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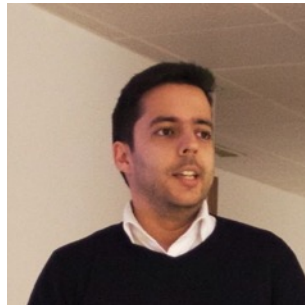
BANIF

30 JAN 2016
09H – 13H

“It was useful, I learned a lot, and I am very grateful.”



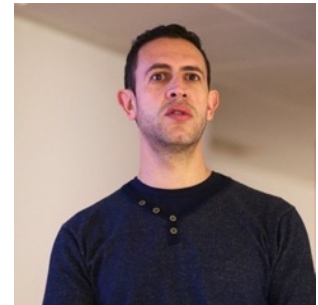
*Joaquim Baptista
Altran/Thales*



*Nuno Grazina
OutSystems*



*Rui Costa
Senior Consultant*



*Daniel Bofill
SISCOG*

The 9th Report

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First invitation (5-Jan)

Greetings to all technical writers, and to everyone interested in technical communication!

We are excited to announce our 9th formal meeting:

- **Saturday, January 30th, between 9h00 and 13h00** (be sharp).
- **Startup Campus powered by BANIF.**
- Rua Rodrigo da Fonseca nº 11 — 1250-189 Lisboa.

Joaquim Baptista, About Technical Writers @ Lisbon (9h00-9h30)

Joaquim introduces the tasks of professional technical writers and explains the guidelines and objectives of these meetings.

Nuno Grazina, How to write proposals (9h30-10h30)

Nuno talks about successful proposal writing, based on his rapid progression at Vision-Box from bid analyst to program manager.

Rui Costa, 20/20 hindsight? Lessons from the TW front (11h00-12h00)

Rui shares insights from 26 years of technical writing experience at Olivetti, Papelaco, De La Rue, Siemens, and Novabase.

Daniel Bofill, Update on a company-wide CMS (12h00-13h00)

Daniel explains how a unified CMS will simplify documentation and team communication at SISCOG.

The price of participation is to provide your email to Startup Campus. You will receive announcements about their acceleration programs for entrepreneurs.

Thanks to our sponsors for all the support: [Startup Campus powered by BANIF](#) (room), [APCOMTEC](#) (marketing) and [EuroSIGDOC](#) (site). And special thanks to Shannon Graybill for welcoming this event.

- Alexandra Albuquerque, APCOMTEC, info@apcomtec.org
- Carlos Costa, EuroSIGDOC chair, carlos.costa@acm.org
- Joaquim Baptista, EuroSIGDOC vice-chair, px@acm.org

PS: Feel free to extend this invitation to friends and other interested parties. More interesting participants will improve the learning experience for everyone. Please publicize the [site](#), the [Google group](#), and the [Meetup group](#)!

PPS: Plan to attend [TCeurope next April 15th in Porto](#).

PPPS: [Live Sketching](#) captured Joaquim's 5-minute Ignite presentation of Nov-2015. As usual, they did an [amazing job](#)!

Second invitation (29-Jan)

Greetings to all technical writers, and to everyone interested in technical communication!

This is a gentle reminder for our 9th formal meeting next Saturday, January 30th. Time will be tight, so please be sharp:

- 09h00: Joaquim Baptista, About Technical Writers @ Lisbon.
- 09h30: Nuno Grazina, How to write proposals.
- 10h30: Break, on your own.
- 11h00: Rui Costa, 20/20 hindsight? Lessons from the TW front.
- 12h00: Daniel Bofill, Update on a company-wide CMS.
- 13h00: Lunch, on your own.

The meeting room is on the 1st floor, and we will have the place for ourselves. Which is a problem: we will have to guard the entrance door on the ground level. So:

- Arrive on time if possible.
- If you know someone that might help us at the door, please have them contact me.
- Don't panic if the door is closed when you arrive. Wait a bit, then call me: 91 784 2996.

