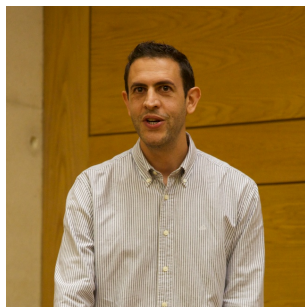




ISCTE
26 OCT 2013
10H – 14H

“...the passion that every speaker has for their work...”



Daniel Bofill
SISCOG



Frances Gordon
Simplified



Rui Diogo Serra
AnubisNetworks

The 2nd Report

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Free and Open Source Software in the context of Technical Writing

Free and Open Source Software (FOSS) includes a large variety of software that may be used in the context of technical writing.

Content management system (CMS) are systems that play an essential role in the management of resources of technical writing. CMS are also a media of presenting the results of technical writing. Nowadays, there are many FOSS CMS, which fulfill a large variety of organizational needs.

Version management systems are systems especially useful in the context of software engineering. For example, GIT was developed to support the development of Linux. But, versioning is also essential in technical writing work.

Open Standards, like DITA or ODT, may also play an important role in the technical writing process. They may support interoperability. Those standards may also allow reuse of information resources.

Latex is a language that was used mainly in academic environments. But, now, users may write Latex documents supported by easy to use software.

In the context of word-processing software and office suites, open source is also increasing. Users may use several FOSS suites, like Open Office or Libre Office. The availability of cloud solutions, like google drive, may improve also the possibility of development of cooperative work.

Carlos J. Costa
EuroSIGDOC/ACM Chair
Director do Mestrado em Software de Código Aberto



What happened?

We had just 11 registrations, including organizers and speakers, but we also expected about 15 students of MOSS (Masters on Open Source Software) to attend. For personal reasons, several past participants informed us that they would not be able to attend.

24 persons attended the meet-up, including 14 MOSS students. The whole meet-up was spoken in English.



The meet-up was scheduled to start at 9h00, but the MOSS students were notably absent. Writers used the time to chat, while MOSS students took a break after starting class at 8h00 on Saturday. Most MOSS students are full-time workers that go an extra mile to attend the Master's course.

We started the introductions at 10h00. After introducing the upcoming community of technical writers to MOSS, we stressed the importance of the public notes, and distributed ISCTE folders, SISCOG pens, and note pages to participants.

“Our aim is to optimize.” – Daniel Bofill

Daniel Bofill was the first speaker. Daniel started with the company presentation, then introduced the User Manuals team, the documentation processes, and outstanding issues. The 0h30 presentation was followed by the same time of follow-up questions, where Daniel clarified many issues. Daniel amazed the audience with his knowledge of railroad scheduling.

The SISCOG documentation team combines a more technical writer (full-time) with a strong language specialist (part-time). The SISCOG documentation is strongly influenced by having a small number of clients, each with a combination of optional modules and customized development. Clients also demand specific terminology, leading Daniel to contemplate the creation of documentation variants for company dialects, much to the amazement of Frances Gordon.

By 11h00, the coffee break provided the opportunity to engage in lively discussion around the famous standup tables of the nearby ISCTE cafeteria.

“At the end of the day, it is about understanding the user.” – Frances Gordon

Frances Gordon resumed the meet-up at 11h20. She presented the governance of words as part of an overall content strategy. She feels that writers have always done content strategy, and noticed how the SISCOG presentation illustrates the different parts of the (genial) Brain Traffic diagram.

Frances explained how English acquired doublets and triplets of words with the same meaning, as the British Islands were invaded time after time, with each new invader adding words to the language.

Frances explained the role of style sheets in governing words, especially when many writers must write consistently, or when words must express the brand. Frances showed her preferred format for Excel-based style sheets, then noted typical flaws that she met in customer engagements. Also, style sheets are fun to use in an iPad.

At the very extreme, the American military establishment created Simplified Technical English, which limits both words and grammar.

Frances presented the case for governing words brilliantly, leading to questions about automated grammar checks, assisted writing, and automatic text generation.

“SMEs know how to write them.” – Rui Diogo Serra

Rui Serra faced the difficult task of starting at noon, at a time when people were starting to contemplate lunch. Rui hurried through his carefully structured presentation, presenting AnubisNetworks as a company where engineers and system architects write to customers with similar expertise. The AnubisNetworks documentation comprises a sophisticated set of documents, coordinated and revised by documentation managers.

Rui works mostly as a product manager, and therefore he has the power to demand experts to write the documentation, although the quality may vary. Mature products with a slow rate of change enable Rui to review most documents during “test months”.

