



FCSH

22 ABR 2015

18H – 21H

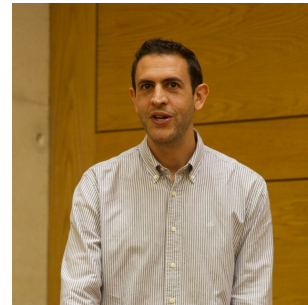
*“The three approaches were very different
and covered almost all the important aspects of the subject.”*



*Rui Diogo Serra
AnubisNetworks*



*Joaquim Baptista
Consultant*



*Daniel Bofill
SISCOG*

The 5th Report

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What happened?

Looking back at what Technical Writers @ Lisbon has achieved in the last two years, we surprised ourselves with the interest and quality of the presentations at our formal events. However, only a handful of people attended each presentation, and few people attended all of them.

Professor Rute Costa accepted our challenge to reach new audiences, mostly by reusing old but good presentations, suitably updated. She invited us to talk to a mix of students at FCSH (the Faculty of Social and Human Sciences of the New University of Lisbon).

The multipurpose room 1 at the Research and Development building was practically filled to capacity, with over 40 people. The audience consisted of students of either Translation or Terminology Management, at different levels ranging from undergraduate to PhD candidate. Sadly, we failed to secure some photos.

As usual, the presenters were prepared to speak either in Portuguese or in English, depending on the needs of the audience. The decision to speak in Portuguese was made minutes before Rui started to talk.

The event started with Rute Costa welcoming everyone. Then, Joaquim Baptista briefly introduced the community Technical Writers @ Lisbon and explained how the attendees could intervene both by asking questions and by leaving comments in the public notes, which would be published in this report.

Rui Diogo Serra was the first speaker. As a product manager, he explained the complex processes used by Anubis Networks to develop and support its products, where different kinds of documentation play important roles.

Joaquim Baptista explained all the different tasks that a technical writer can do, actually a summary of the tasks he did during his work at Altitude Software. This vision forms the basis for his new consulting business.

Daniel Bofill explained the complexity of SISCOG products, especially their customization. He added details of the proposed project to systematize all documentation. The project was given the go ahead earlier in the same day.

We had several interesting questions after each presentation, although not the level of interaction previously seen in other formal events. Being the first presenter, Rui took most of the questions, enabling Joaquim and Daniel to tailor their presentations somewhat.

21 persons returned their public reports. The honesty of the comments is expected, and greatly appreciated. In fact, the main benefit for presenters is learning from the interaction. Again, the first presenter took most of the heat, while the last presenter got the most praise.

I would like to thank Rute Costa and all the attendees for their attention and their questions. We certainly felt welcome.

— Joaquim Baptista, px@acm.org

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.



Anubis / Bitsight and the communication process



Anubis / Bitsight and the communication process

Rui Diogo Serra
Lisbon, April 2015

About me

Rui Diogo Serra
Coimbra, 1980
ruidiogoserra@gmail.com

Academic	Master in Marketing	ISCTE
	Computer Engineering (Licenciatura)	ISEC
	MBA Mkt Management	ISCTE
	Cambridge CPE	Brit. Council
Professional	AnubisNetworks / Bitsight	>2010 (Senior) Product Management
	Nokia Siemens Networks	>2007 Documentation Specialist
	Megadigital, FCCN et al.	>2002 (...) Training Documentation Manager
Activities	APCOMTEC	
	FADP - IFC - AISEC	

1 Company Insight

About AnubisNetworks

anubisnetworks™
a BITSIGHT company

- Major contracts with global Telcos and Service providers such as Vodafone, British Telecom, PT, and UOL. Email security leader in Portugal, and Mailspike 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 every year.
- Working with government agencies for cyber threats intelligence.
- Direct employees < 40

About BitSight

BITSIGHT®

- Private company founded in 2011 to develop Cybersecurity benchmarking
- Based in Boston
- Major contracts with some of the world's largest financial firms.
- Pioneer in the segment of Cyber risk scoring.
- Direct employees < 60
- Acquired vendor AnubisNetworks in 2014.



What do We do?

How the BitSight Security Rating Platform Works

INPUT - collected from extensive & diverse sources
Botnet - Spam - Malicious Code - Configurations
DDOS - User behaviors - News Feeds - Social Media

PROCESSING - normalizes & maps the input
Event Type - Data - Company IP
Severity - Frequency - Duration - Confidence

OUTPUT - customer portal summarizes security risk

Analytics Ratings Alerts

780

- Will become the standard in Security ratings, for benchmarking, vendor rating, insurance, etc..
- Anubis provides key intelligence on infected organizations


What do We do?