There are €0,50 coffee machines in the place. Hopefully there will also be open coffee-shops nearby, but I could not check.

Although lunch is not strictly part of the meeting, a few of us usually stick around after cleaning up the room and have lunch nearby. You are welcome to join us.

See you next Saturday!

— Joaquim Baptista, EuroSIGDOC vice-chair, px@acm.org

PS: Remember that in the 8th formal meeting Rosário Durão taught us about active learning? One month later, *Nature* had the following to say:

At this point it is unethical to teach any other way.

— M. Mitchell Waldrop, [Nature, 15 July 2015](#).

PPS: Happy birthday, Rosário!

What happened?

Fifteen people attended the meeting, including nine people that stayed for lunch.

Mariana set up camp at the entrance, while I prepared the large open space on the first floor. Not knowing how many people to expect, we started at the largest space, where about 50 chairs face a projection screen.

Joaquim Baptista

Most people arrived after 9h, and I started my presentation at 9h15. The presentation was aimed at people new to the group, to alleviate the confusion that we sensed at FCSH.

I told my story of how I entered technical writing, what caused me to start the group, and how the group has moved forward with the generosity of so many speakers and sponsors.

The presentation generated some unexpected discussion about the tech writing in general. I cut the discussion short when I sensed that the next speakers would give the context that the audience was asking.

Considering that the audience was far from 50, we moved to the nearby area with enough tables for 22, and much more comfortable to take notes.

Nuno Grazina



Nuno was a former colleague of mine, so I was quite interested in his story.

Nuno was at Vision Box for 1.5 years, when the company grew from 80 to 200 people, and R&D grew from 15 to 50.

The Bid team initially had enough time to start each proposal from scratch. Nuno joined the team to offload the writing work from the team leader.

Nuno questioned the contents of proposals, aiming to have proposals that answer the right questions.

He started a virtuous cycle of continuous

improvement, adding reusable content with each new proposal. Over time, a team of three persons grew the ability to quickly create proposals by reusing parts of previous proposals.

When writing became the easy part, the sales cycle shrank while increasing the confidence of the customers. The Bid Team gained free time to innovate and reach out to other parts of the company. They created demos, proposed new product features, and eventually gained the product roadmap.

Nuno succeeded by using thought processes alone, without adopting any specific tool. He complained about the limitations of Word on documents over 70 pages, when even moving content around becomes difficult.

The Bid Team never created a database of reusable content, which means that the three members of the team fielded questions about reusable content for proposals. Nuno ultimately felt overloaded with questions and left the company.

Nuno's story is a compelling case for the importance of the thought practices of technical writing (the tools of the trade) on proposal writing, and business processes in general.

During the discussion period, Paulo Ribeiro came forward as the head of Technical Writing at Vision Box, a department that faced different challenges. He continued my principles at Altitude Software, adopting DITA Open Toolkit and the editor Syntax Serna freeware, later replaced with Oxygen. He also repelled the need for an expensive CCMS.

Coffee break

The €0,55 coffee machine downstairs avoided the need to hunt for a coffee house outside. Everyone agreed on a short break, and we restarted quickly.



Rui Costa

I was eager to listen to Rui, with a career as a technical writer longer than my own. Rui has accumulated a long career in multinational companies, and shared insights on the different cultures and company strategies that he experienced.

He discovered “users” when he accepted to give computer lessons to a nine year old Italian boy. He then became a technical writer at Olivetti, a very large and successful company at the time that disappeared completely in Portugal.

He later joined Collab, where he found a situation similar to that of Papelaco years earlier. Collab, a division of Novabase, are feeling the growing pains of international growth, and learning that trying to win every business opportunity comes at a hefty price. Overworked

as the sole writer, he faced a clear tradeoff between maintaining quality standards and delivering on time — choosing the former, to the detriment of the later.

Rui joined Nokia-Siemens Networks, later Coriant. He told the story of a company with a mix of German and Finnish management cultures that was never settled. He was also part of a larger team of writers.