Over time, AnubisNetworks tried and abandoned several tools. The documentation is currently produced with a mix of wikis (including customer wikis), common word processors, LaTeX, Camstasia, and several common graphical editors. Box provides versioning and editing control.

Rui concluded his presentation with an assessment of the AnubisNetworks documentation process, noting positive outcomes, dangers, and future wishes. A final slide summarized the questions facing Rui at AnubisNetworks.

Rui offered a strong presentation with many insights, rushed by lunch, but still with time for comments and questions.

“...the passion that every speaker has for their work...” – Anonymous #2

To wrap-up the event, the organizers thanked ISCTE for hosting the meet-up (in a superb room), and MOSS students for their participation. We also noted that EuroSIGDOC is our academic sponsor, while APCOMTEC is our Portuguese home.

8 persons had lunch together at a nearby restaurant featuring a quality buffet. For practical reasons, the MOSS students had lunch at a different restaurant, filled to capacity.

What do the organizers say?

The laurels of this second “formal” meet-up must go to the speakers, for the essence of these meet-ups is the generosity of the speakers in sharing their experience. After each presentation, the dawning community thrives on the inquiring questions and straight answers, and then again in the coffee breaks and informal meetings.

Several interested persons wrote to note that they would not be able to attend the meet-up. Although the meet-up was still well attended, the organizers wonder if the short lead time limited attendance.

Due to intellectual property restrictions of her company, Frances Gordon could not share her presentation slides for this report. However, Frances is also the first consultant that agreed to speak to the group. This issue will probably return in the future.

The next tentative objective is to schedule an informal meet-up well before Christmas, and a formal meet-up in February 2014.



*Joaquim Baptista
Altitude Software*

*Carlos J. Costa
ISCTE-IUL*

Daniel Bofill

Daniel Bofill is a technical writer at SISCOG.

Born and raised in South Africa, he moved to Portugal in 1994 and found that his knowledge of English created the perfect opportunity to learn and explore the new culture, meet new people and share and develop ideas while learning the new language.

Starting off as a technician for plastic card personalisation machinery, his enthusiasm for understanding why things work the way they do quickly led him to coordinate the production and logistics of smartcard loyalty programs. After a short incursion into home design and teaching, he returned to the technical world where he led a team of specialised technicians in taking care of card issuance centers for the banking industry and access control systems.

Having documented and translated countless machine and configuration manuals, he now works hard to create and deliver software user manuals. He continues to teach English and is always up for a game of tennis.



About SISCOG

SISCOG is a software company that provides decision support systems for resource planning and management in transportation companies, with special experience in the field of railways.



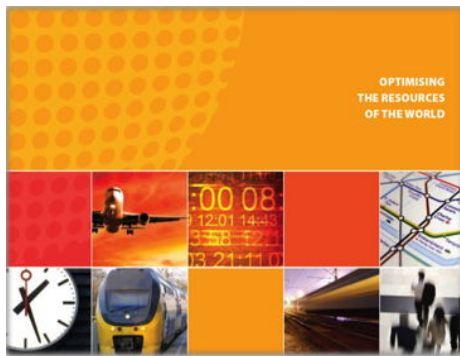
Founded in 1986, SISCOG uses a combination of Artificial Intelligence and Operational Research technologies, resulting in state-of-the-art optimisation software.

SISCOG addresses the biggest challenge of companies nowadays — productivity.

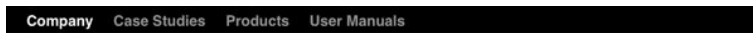
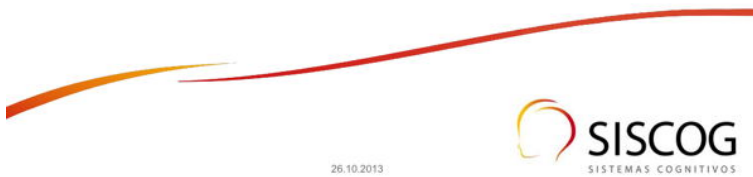
The business drivers for increased competitiveness and the more stringent customer demands for punctuality, product flexibility, and network expansion are the main issues for companies who are expected to meet these requirements while cutting operating costs and maximising revenues.

By understanding transportation companies needs, regardless of their size or complexity, and by speaking their language, SISCOG offers planners and company executives the tools to quickly, effectively, and accurately optimise their resources and daily work.