- Infection detection**
Massive intelligence on Trojan infected systems
- Cyberfeed** provides the most comprehensive visibility on Zero hour compromise threat vectors and campaigns
- Compromised systems**
Malware Analysis on URL, File and Email, using dynamic free sandboxes
- Social Awareness**
Monitoring activity in specialized social sites to preemptively establish new attack vectors
- Enrichment with:**
> C2 communication payload
> Geo & assets
> Malware profile
- Email ecosystem**
Use large product deployment base, plus honeypot infrastructure, for correlation with other attack vectors

What do We do?

We provide the most comprehensive visibility on Zero hour compromise, threat actors and campaigns



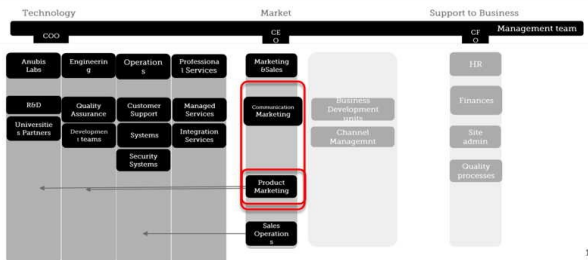
ALL COUNTRIES ALL BOTNETS

9,820 1,677,095

13 438

2 Process and People

How do We do it?



How do We do it?

		Documentation Managers	
		Pre	Post
Products - User documentation	Admin guides, Product descriptions, collaterals	Everything, with QA and R&D	Everything with QA and ENG; CMS
Products - LL, Test outputs	Architecture, troubleshooting, etc.	Partially, with SMEs	Graphics, Revision, templates, CMS
Support & Operations	Knowledge management Ticket response	Partially, with QA and Operations	Revision

How do We do it?

		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

How do We do it?

		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

*Agile/Scrum

3 Tools and Technologies

The tools we use

Help Tools	Wiki + own technology	No robohelp, no doc. to help. Our support has a portal with wiki. Our software has embedded online help
Authoring	Word & ODF. With little XML editing	No framemaker or interleaf. Because several non-pros make docs, we have common word templates. Also other R&D-side tools such as latex
Graphics & Images	Visio + Illustrator + Snagit	Our designers (6PM) use Illustrator. Professional Services use MS Visio. Also snagit, and web tools for mockups.
Video and tutorials	Camstasia + Snagit	Snagit + Camstasia are enough for "home made" videos.
CMS	Box / Drive	With versioning and editing control

The tools we Have tried

Authoring	Duzoki, mathML.	No framemaker nor interleaf. Because several non-pros make docs, we have common word templates. Also other R&D-side tools
Graphics & Images	Corel Designer	Too expensive. Terrible learning curve.
CMS	IxiaSoft, Alfresco	Non practical for non technical..

4 Outcomes and future optimization

What are the Strengths and Opportunities

- No Single point-of-failure
- Designers design, testers make troubleshooting guides, Professional Services do SoW...

What are the Weaknesses and Threats

- Can we handle when it scales?
- Distributed tasks may scarce responsibilities. And task ownership!
- Is quality good enough?
- The compliance sector is very strict!

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Is there a need for TWs at a cloud Software company?

Support sites with KB

UI / UX design with embedded HOW-TOs

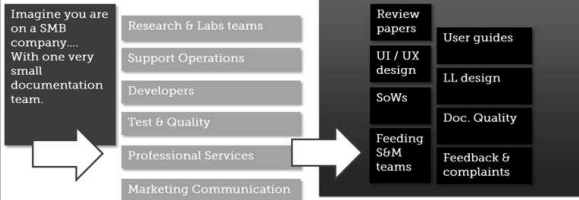
Agile / Scrum with user stories > QA > documentation



- Online help
- User manuals
- Product release notes
- Product troubleshooting
- Tutorials
- Installation guides
- Marketing documentation
- E-learning modules
- Web content
- Legal disclaimers
- Business proposals
- White papers

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The lifecycle of a SMB



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Thank you



Joaquim Baptista

Joaquim starts 2015 as an independent consultant. He draws on his extensive experience to offer effective solutions with the sophistication that typically requires a whole team of consultants.

Joaquim Baptista started the documentation team at Altitude Software in 1997. Under his leadership, the team wrote documentation and helps from scratch, then grew to manage translations in 1999, develop a proprietary XML-based documentation system in 2000, champion a company-wide wiki in 2003, adopt the XML DITA standard in 2005, develop training materials in 2006, recreate topic-based writing in 2009, create technical comics in 2013, and conduct ethnographic interviews in 2014.



Joaquim "px" Baptista

Effective Knowledge for Effective People.
Your flexible consultant for knowledge management.



Learn what your company should know!

Learn where you stand to plan for the future.
Your company cannot manage what it does not know.



Manage with agility!

Discover and deliver incrementally.
Remove annoyances, manage risk.



Optimize the flow of your company knowledge!

Structure the company knowledge
for consumption and maintenance.
Have a place for everything.



Make your knowledge easy to consume!

Write clear thoughts in clear words.
Inspire with illustrations and comics.
Explain APIs with code samples.



Design effective training and demos!