At Collab he found a situation similar to Papelaco. Collab is another Portuguese company that is also trying to grow internationally. As the sole overworked writer, he felt the bitterness of being forced to do poor work. Trying to win every business opportunity comes with a heavy price.

I could relate to Rui's bitterness at Collab. Circumstances often forced me to accept the possible instead of the desirable, either as writer or as team leader.

Daniel Bofill

Daniel shared details of the ongoing project of improving documentation at SISCOG. He has been working with international consultants to introduce the best technologies and processes company-wide.

The proposed content management strategy did a good job of convincing the audience, especially the new people in the audience. He plans to adopt DITA, reaping its usual benefits. He also plans to create embedded help with a dynamic web server.

During the discussion period, Nuno Grazina and Paulo Ribeiro questioned the need for an expensive CCMS.

I did very well without a CCMS in Altitude Software, but then I was never in a position to deliver dynamic content. The team never caught up with updating and rewriting the legacy content into modular topics that could support useful forms of dynamic delivery.

Lunch

We finished the formal program on time, for the first time ever, but the conversation continued in small groups. It took time for a group of nine to start moving and go look for a restaurant. We enjoyed traditional Portuguese cuisine in a typical Lisbon "tasca", with even more conversation, until 16h30.



— Joaquim Baptista, px@acm.org

Joaquim Baptista

I draw on my extensive experience to offer effective documentation solutions, with the sophistication that would typically require a team of specialized consultants.

Currently, I am a senior consultant engineer at Altran Portugal, assigned as senior technical writer at Thales Portugal. I am working on software for passenger information at railroads.

I worked as a documentation manager and senior technical writer at Altitude Software, between 1997 and 2014. I was responsible for the documentation set (1200K words in 5400 unique pages, in 2014) aimed at supervisors, system administrators, integrators, and programmers. Since 2006, I was also responsible for the training materials (114 training hours in 8 courses, in 2014). I structured the courses into modular lessons with objectives, slides, exercises on virtual machines, and solutions.

I hired and coached 23 writers between 1998 and 2014. I used Agile principles to manage since 2004, adapting the practices to suit the needs of an evolving team and workload.

I wrote Python scripts to automate processes, saving two full-time positions. One script gathered comments and method signatures from C# source code, then used custom heuristics to generate API reference documents (since 2002). Another script used the structure and labels of the user interface to update screen references (since 2009).

I managed the localization of the documentation and software from English to Japanese in 1999–2000. Since then, I assisted others with localization processes and tools.

I created a proprietary solution for writing using XML in 2000, leading the customization of an XML authoring editor and the development of tools to generate outputs. I adopted the DITA XML standard in 2005, selecting and developing tools, and making the DITA standard usable by non-technical people.

I developed a company-wide content strategy that has served Altitude Software since 2004. The strategy organized the flow of information across the company (including foreign offices and top management) using a unified login, an open-source wiki, and several repositories.

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



About Technical Writers @ Lisbon

About



Joaquim Baptista

pxQuim
px@acm.org

Joaquim "px" Baptista

1982-1988	FCT/UNL	Computer science engineering. Programming. FSE.
1989-1996	FCT/UNL	System administration. Research in programming languages and robotics.
1997-2014	Altitude Software	Technical writer. Manager. Coach. Content strategist. Instruction developer.
2015	pxQuim.com	Knowledge management consultant.
2016-	Altran / Thales	Consultant / Senior technical writer.

You are a Technical Writer if your job requires the ability to communicate complex technical information to other people not once but often and systematically and failure costs time, money or lives.





2013

Carlos Costa
partner, EuroSIGDOC

Rosário Durão
poster, New Mexico Tech

Jaime Vasconcelos
OutSystems

Aldina Rodrigues
via APCOMTEC, Euroscript

Events are waves!

A lesson by RTP2 staff in 2010 of "Cinco para a Meia-Noite"

Presentations
60-90m

50% Slides
50% Questions

Break. Lunch.