Product and Company Profile

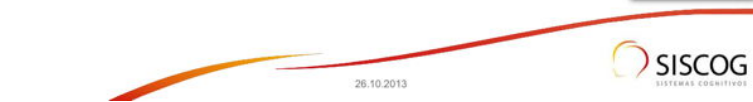


Products and Company Profile



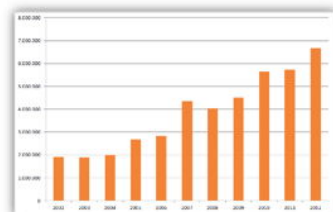
SISCOG

- Portuguese software company
 - Founded in 1986
 - Working in the railway domain since 1988
- Specialized in **planning and management of resources** (timetable, rolling stock, staff)
 - Products
 - Systems based on products
- With **powerful optimisation** capabilities
- Helping **railway and metro operators** around the world



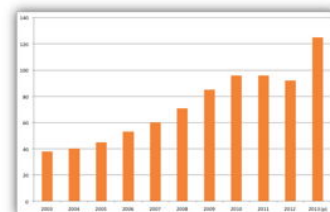
Consistent growth

Sales (€)

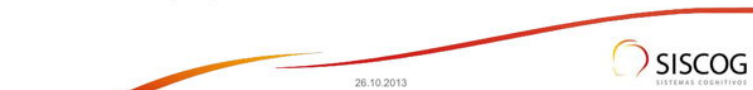


- Financial soundness
- Loyal clients, that keep buying more modules than originally contracted

Staff (nr.)



- 87% with studies in Engineering and Information Technology
- 5 PhDs and 29 Masters

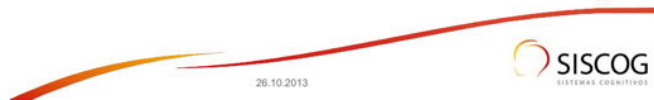


Our Clients



“The company with largest number of systems in production in the rail domain”

“Oldest system is in continuous operation since 1998”



Good Standards

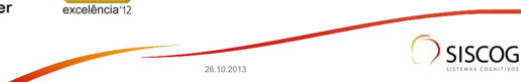
• Certified in Quality (ISO 9001) and RD&I (NP 4457)



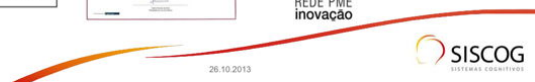
• Financial and Economic performance Awards



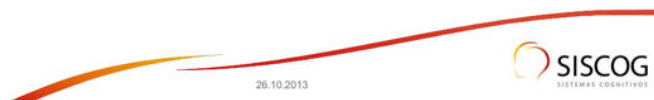
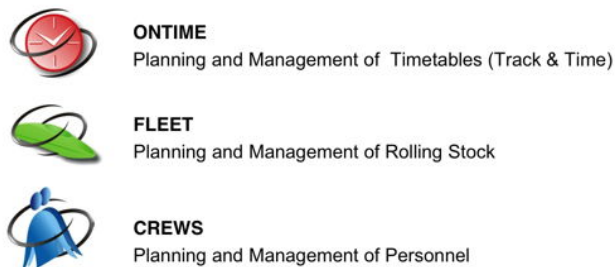
• Best company to Work



High Quality Work



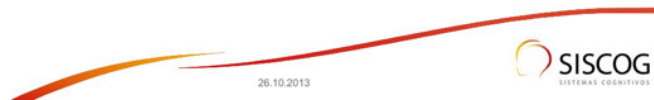
Solutions for the main resources



Dutch Railways (NS)

- Transports over 1.000.000 passengers / day
- 4.700 trains / day
- System in production since 1998
- **Planned staff: more than 5.200** (drivers and guards)

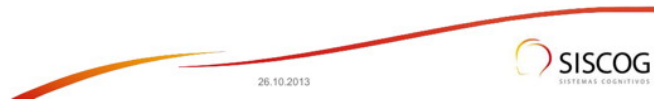
- **6% reduction** in crew members
- **60% reduction** in planners
- **Reduction in planning time** - few days vs. several months
- Only **15-20 minutes** to react to accidents
- Very "**social duties**"
 - Average working times and deviations
 - **No repetitive work**
 - Distributes **good and bad duties** among crew members



London Underground (LUL)

- Transports over 3.000.000 passengers / day
- Organised as 11 separate lines for planning purposes
- System in production since 2008
- **Planned staff: more than 3.000** (drivers)
- Scheduling had always been done by hand