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



Craft your company software!

Capture requirements precisely.
Design the customer experience.
Streamline decisions for everyone. Automate.



Protect the future with open formats!

Embrace flexible tools and open formats
that adapt to the growing needs of your company.



He adopted and refined agile practices since 2004, and published the 2008 practices at ACM SIGDOC'08 under the name uScrum. He continuously adapts the agile practices to suit the needs of an evolving team and evolving workload.

Before tackling documentation he worked as trainer, programmer, system administrator, and academic researcher.

www.pxquim.com – px@acm.org – +351 91 784 2996

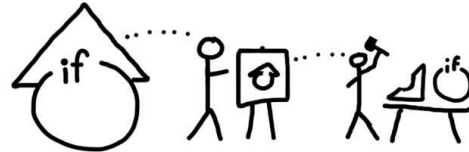
Effective Knowledge for Effective People

Effective Knowledge for Effective People

Joaquim Baptista



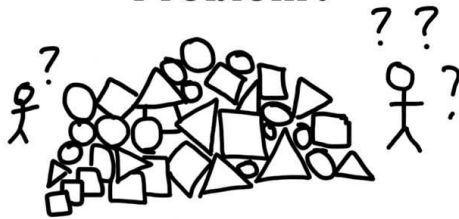
Explain



Write clear thoughts in clear words.
Explain APIs with code samples.
Inspire with illustrations and comics.

2

Problem?



Make sense of knowledge.
Apply knowledge.

3

Learn



Study + Enquire + Enumerate + Consolidate.
Facilitate. Survey. Ethnographic interview.

4

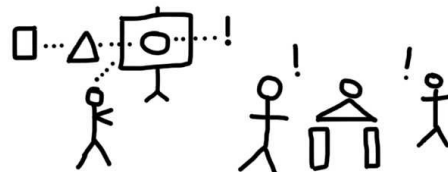
Organize



Structure for consumption and maintenance.
Have a place for everything.

5

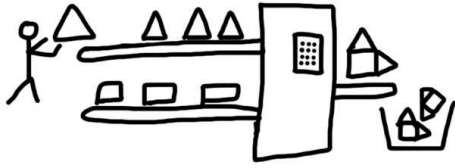
Show



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

6

Automate



Capture the requirements precisely.
Streamline decisions for everyone.
Design the customer experience.

7

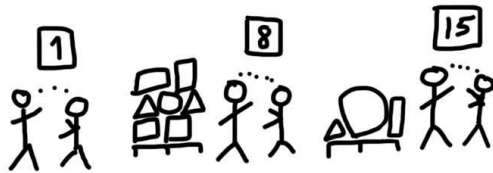
Open



Embrace flexible tools and open formats.
Adapt to growing needs.

8

Agile



Discover and deliver incrementally.
Remove annoyances. Manage risk.

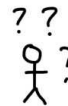
9



Effective!

Online presence: site, apps, social, email.
Intranet, extranet: order and process.
Documents, training: complete, readable, updated.
Software: useful and usable.
People: customers, employees, suppliers.

Explain. Learn.
Organize. Show.
Automate. Open.
Agile.



www.pxquim.com



It's time to manage the intangible assets as well.

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.

Assembling the User Manual Puzzle



OPTIMISING THE RESOURCES OF THE WORLD

Assembling the User Manual puzzle.

SISCOG
SISTEMAS COGNITIVOS

22 April 2015

SISCOG

Software company

- Founded in 1986
- Working in the railway domain since 1988

Specialized in **planning and management of resources** (timetable, vehicles, staff)

- **Products**
- Systems based on products

Offering **powerful optimisers**









Helping **railway and metro operators** around the world



SISCOG
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Our Clients

 London Underground	 Dutch Railways
 Lisbon Metro	 Finnish Railways
 Suburban trains of Copenhagen	 Norwegian Railways
	 Danish Railways
	 Portuguese Freight Railways




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

Oldest system has been in continuous operation since 1998

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Solutions for the main resources

-  **ONTIME**
Planning and Management of Timetables (**Track & Time**)
-  **FLEET**
Planning and Management of **Vehicles**
-  **CREWS**
Planning and Management of **Personnel**

SISCOG
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Complete integration, for all phases and resources

The diagram illustrates the integration of SISCOG systems across three phases: Future, Present, and Past. It is organized into three resource categories: Timetable (ONTIME), Vehicles (FLEET), and Staff (CREWS). Each resource category has a set of modules that flow from left to right across the phases. For example, in the Future phase, there is a Long-term Scheduler for Timetable, a Long-term Scheduler for Vehicles, and a Duty Scheduler for Staff. In the Present phase, there is a Short-term Scheduler for Timetable, a Vehicle Allocator for Vehicles, and a Staff Allocator for Staff. In the Past phase, there is a Real-time Dispatcher for Timetable, a Real-time Dispatcher for Vehicles, and a Real-time Dispatcher for Staff. The Control phase includes an Activity Recorder for Timetable and a Work Recorder for both Vehicles and Staff. Web services are shown as external components connected to the Real-time Dispatcher and Activity Recorder modules.