Future memory:

- Invitation.
- What happened?
- Slides.
- Public notes.
- Sponsors.

The 8th Report

Informal meetings

**Amplify conversation.
Increase trust.
Identify speakers.
Hotels & bars.**

FCSH

Dissemination. Repeat presentations. Fewer questions.

Academia



ISDOC'2014

- Panel
- Peer-reviewed article.
- Invited keynote.

CAPSI'2015

- Peer-reviewed article in professional session.



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



Governance

Phone calls and lunches, in private.

- Joaquim Baptista
- Carlos Costa
- Jaime Vasconcelos
- Rui Diogo Serra
- Manuela Aparício
- Daniel Bofill



Some ideals are just not practical.

eurosigdoc.acm.org/twl/
groups.google.com/d/forum/technical-writers-lisbon
www.meetup.com/Technical-Writers-Lisbon/

@ Got room?

pxquim.com
px@acm.org
carlos.costa@acm.org




Support or integrate?

Technical Writers @Lisbon

professional learners fighting for users everywhere

<http://eurosigdoc.acm.org/twl>

Technical Writers @Lisbon
professional learners fighting for users everywhere

Name (optional): Publish?
 Email: 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?

What did you like the most?

How could we improve? What could we do differently?

Thanks!

Mingle—Question—Share—Learn

Welcome!




Thanks!

pxquim.com
px@acm.org

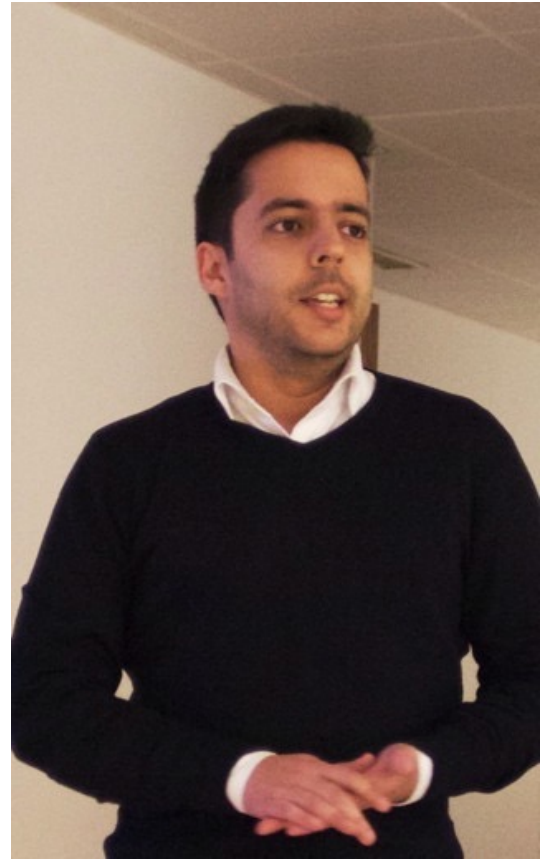
Nuno Grazina

Nuno Grazina started out as a Technical Writer in 2011 after joining the Documentation team at Altitude Software. Having learned how to transform complex concepts into simple explanations, he has been drawing on that experience ever since.

Shifting his focus to business-oriented disciplines Nuno helped Vision-Box reach ambitious goals with winning business proposals. In a fast pace and innovative environment his responsibilities quickly expanded to solution design, pre-sales and program management, always grounded on technical knowledge. He was a key member of the team that designed the solution and led the way for the delivery of the Aruba Happy Flow pilot in May 2015, which has been collecting innovation awards and recognitions since day 1.

Currently he is setting up the content production machine for OutSystems Services in a strategic initiative. The goal is to create a culture for sharing high-quality public knowledge based on real- world expertise, and ultimately better expose who is OutSystems to the community of customers, developers and even people that have never heard of the company. The content production framework covers everything from thought leadership and lead nurturing to advanced practices and technical guides, to be published at several different types of media.