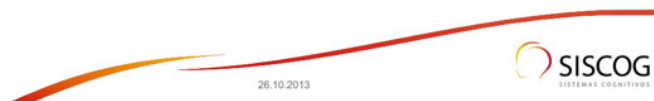
- Northern Line
 - **Increased robustness** of plans, while keeping same number of drivers
 - **Overtime reduced 90%**, from £1.000.000 down to £120.000 per year
- Piccadilly Line
 - **Reduced number of drivers**, while keeping the **robustness** of the plan
 - Increased schedule **efficiency** saves £200.000 per year



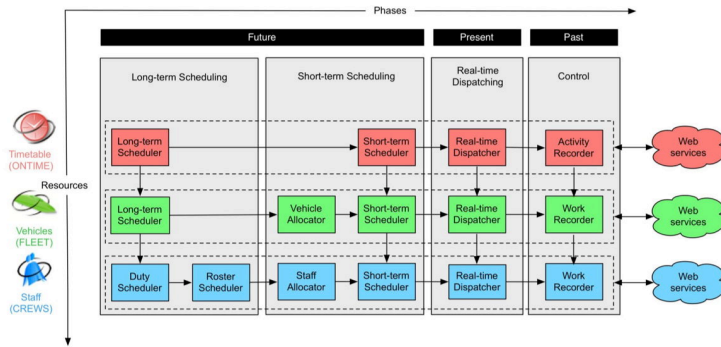
Lisbon Metro (ML)

- Transports over 500,000 passengers / day
- Organised as 4 separate lines and 55 stations
- System in production since 2011
- **Planned staff: more than 600** (drivers and station personnel)
- **Planned trains/day: 46 on weekdays and 28 on weekends**
- Scheduling had always been done by hand

- **Flexibility** of answers to changes in passenger demand
- **5% reduction** in crew members
- Network **expansion** without the need of hiring new staff
- Huge **decrease in overtime** payments
- Reduction of energy consumption through new timetables



Complete integration, for all phases and resources



26.10.2013



Components in a System

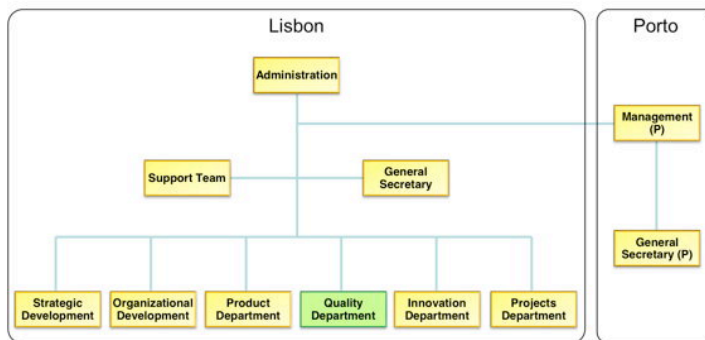


“ Proven to be a reliable partner in the development and maintenance ”

26.10.2013



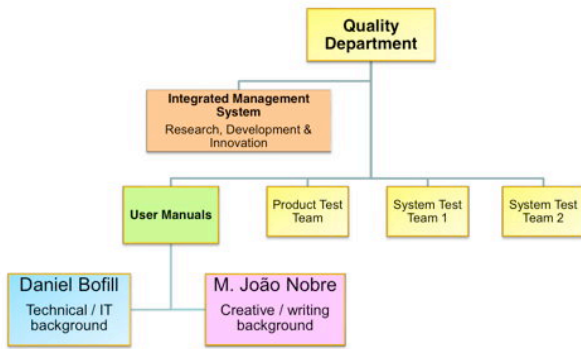
User Manuals – Who we are



26.10.2013



User Manuals – Who we are



26.10.2013



User Manuals – How we operate

Analyse

Outlook account

Prioritise

Product or System

Subject Matter Experts

- How can we be sure that all relevant information is reaching us?
- How do we centralise and create reliable information sources?

Create / Modify

Modify content

Create content

RoboHelp 8

Information architecture (tags)

- How do we control content that has been developed for a generic function but that is only available as a potential implementation?
- How do we switch content "on" or "off" according to client implementation or functionality?

26.10.2013



User Manuals – How we operate

Review / Manage

Multiple drafts

Review and approval

Version control (GIT)

- How do we guarantee that the revision/approval is completed?
- How do we "micro-manage" content change and how detailed should that be?

Deliver / Publish

Internal availability

External upon version upgrades

CHM, Word, PDF

Context-sensitive help (F1)

- What other outputs could we create to improve usability and searchability?
- How often should we deliver/publish content? Upgrade, update or lower level?

26.10.2013



Obrigado

www.siscog.pt



Frances Gordon

Frances's goal is to create content that helps consumers to make informed decisions and that helps businesses to reach their strategic goals.