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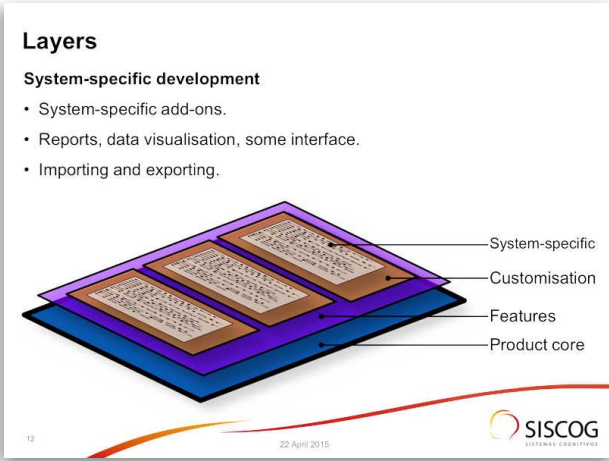
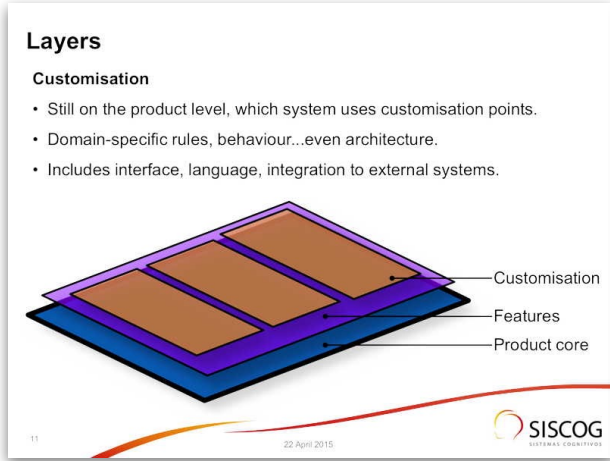
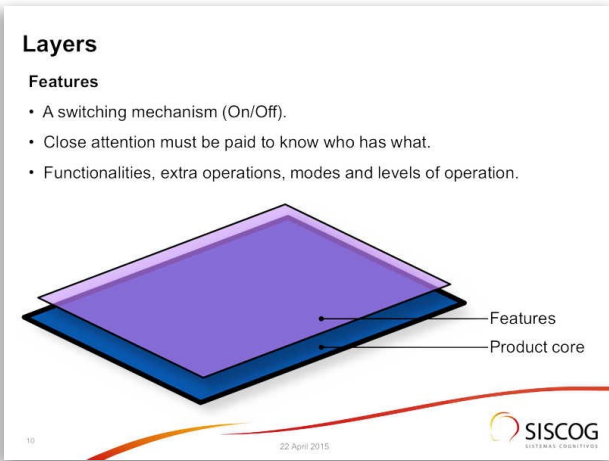
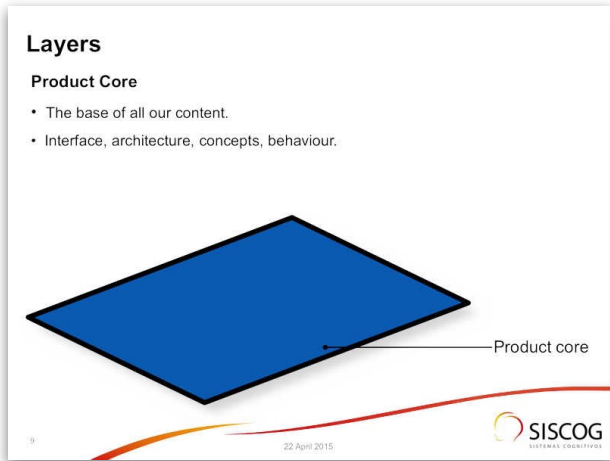
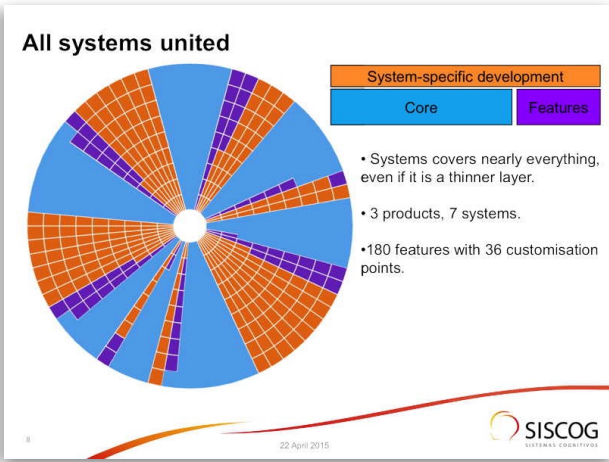
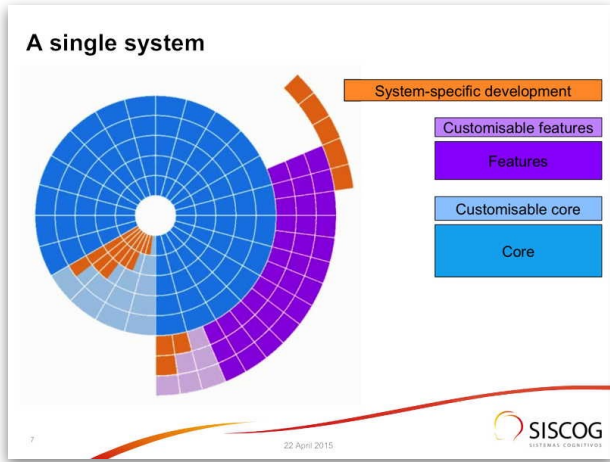
General overview