Before technical knowledge became his focus, Nuno worked as a software engineer at a marketing agency and collaborated with INESC-ID on an automatic speech translation project (PT-STAR). He holds an MSc in Computer Engineering from Instituto Superior Técnico.



How to write proposals?

How to write proposals?

Leveraging the Technical Writer mindset for immediate return

Nuno Grazina

Human being since 1985
 Computer engineer since 2009
 Technical writer since 2011

Technical documentation & training materials (2011-2013)
 Proposals & pre-sales collateral (2013-2015)
 Thought leadership, lead nurturing & technical guides (2015 -)

The Business


Tech Innovation – Biometrics & automated border control

Public purchasing

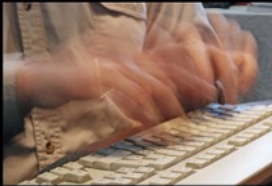
Huge pipeline

Fast pace

66% target revenue growth (2014)




The expectations



Just write the proposals!

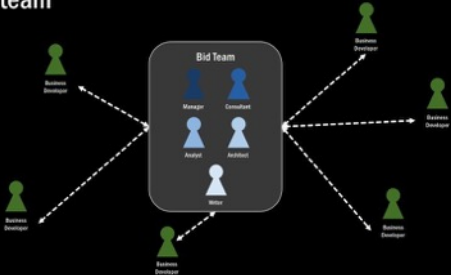
The achievements in 2014



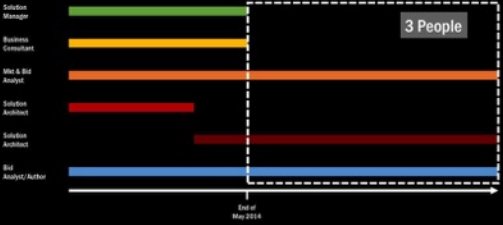
60+ pieces delivered

~80% SUCCESS

The team



The 2014 bid team



3 People

The company/team mindset




Solutions, not a product

Blank sheet approach

New project, new requirements

We don't have this piece of the solution? Let's invent it!

The proposals




Explain the solution

Start from (almost) scratch

The more information the better

Someone focused on writing

The Technical Writer mindset



Ask the right questions

Collaborate

Make it simple

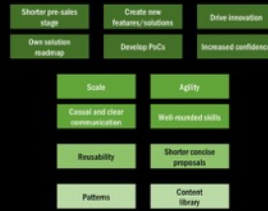
Scale & Reuse

The evolution



Improve something with each proposal

The outcome



Added value

Processes

Deliverables

Tools

The bid team 2.0



The business results



Always ready to bid

Replicate what works

Build confidence

It seemed impossible but we did it!

The next steps



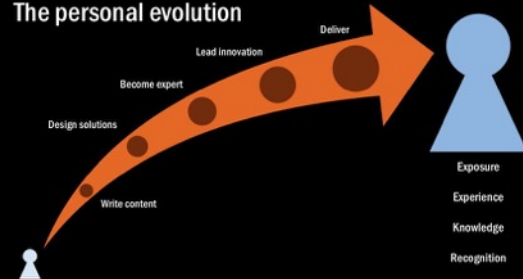
Processes are in our DNA as a team

Digital content library

Searchable content

Authoring tools

The personal evolution



Thank you!

Questions?

References

commons.wikimedia.org

[flickr.com](https://www.flickr.com)

[freemages.com](https://www.freemages.com)

[pexels.com](https://www.pexels.com)

Rui Costa

Born and brought up in Lisbon, Portugal, I love moving around: three continents, 20-odd countries and can't get enough of it.

I once dreamt of becoming a doctor, decided to take on architecture instead, but ended up getting degrees in engineering (electronics/telecommunications), training of trainers, and hospitality management—with a penchant for reading and writing in more languages than one.

All of which led me to the kind of work I love to do today, and see myself never quite retiring from: technical writing, training and translation.