Frances started her career creating educational materials for community development projects in rural South Africa. In 1996, she moved into the corporate sphere. Frances has held tenures at Datatec (now Logicalis) as Senior Communications Strategist, and at London-based Siegel & Gale as Head of Content Strategy, UK, Europe and Middle East.

In 2004, Frances Gordon co-founded Simplified, a content training and consultancy firm with clients in Africa and Europe. Her typical tasks include managing content audits and putting together editorial tools, such as style sheets and workflow processes. Where appropriate, she give advice on controlled or reduced forms of English (from plain language to Global English and Simplified Technical English).

Frances graduated from Rhodes University in 1994 with a post-graduate degree in Linguistics and Applied Linguistics.

She divides her time between Johannesburg (South Africa) and Lisbon (Portugal).



About Simplified

Simplified helps large organisations to translate complex content into clear communication. Services include creating content and communication strategies, conducting content audits, putting together editorial tools, and rewriting texts into plain language. The Simplified writing course has helped over 4000 professionals in Africa and Europe to improve the way they write.

Simplified.

How to govern words



“I won’t be able to provide the slides... copyright for my work resides with my company and we have a policy of not sharing electronic copies.” — Frances Gordon

Rui Diogo Serra

Rui Serra (Coimbra, 1980) is the Senior Product Manager for AnubisNetworks. He manages most of the portfolio for product marketing and technical documentation.

Professionally, prior to Anubis, Rui previously worked at Nokia Siemens Networks as Documentation Specialist, and before that, worked for IT and Training organizations, such as FCCN and Megadigital, mostly as a trainer and manager for Training documentation and collaterals.

Academically, Rui holds a degree in Computer Engineering (ISEC) and a Master in Marketing (ISCTE), besides others, such as an MBA (spec. Marketing), and the Cambridge CPE.

Rui is a past President for APCOMTEC (2008–2010) and a past member of several organizations related to Higher Education (Student unions, school boards and international federations).



About AnubisNetworks

[AnubisNetworks](#) is an IT security company, founded in 2006, operating globally from offices in UK, Indonesia, Brazil and Portugal (Lisbon and Oporto).

Anubis is well known for its security cloud services and gateways, for Email and Web, and for its Threat Intelligence technologies, for real-time insight on botnet malware and Reputation and Fraud management.

AnubisNetworks is focused on Telco Operators, Service Providers, with notable customers, such as Vodafone global, British Telecom and all the Operators from Portugal, along with many others, from financial and government sector.




Technical Communication experience at Anubis



Rui Diogo Serra

About the Author



Rui Diogo Serra
Coimbra, 1980
ruidioserra@gmail.com
Tim: 918897997

Academic	<ul style="list-style-type: none"> Master in Marketing ISCTE Computer Engineering Licns. ISEC MBA Mkt Management ISCTE Cambridge CPE, ScrumMaster, Brit. Council, Scrum Alliance, ...
Professional	<ul style="list-style-type: none"> AnubisNetworks >2010 Prod. Management & Marketing Nokia Siemens Networks >2007 Documentation Specialist Megadigital, FCCN, >2002 (...) Training Documentation Mg
& Activities	<ul style="list-style-type: none"> APCOMTEC FAIRE, IPC, AE ISEC

3

1 Company Insight

About AnubisNetworks

- Private company founded in 2006 to develop **Internet Security**.
- Based in Lisbon and Oporto (Portugal) with local offices in United Kingdom, Indonesia and Brazil.
- Direct employees: < 40
- Major contracts with global **Telcos and Service providers** such as Vodafone, PT/Oi, BT and UOL.
- Email security leader in Portugal; Mailspike RBL technology used by millions around the world.
- ~30% of annual budget re-invested in R&D, for sustainable competitive advantage. Over 95% of customer renewals each year over the last four years.
- Working with government agencies for real-time data intelligence.



4

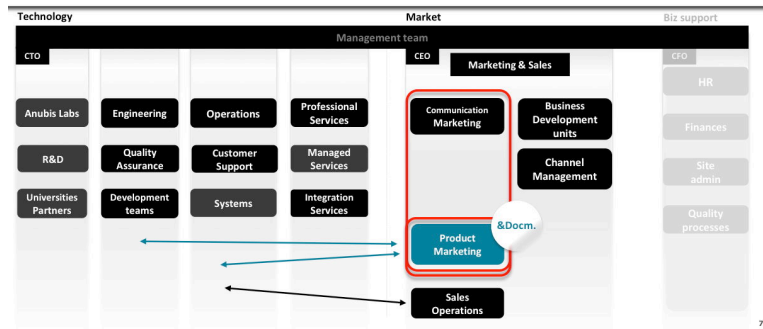
What do we do?

