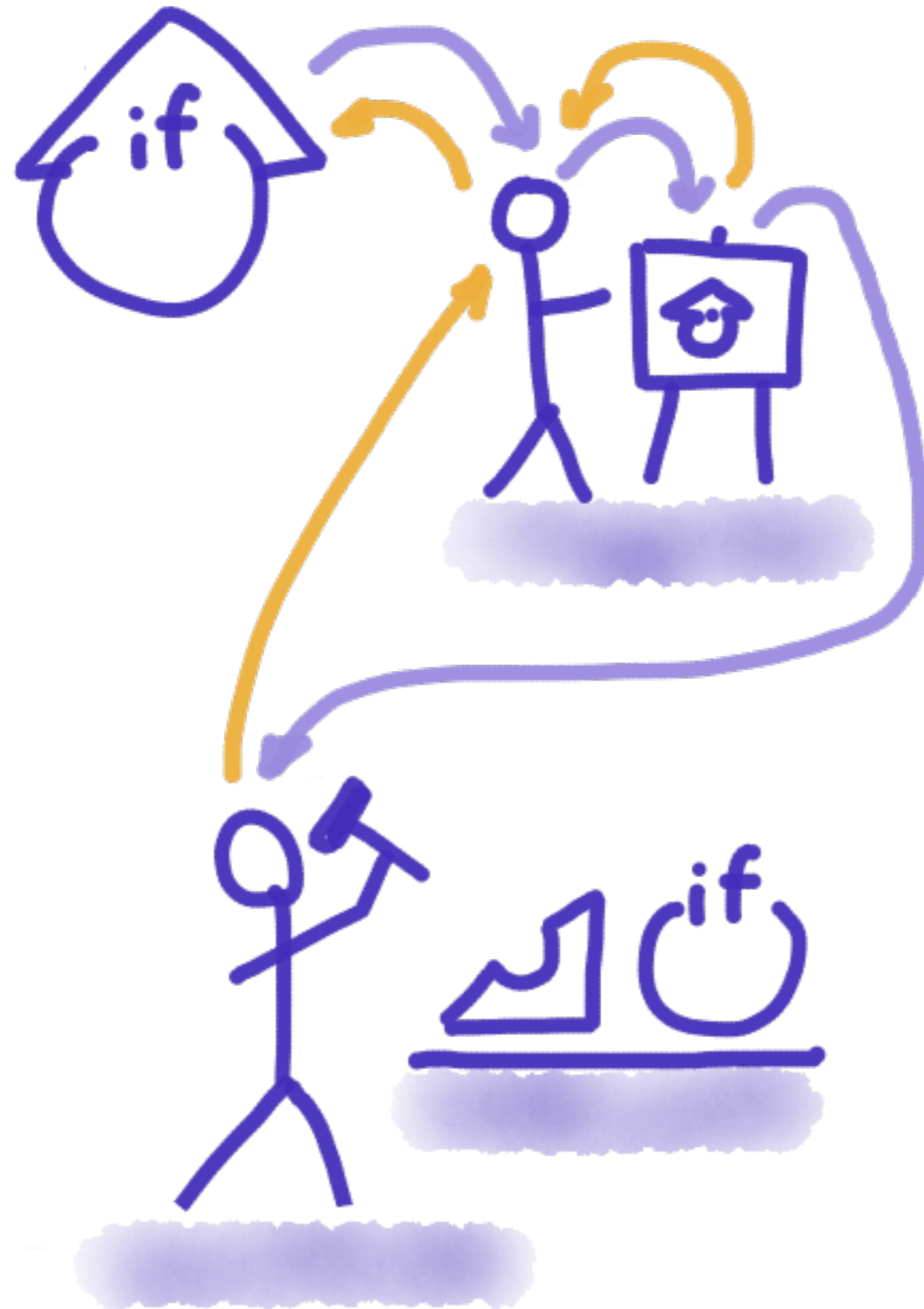
Create hands-on lessons or tutorials with guaranteed learning objectives.

Structure



Structure for consumption and maintenance.

Have a place for everything.