The diagram shows a layered architecture. At the top is 'System-specific Development'. Below it is 'Product Customisation', which is split into 'Product Customisation' (light blue) and 'Product Customisation' (purple). At the bottom is the 'PRODUCT CORE', which is split into 'PRODUCT CORE' (blue) and 'PRODUCT FEATURES' (purple). Arrows indicate that the Product Core and Product Features are used in the Product Customisation layer, which is then used in the System-specific Development layer.

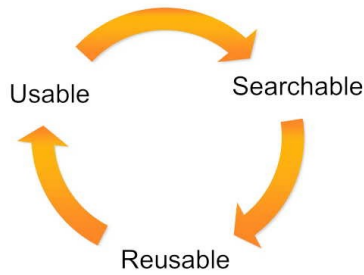
- Developed according to client's reality.
- Specific knowledge and strategies.
- Customised interface.
- Stable, reliable, tested.
- Decreases costs and development time.
- Incorporates different perspectives.
- "Live" system.

SISCOG
SISTEMAS COGNITIVOS

22 April 2015



Usable → Searchable → Reusable



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Usable

Terminology touches upon:

Organize	Create	Localize	Publish	Consume
Outputs	Assign	Select Files	Output Types	Read
Languages	Write	Export	Review	Browse
Terminology	Terminology	Terminology	Terminology	Terminology
Architecture	Review	Import		Search
	Edit	Review		
	Search			

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22 April 2015



Usable

- Facilitates:
 - Inter and intradepartmental communication.
 - Client or potencial client communication.
 - Understanding concepts.
 - Learning-curve of new recruits.
- Reduces redundancy.
- Transmits credibility.
- Usability leads to relevant and easy searching.
 - Coherence helps when searching.

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Searchable

I know the information exists
but I don't know where it is!

= Waste of time.



Interesting would be

- Searching by context ou objective.

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Searchable

I don't know if the information exists

= Frustrating and inefficient.



Interesting would be

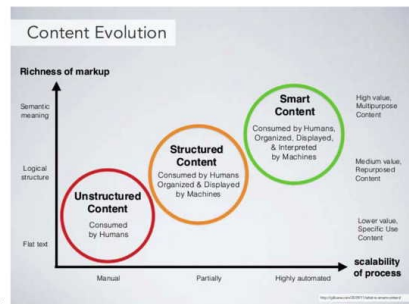
- Content appears by "suggestion"
- Content is contextual, according to the search terms and/or my profile.

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Searchable



Smart content

- Structurally rich.
- Semantically rich.

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Reusable

The practice of using content components to develop new content.



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Reusable

- Reduces development and maintenance costs.

Example: The author must create 10 new topics.

A Each topic is created from scratch.
10 topics x 2h/topic = 20h

B 7 out of 10 topics have some reusable content.
3 topics x 2h/topic = 6h +
7 topics x 30m/topic = 3,5h (searched and reused)
Total = 9,5h

20h – 9,5h = **10,5h saved through reusability**



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22 April 2015

Reusable

- Reduces the effort in revision and approval.

Example: Review 1 topic in 10 documents.

A Topic was copy/pasted in each document.
10 docs x 1h/doc = 10h

B Topic was reused in each document.
1 doc x 1h/doc = 1h +
9 docs x 0h/doc = 0h
Total = 1h review

10h – 1h = **9h saved on review**



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22 April 2015

No need to reinvent the wheel

- There are a lot of resources out there that we can tailor to our specific needs.
- There is standard-based technology for metadata and architectures that can be used as a strong foundation.
- There are hundreds of tools that handle workflows, authoring, editing, reviewing, approval, collaboration ...and more!