<p>THREAT INTELLIGENCE</p> <p>Real time data processing and analysis platform that correlates events from multiple sources as they happen, offering real time actionable intelligence for analysts and decision makers.</p> <p>Security intelligence feeds that provide internal and external threat context.</p> <p>i.e. globe.cyberfeed/</p> 	<p>EMAIL SECURITY</p> <p>High performance, Multi-Tenant Email Security services and platforms, for on-premise and cloud services offered via Service Providers, Resellers or directly to SMB and Corporate customers.</p> 	<p>WEB SECURITY</p> <p>Parental Control in the cloud, enabling households and mobile customers to have a safer Internet experience.</p> <p>Centralized network based solution for Service Providers and Telcos.</p> 
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5

2 Company structure

AnubisNetworks' Organization...



How do we function? Product & Service lines

ENGINEERING & PRODUCT MANAGEMENT

- Create roadmap
- Code & Build
- Produce

MARKETING & SUPPORT OPERATIONS

- Go-to-market
- Customer champions
- Full load and integration testing

SERVICES, PRESALES & OPERATIONS

- Services & Customization
- Customer nurturing
- Re-test customization and services

How do we function? Projects

SECURITY INTELLIGENCE

- Labs teams develop prototypes
- Security intelligence R&D center
- Prototypes reach "productization" stage for normal product pipeline.
- "Special projects"

EMAIL, WEB AND THREAT PRODUCTS

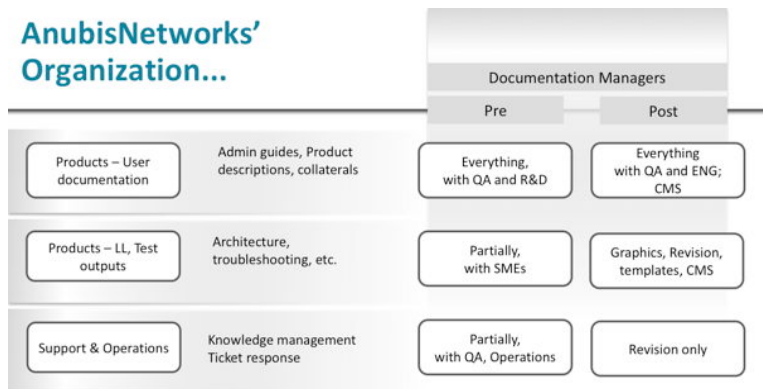
Self-sufficient product pipelines.
R&D contributes for the specific cloud-based intelligence (server side).

PROJECTS

CTO (& R&D), supervises & designs architecture, from a technical point-of-view.
COO (& Services), supervises, designs SoW, and authorizes from a Commercial & Operational point-of-view.

3 The communication process

AnubisNetworks' Organization...



AnubisNetworks' Organization...

		Documentation Managers	
		Pre	Post
R&D, prototyping, Whitepapers	Alpha releases, technologies (not products), etc..	Not involved	Mockups, Revision, templates, CMS
Regulatory Documentation	Patents, Contracts, Quality procedures.	Not involved	Not involved
Services	SOW, RFI, Project Documentation, Special Products.	Not involved	Graphics, Revision, templates, CMS

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AnubisNetworks' Organization...

		Documentation Managers	
		Pre	Post
Marketing documentation	Collaterals, Datasheets, Presentations.	Key points, features, structures	3 rd party
Social Media, campaigns, channel management	Contracts, Presentations, Sales Kits, Posts & Blogs.	Help with Baseline material	Revision
Product Management	Feature Specs, Roadmaps, feature pools.	Everything	Not involved

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4 Communication Tools & Technology

The tools we Use

Help Tools	Wiki + generated from code.	Our support has a portal with wiki. Our software has embedded online help.
Authoring	Word & OpenOffice With XML editing, Latex.	Because several non-pros create docs, we have common word templates. Plus some other R&D-side tools.
Graphics & Images	Visio + Illustrator + Snagit	Our designers (&PM) use Illustrator. Professional Services use MS Visio. Also snagit, and web tools for mockups.
Video and tutorials	Camstasia + Snagit	Snagit + Camstasia are enough for "homemade" videos.
CMS	Box	Everyone uses box. With versioning and editing control

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The tools we tried or plan to shift to

Authoring	More Open and less MS office; Duzoki + Oxygen	Open office standards, plus our xml and xhtml code vs. document integrations are slowly turning us to OO- very simplified – automatic styles, Dublin elements, etc... Unfortunately sales guys don't like it a bit... Two of our projects used Oxygen and Duzoki. Unfortunately These tools died with the projects...
Graphics & Images	Corel Designer	Started with it at the beginning. More difficult, and not that Marketing prone...
CMS	IxiaSoft (w/ oxygen), Alfresco	Non practical for non technical...