I have been researching, designing, writing, proofreading, translating, testing and managing technical documentation in the fields of SW development, banking automation and telecommunications since the early 1990s, serving many audiences, customers, markets, industries and countries.

My goal: helping my users down the data > information > content > meaning > knowledge path.

Along the way, I have occasionally installed, tested, commissioned or repaired toasters, hairdryers, radios, photocopiers, printers, cash dispensers, motherboards and UPSs.

An ENTJ/Fieldmarshal and eternally keen learner, I'm addicted to a potent drug: motivation.


Two role models: Richard Feynman and Winston Churchill.



20/20 hindsight? Lessons from the TW front

20/20 hindsight ?
Lessons from the TW front

Reflections on my career



A presentation by Rui Costa at the 9th formal meeting, Jan 30th, 2016

20/20 hindsight ?
Lessons from the TW front




First career romance. And last.

The lessons:

- the world is bigger (and smaller) than you think
- youthful misconceptions: technical merit and sportsmanship will prevail
- size is no guarantee of success
- you learn at the outset that you're meant to part ways
- you'll grow - and hurt in the process

20/20 hindsight ?
Lessons from the TW front





Dreaming big.

The lessons:

- being small is no object
- thinking small is
- dare to dream and make it happen
- even if the end result is a failure, you won't be a loser

20/20 hindsight ?
Lessons from the TW front





Edging maturity.

The lessons:

- about size and success...
- culture can be the making and breaking of a company
- winning and leading take more than being in a team: it means being there for the team
- in extreme cases, it means *being* the team

20/20 hindsight ?
Lessons from the TW front





Novabase/Collab: it's *deja vu* all over again...

The lessons:

- being the team will only get the team so far
- a job well done is its own reward
- growing too fast always spells trouble

20/20 hindsight ?
Lessons from the TW front



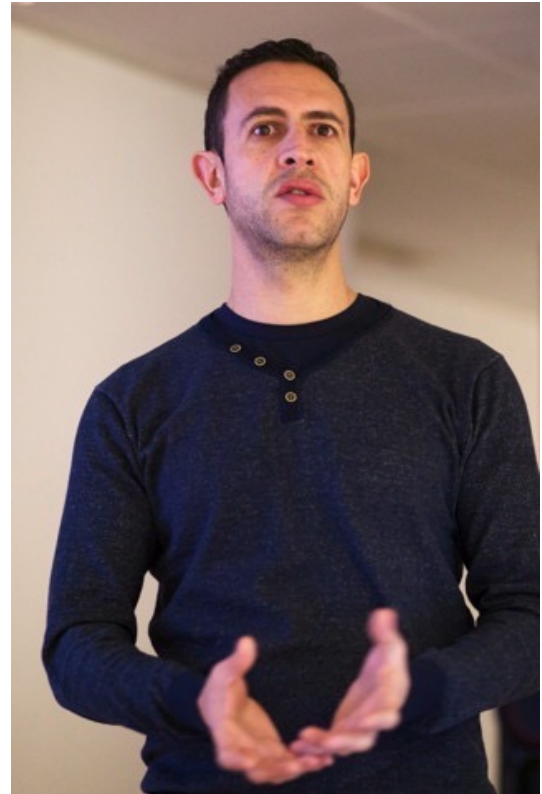

What are your lessons ?

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.

Update on a company-wide CMS (Content Management System)

Update on a company-wide CMS
(Content Management System)

30 January 2016

SISCOG
SISTEMAS COGNITIVOS

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

30 January 2016

SISCOG
SISTEMAS COGNITIVOS

Our Clients

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

Oldest international system has been in continuous operation since 1998

30 January 2016

SISCOG
SISTEMAS COGNITIVOS

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**

30 January 2016

SISCOG
SISTEMAS COGNITIVOS

Complete integration, for all phases and resources

30 January 2016

SISCOG
SISTEMAS COGNITIVOS

SISCOG Content Management Strategy

<h3>What do users need?</h3> <ul style="list-style-type: none"> "How-to" content Decision support Findable info Personalized 	<h3>What are the challenges?</h3> <ul style="list-style-type: none"> Contribution Review Variants Version control
<h3>What is our approach?</h3> <ul style="list-style-type: none"> Modularity Topic types Structures Reuse 	<h3>Where do we go next?</h3> <ul style="list-style-type: none"> DITA XML CCMS Advanced delivery Evaluation

30 January 2016

SISCOG
SISTEMAS COGNITIVOS


What do users need?