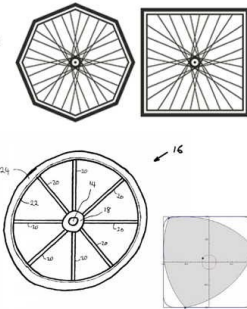
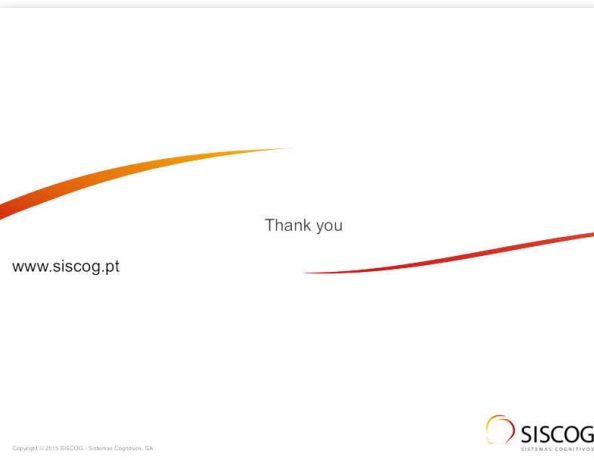


FIGURE 2

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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 21 participants, transcribed or translated to English.

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

Alexandra

Email? alexandradematos.pro@gmail.com

Comments?

- Nice presentation and very useful information. Is it possible to “grow” professionally in the Technical Writing area?
- The first presentation wasn’t clear enough and hard to understand.
- The second presentation was clear, very useful and nice in terms of content and information.
- The third presentation was also extremely good, the “communication” was very eased and comfortable to listen to — not too “heavy”. Very realistic way of thinking and communicating! Useful — nice work!

Like? The clear language used.

Improve? Use less technical terminology, as part of the audience is listening this for the first time (or explain the terms) (first presentation). You should have given more technical examples.

Technical Writers

professional learners fighting for users everywhere

@Lisbon

Name (optional): Alexandra

Publish?

Email: alexandradematos.pro@gmail.com

Publish?

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?

Nice presentation and very useful information.
Is it possible to “grow” professionally in the Technical Writing area?

The first presentation wasn’t clear enough and hard to understand;

~~Best~~
The second presentation was clear, very useful and ~~very~~ nice in terms of content and information.

The third presentation was also extremely good, the “communication” was very eased and comfortable to listen to - not too “heavy”. ~~Very~~ useful and realistic! Very realistic way of thinking and communicating! Useful - nice work!

What did you like the most? The clear language used.

How could we improve? What could we do differently? Use less technical terminology, as ~~some~~ part of the audience is listening this for the 1st time, (or explain the terms) (1st presentation). You should have given more technical examples.

Thanks!

Ana Nascimento

Comments?

Presentation by Rui Diogo Serra: The discourse used was too hard to reach. The powerpoint in English is a barrier to comprehension, even for fluent English speakers. It made it harder to follow the argument. I think nothing would be lost in deepening what is really done by the Company. It is understandable that there is a list of procedures related to quality but we know that, in practice, that does not happen at 100%; many processes are “burned” in-between, both for lack of time and for lack of monetary resources. I should also add that it would be interesting to learn some real professional experience. At the beginning it was limited by saying that technical writing is not just writing technical texts... what it is then?

Presentation by Joaquim Baptista: the small flyer distributed before the presentation was extremely interesting and funny — just like it says, it helps to build the knowledge and captures attention. The powerpoint was simple but very engaging. Very prompt to answer and be coherent + practical in his answer. The explanation of what is really a technical writer was concise, simple, and perceptive to anyone in the room, in my view. One can see that he thinks in the people listening to him, and the discourse is simple and intelligible in a funny but assertive way.

Sadly I could not attend the presentation of Mr. Daniel.

Like? The small attention before the presentation of Mr. Joaquim Baptista in the form of the informative flyer. Captivating at first sight and very interesting to read.

Thanks to Mr. Joaquim Baptista for giving me hope for my future with what he said about CVs.

Improve? Harmonize the technical terms to make them accessible to laypersons in the public. Explain exactly what is technical writing.

Cátia Serrão

Email? catia.serrao@gmail.com

Improve? Have the powerpoints in Portuguese to contribute to a Portuguese thinking about technology.

Rosa Dias

Email? rosa.dias@norbain.pt

Comments? Everything that was said reflects my working experience.

My doubts and lack of experience concern the tools and software to create the templates and organize the information and documents.

Like? The three approaches were very different and covered almost all the important aspects of the subject.

Inês Sousa

Comments?

- The first presentation was good but the business and what a product manager does wasn't quite clear. He focused a lot more on how the company works.
- The second presentation was great, I love that it had illustrations to capture the public's attention, it was interesting and really focused on the theme of technical writing, what it is, how it should be in order to respond to every situation/problem.
- The last presentation was the best one, the presenter connected with the audience, he was funny and we wanted to listen, his language was easier to understand and more concise and clear than the others.

Like? The last presentation was what I liked the most. I actually understood everything that was explained. I could visualise its practical applications.