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5 Outcomes & future optimization

The Positive outcomes

- Extremely flexible creation of documentation leads to very short time-to-market.
- Contribution from everyone leads to knowledge transfer and enabling.
- Work from everyone creates a sense of Documentation awareness and importance.
- Collaboration has led to CMS Box, which lead to a centralized, shared, collaborative information culture.

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The Cons, dangers

- Urgent Time-to-deliver usually leads to mediocre, incomplete documentation.
- No time for accessibility standards in communication.
- Not all participants are documentation prone. This leads to different quality and depth within documents and document chapters.
- Build – review – publish flow inevitably goes through Documentation Manager → may be unavailable, stalling the process.
- Suitable for <50 px company!
- Documentation is barely Agile! – Only during QA phases.

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The future

- Self sufficient departments: R&D to build own documentation and to be responsible for it – including quality and publishing. Same with Professional Services.
- More outsourcing – Not just Translation, but also reviewing. – We are considering using more “technology savvy” PR & Project managers.
- More and more moving towards automatic documentation generation systems → Documentation inside the products (will force developers to input).
- Project oriented part to be out-of-reach for Documentation Manager.

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Questions for you: Lifecycle on a SMB



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Public notes

All participants received a questionnaire with 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 11 participants, transcribed and translated to English.

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

João Fernandes

Email? joao.fernandes@outsystems.com

Comments?

- Daniel presentation about SISCOG was very interesting, not only to better understand their product, but also some of their day-to-day problems and processes.
- Daniel also told that he uses context-sensitive help to help developers validate if the feature is properly documented.
- Frances’ presentation was very enlightening. She did not discuss tools or processes, but explained in an incredibly simple way the importance of content strategy, how to use or avoid certain terms/words to make your brand consistent with your message.
- Frances discussed “simplified technical English”. It seems to provide an interesting approach to technical writing, but seems too restrictive.
- Interesting presentation by Diogo. Since Anubis is a smaller company (<40 employees) it was very interesting to see how things work in a startup like company.

Like? Sharing of experiences, tools and processes. At the end of the session I realized everyone was facing similar problems.

Improve? This session went exactly as I expected. Lots of interesting people, good stories from the trenches.

Technical Writers professional learners fighting for users everywhere @Lisbon	Name (optional): João Fernandes Publish? <input checked="" type="checkbox"/> Email: joao.fernandes@outsystems.com Publish? <input checked="" type="checkbox"/>
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? - Daniel presentation about SISCOG was very interesting, not only to better understand their product, but also some of their day-to-day problems and processes. - Daniel also told that he uses context-sensitive help to help developers validate if the feature is properly documented. - Frances presentation was very enlightening. She did not discuss tools or processes, but explained in an incredibly simple way the importance of content strategy, how to use or avoid certain terms/words to make your brand consistent with your message. - Frances discussed “simplified technical English”. It seems to provide an interesting approach to technical writing, but seems too restrictive. - Interesting presentation by Diogo. Since Anubis is a smaller company (<40 employees) was very interesting to see how things work in a startup like company.	
What did you like the most? Sharing of experiences, tools and processes. At the end of the session I realized everyone was facing similar problems.	
How could we improve? What could we do differently? This session went exactly as I expected. Lots of interesting people, good stories from the trenches.	

Thanks!

Joaquim Baptista

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Comments, doubts?

- SISCOG surprised me by being a company much larger than I expected, with corresponding larger issues to be solved by the documentation team. The role of Maria João is inspiring, because Altitude faces similar issues.
- I was surprised by the parallelism between British invasions and the Portuguese people, where wave after wave of invaders settled “at the end of Europe”.
- Although Francis argues that style sheets should be complete, with rules that lack justification, my experience at Altitude points to the exact opposite. Soon after the editor left, the team lost the ability to maintain the style sheet meaningfully. The style sheet was a tool for the editor, and not for the team.
- I was surprised how AnubisNetworks uses all sorts of clever tricks to generate different kinds of documents, much like Altitude does.
- Special thanks to Rui for sharing the experience with tools that did not work so well.