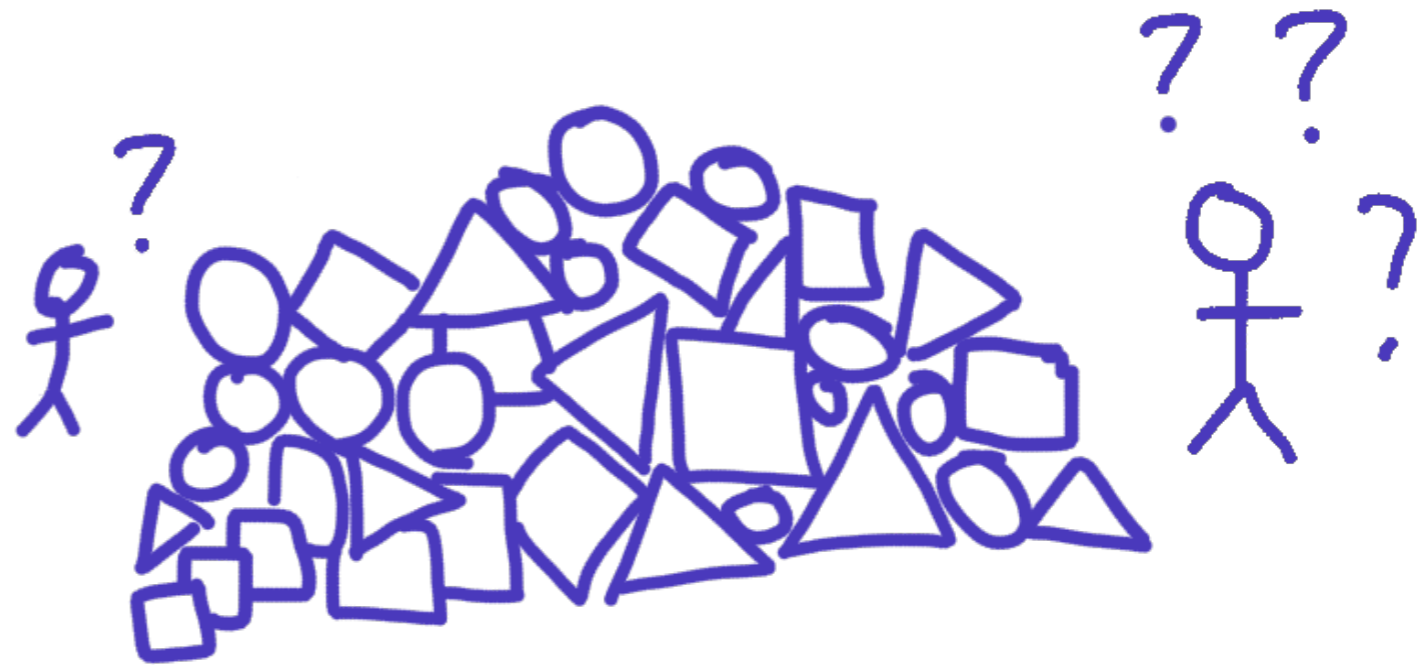


Feedback!

- Product.
- Concepts.
- Users.
- Tasks.

Recommendations

- Mind the intellectual capital.
Make people effective.



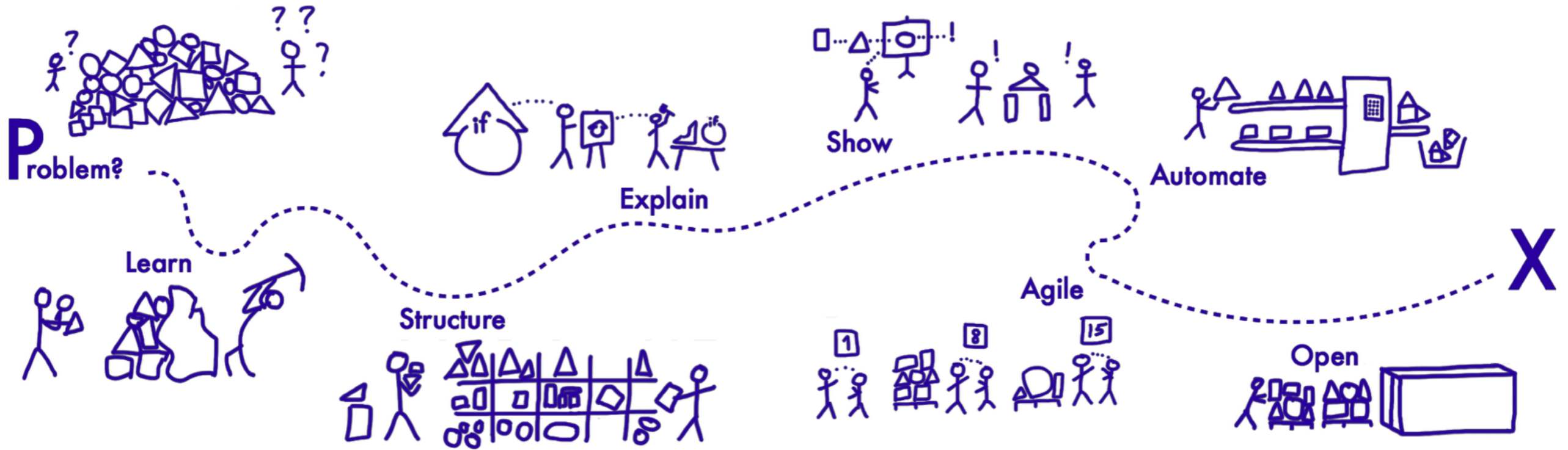
- Use experienced writers to audit, lead, guide others, start team.
- Start formal training in Portugal?

Technical Writers @ Lisbon



2013-2015	Meetings	Duration	Participants	Talks
Formal	8	30h	225	22
Informal	7	31h	59	-
Total	15	61h	284	22

- Also APCOMTEC, EuroSIGDOC.
Yearly events. International representation.



pxQuim.com

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