Improve? The presentations were good, but I think they could be a little more visual and you could have given some practical examples.

Sérgio Barros

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Comments?

- What is the relevance of terminology, for example, managing glossaries or databases, in the overall set of tasks of the technical writer?
- Is there some procedure or training to turn an individual into a technical writer in the context of a Company, or a newly hired technical writer is just immersed in the working environment?
- What would be the learning curve for someone who want to become a technical writer, having a background in Linguistics and Terminology and a professional experience as a linguist, translator, and fellow terminologist?
- Is a technical writer a (good) project manager?

Like?

- I liked to hear about the possibility of working as a technical writer.
- I enjoyed the last presentation very much. Excellent!

Improve? It might have made sense to invert the order of the presentations, that is, from the most theoretical to the most practical.

Susana Duarte Martins

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Like? The second presentation, because it focused more objectively in technical writing. The third presentation was also interesting, because it showed the importance of reusing information and the respective financial consequences.

Anonymous #8

Comments? I liked the third presentation very much (SISCOG) because the presenter referred his academic and professional “background”.

Like? The contents and organization of the presentations, especially the third presentation (SISCOG).

Improve? Clarify acronyms and technical terms.

Anonymous #9

Comments?

Presentation by Rui Diogo Serra:

- I did not quite understand the work he does.
- Good presentation.
- Should try to use less foreign words when presenting in Portuguese.

Presentation by Joaquim Baptista:

- Good communication.
- Good presentation: clear and concise.

Presentation by Daniel Bofill:

- Excellent communication (funny and with attention-capturing jokes).
- Excellent presentation.
- Very clear speaking and explaining.

Anonymous #11

Comments?

All this information was very interesting although the time was very short; however we gained some knowledge with your experiences and competencies in this area of domain or speciality; quite advanced technologies.

Thank you very much.

Anonymous #12

Comments?

- The first presentation was very compact and not very clear. A lot of information but the communication did not seem very effective.
- The second presentation was very interesting and more enlightening. “Friendly” communication demonstrating assuredness and professional knowledge.
- The third presentation — Very graphical, presented casually and with a sense of humor. Good communication skills. Very interesting and very practical presentation.

Like? The third presentation.

Anonymous #13

Comments? Sorry! No comments! Nevertheless I enjoyed it. Good work.

Anonymous #14

Comments?

The linguistic component has a very secondary role in this area, for a student of translation and considering our curriculum, technical writing would be a plan C. Working on the creative part and elaborating the characteristics of the Portuguese language, going into this area would be counterintuitive in some sense. It is good to know that there is another possible area for working, however we would have to change our way of thinking, and that would take time and training.

Like? I thought it interesting that three persons in the same area have such different approaches. Although, I confess, I did not empathize with all of them, it is nevertheless interesting.

Improve? Lacking context in the area and the real methodology of working, I think that it does not make sense to “opine” about the excellent work of the colleagues.

Anonymous #15

Like? The simplicity of the second presentation. It was obvious that it was a technical writer who was speaking because everything was “to the point”, accurate and precise. Explicit slideshows.

Improve?

- It was somewhat difficult to relate the first presentation to the technical writing theme.
- You could also use more Portuguese words and phrases instead of the English ones when there’s equivalents.

Anonymous #16

Comments? I think that all the presentations were very interesting, however they differed in content and way of presentation. I think that the last presentation stood out through its dynamism, besides the second one by its explanation.

Like? Resources used (powerpoints) and presentation of companies that I did not know.

Improve? More attention to the target audience.

Anonymous #17

Like? I liked very much to learn more about the profession of technical writer and all the suggestions were useful to better structure my academic curriculum in relation to the needs in this market.

Anonymous #18

Improve? The first person that did the presentation said multiple times “oh, this part doesn’t matter”. I think that, in a language perspective, it is not appealing to say something doesn’t matter. You can say it’s not as relevant as the other information that is being presented.

Anonymous #19

Comments? Why did you use English for your presentations? I get the whole idea of reusing material but you had a Portuguese audience and not everyone speaks English...

Don’t technical writers ever write in Portuguese?

Like? Learning about technical writing. I had this vague and fuzzy idea of what it might be, but the three presentations were really useful career-wise and from a corporate perspective.

Improve? It would have been interesting to see some examples of technical writing, i.e., a short paragraph for example. I know this wasn’t a technical writing course but you were talking to “language people” and we do like to see language in action.

Anonymous #20

Like? I just love the all presentations. It was very reach and clear.

Anonymous #21

Comments? Vast field of application. A matter of management culture?

Like? Integrated and pragmatic vision. **Improve?** Small companies?

Comments by Joaquim Baptista

The public comments raised some interesting questions. I like the honesty of the public questions, and I will try to be equally honest in my public answers.

Don't technical writers ever write in Portuguese?

Several comments criticize the slides in English, or the fact that presenters used some English terms. I was quite surprised. In fact, we decided to present in Portuguese in the last few minutes before the first presentation.