Although I would like time to be better controlled, these meet-ups remind me of the open space principles of Harrison Owen:

- Whoever comes is the right people.
- Whatever happens is the only thing that could have.
- Whenever it starts is the right time.
- When it's over, it's over.

Like? I learned a lot, again. This nascent community will thrive as long as we manage to recreate this sharing environment, with questions and answers that probe and enlighten.

Jorge Quitério

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Comments, doubts? Second presentation:

- Very extensive but good to understand the instance of English language.
- What is the best way to write a technical book (technical language or academic language), since we suppose that most of the people that read books come from Universities?
- What effort do English speakers do to learn other languages, to support non-English speakers better? For example, we speak Portuguese but we try to learn English.

Like? The workflow of the first presentation company.

Laura Barros

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Comments? Another technical writers' event which was, in my opinion, very successful and enabled the participants to learn from different approaches to the technical writing activity. The final part of the questions for each presentation allowed the audience to know other participants' doubts and had the interest to be possibly common to many participants and made the speaker share more of his knowledge and experience. The freedom given to the speakers regarding the content structure and the way of presenting provided a positive diversity but also made me question the direction that these events can adopt in the future in a constructive point of view. Maybe some of these events could be more interactive and objective oriented, for instance each participant could bring his contribution to a debate around some reflection about technical writing. The good adherence to the lunch was a sign that the participants were available to know more about each other and to share some good moments.

Like? The presentation of several working realities, concerns and motivations gave all the participants the opportunity to enrich their knowledge about the actual working situation in technical writing and to position themselves accordingly.

Improve? An earlier advertising of the event would have been much profitable because probably, many technical writers could have planned to attend this event which would have certainly made the event even more successful and potentially reaching a wider technical writing community.

Manuela Aparício

Comments? I found the sessions on Technical Writing very interesting. The first presenter gave a real perspective on how the document life cycle was managed on a daily base. There were mentioned the different tools and methodology for the documentation analysis, creation & modification as well as the review and delivery process. That company has customers from the transport industry and accomplishes a collaborative work in technical writing in order to improve documentation content.

The second speaker gave a really good approach to Simplified Technical English (STE), illustrating with words examples. This speaker also provided some best practices of what to put in a style sheet of STE.

The third presenter illustrated how documentation could be done within an organization that only has one technical writer. It was also presented the different open source software used to preform work in a security software enterprise.

In each talk the audience was participative posing questions and making suggestions. Overall this third Technical Writers @ Lisbon, sponsored by EuroSIGDOC, was very well organized thanks to the commitment of Joaquim Baptista and Carlos Costa at ISCTE-IUL.

Nuno Pires

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Comments? Please keep the work and continue publicizing technical writing.

Like? Multiplicity of experiences and themes. The linguistic topic.

Improve? Given the majority of the attendees were students, the topics could be more introductory to let people know what is technical writing all about and why is it such an interesting career.

- What does technical writing means and why is it relevant?
- Is there a market out there?
- What kind of companies use technical writers?
- What is the learning curve?
- What are the tools out there?

Rui Diogo Serra

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Like? The active participation of the audience. The informal tone through out the session

Improve?

- The schedule (time & day) may not function properly, unless we preemptively assume 1 hour in the beginning will be wasted. I suggest considering late afternoons (weekdays) or, if we want to involve people from Porto, Aveiro, etc... late Friday.
- People are more receptive if they receive presence certificates.
- Occasionally: software hands-on mini training, exercises over documents, a debate on renown documents or theories in technical documentation, internationally.

Anonymous #1

Like? I'd like to know the evolution of the company which is a startup.

Anonymous #2

Comments? It's very good to see Portuguese companies showing high standards on customer relationship.

Like? Seeing the passion that every speaker has for their work and the way they are able to accept inputs from everyone.

Anonymous #3

Comments?

1. Well presented.
2. Very, very well presented. Just add an example.
3. Anubis Networks. The English and the time are difficulties.

Like? All presentations are very interesting.

Improve?

- Missed some examples, interactive speech. “OK, the things exist, now let’s see how it works”.
- The lights on the room are too intensive (really).

Anonymous #4

Comments?

- Too much information about product, too much total. You can give context, but SISCOG was too much.
- About the Simplified presentation was brilliant.
- Anubis presentation again, not structured, no process described. Loses a lot of time about the company.

Like? The Simplified presentation, absolutely brilliant.

Improve? I think focus more in the process of technical writing. The Simplified presentation was good.

Institutional support

About EuroSIGDOC

EuroSIGDOC is an 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).