Lisbon has become a wonderfully multicultural city, and I have met many foreigners working or studying in Lisbon. Successful Portuguese companies typically import or export, and English is often the common language that enables such commerce. That has certainly been the case for Anubis Networks, Altitude Software, and SISCOG.

Even if your main skill is the Portuguese language, you still have to communicate with others. Your colleagues and partners are all over the world. Over the years, my own team at Altitude Software had people with very different backgrounds.

On the other hand, Sandra Fisher-Martins is trying to promote plain language in Portuguese through her company *Português Claro*. She deserves all our support.

How to train a technical writer?

I do not know any graduate or undergraduate course in Portugal on Technical Writing (or, more generally, Technical Communication). I know that Rosário Durão proposed a post-graduate certification program at FLUL that was approved. However, the course did not open.

FCSH has a masters course on Communicating Science. Several Universities have modules on Technical Communication, for example focused on writing reports.

At Altitude Software, I trained twenty persons over the years, using books, presentations, and coaching. The rhythm of learning depended on the opportunities for working in different projects. However, since new hires were learning both technical writing and Altitude Software products, it is hard to separate one learning curve from the other.

From my hiring experience graduates from Language and Literature generally lacked (years ago) the ability to articulate and write down complex ideas. However, I hired two persons with the right skills, coming from Translation and from English Literature (from an American University).

What is the relevance of terminology management?

Terminology management becomes more important when a company has several writers, especially when texts are translated. Technical editors will be in a position to care more about terminology, typically by taking care and enforcing a style guide.

Is a technical writer a (good) project manager?

A technical writer naturally develops a good understanding of several points of view, including the customer. That ability facilitates the communication required to lead a project to a good conclusion.

We would have to change our way of thinking...

I expect a University course to provide a solid background for a professional career. However, you should by no means expect the course to provide all necessary knowledge.

At the very least, the world is quickly evolving around us. It is very possible that your job five years from now has not been invented yet. So, learn to evolve over time. Learn to learn.

Also, try reading science fiction: you may be surprised on how useful it can be at making you consider different alternatives and viewpoints.

As an alternative, read anything by Tom Peters. He questions every assumption in his search for excellence, and offers amazing examples.

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);
- ISDOC 2014 — International Conference on Information Systems and Design of Communication (eurosigdoc.acm.org/isdoc2014);

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/JA, 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 CLUNL

Centro de Linguística da Universidade Nova de Lisboa (CLUNL) is a research unit that has as its main objectives the advancement of research in Theoretical and Applied Linguistics, the advanced training of researchers and the promotion of the publication of scientific data in those domains concerned with the nature and structure of languages and texts.



This unit is financed by FCT.

The Centro de Linguística of Universidade Nova de Lisboa (CLUNL) was founded in 2000, in the sequence of a restructuring of the Centro de Estudos Comparados de Línguas e Literaturas Modernas (CEC). CEC, founded in 1979 and financed by the Instituto Nacional de Investigação Científica (INIC), integrated the Núcleo de Estudos de Linguística Contrastiva (NELC), whose members advocated the existence, in FCSH, of a research program in Linguistics.

At the Universidade Nova, the planning of the early research work in linguistics began in 1975, in the area of Línguas e Literaturas Modernas (Modern Languages and Literatures), thanks to the interest of Professors Maria de Lourdes Belchior and Maria Emília Marques. The theoretical approaches of the team members (comprising the domains of Sociology, Computer Sciences, Sociolinguistics, Psycholinguistics, and Language Teaching, within a contrastive and interdisciplinary approach) were presented at the Primeiro Encontro Nacional para a Investigação e Ensino do Português, in 1976.

In 1979, NELC published, in the first issue of *Letras Soltas*, a number of articles integrating some of the domains that would later be developed in CLUNL: Lexicology, Text Theory, Theoretical Issues and Pedagogical Praxis, branching into Sociology of Education and Bilingualism. The second issue of *Letras Soltas* was edited by Professor Maria Henriqueta Costa Campos, who pioneered publishing in the domains of enunciative semantics and relational grammar.

Since its creation, in 2000, the work developed at CLUNL has made an important contribution to linguistic studies in Portugal in the areas of Acquisition (L1 and L2), Discourse Analysis, Text Theory, Lexicography and Terminology, Syntax, Morphology and Historical Linguistics. CLUNL's present research is based on different conceptual and theoretical models. This characteristic is a reflection of the work developed in the Unit throughout the years and it is also what gives the Unit its identity.

Between the years 2000 and 2006, CLUNL was directed by Teresa Lino. Maria de Lourdes Crispim was director between 2006 and 2010, together with Maria Lobo, Fernanda Menéndez and Maria do Céu Caetano.

Previous directory boards have established CLUNL as a competitive and relevant Research Unit, which is attractive to both national and foreign young researchers.