"How-to" content

Decision support

Findable info

Personalized



7 30 January 2016 SISCOG

"How-to" content: Decision support

- Not just UI descriptions.
 - "The first dialog box relates to the dataset being loaded"
 - "The Load dialog box shows a list of current datasets"
- Tutorial content.

Create a train

Description
Creating new trains in the timetable is a common operation for instance, when depot road nominations or football trains are required.

Prerequisites
Personal reality has been installed.

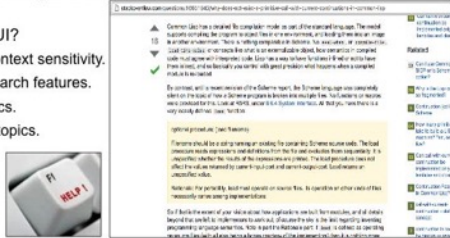
Steps:
In order to create a train you need to perform the following steps:

1. Activate real-time data-changes mode.
2. Open a timetable.
3.

8 30 January 2016 SISCOG

Findable info

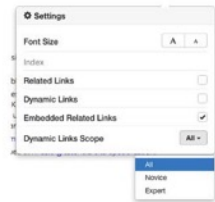
- "What's new" in the beginning of a document.
 - Based on Release Notes.
 - New features in a goal-oriented context.
- Embedded in UI?
 - Based on context sensitivity.
 - Semantic search features.
 - Related topics.
 - Highlighted topics.



9 30 January 2016 SISCOG

Personalized content

- Show me content:
 - Appropriate to my role.
 - Relevant to my job tasks.
 - Relevant to the product/version/configuration I use.
 - Related to what I last looked for.
 - In my language.



10 30 January 2016 SISCOG


What are the challenges?

Contribution

Review

Variants


Version control



11 30 January 2016 SISCOG

Contribution & Review

- Difficulties for contributors
 - When in the development process should I send the info?
 - Why does it require so much effort?
 - How much detail should I provide?
 - What info is relevant?
- Difficulties for reviewers
 - Revision is time-consuming.
 - It steals time from other resources
 - Content cannot be kept back from delivery.
 - Focused reviews on changed portions would be better.



12 30 January 2016 SISCOG

Variants - Conditions

Transferred Days


By default, when transferring a day of the week from Tuesday to Saturday, five of the current day, the next three days, the day before the current day.

In a typical scenario, there are only two days under the dispatcher's responsibility. The transfer responsibility operation is executed at 16:00. In this operation, the responsibility (the day of the operation and the following day). After 00:00 and you can say that the current day and the previous one are under the dispatcher's responsibility.

The exception to this typical scenario are the weekends and holidays. In these working days (next day).

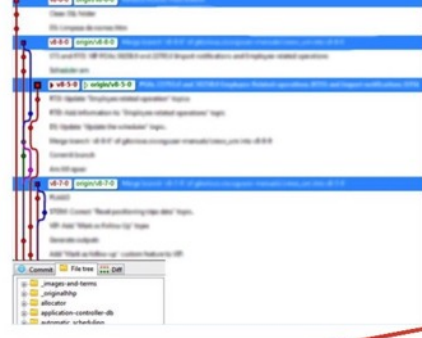
However, when the last day being transferred is either a Sunday or a Monday, the only having 1 day before the current day, the days are not released and start again.

- When a Sunday is the last day being transferred, the Real-time Dispatcher is responsible for the next day (Monday).
- When a Monday is the last day being transferred, the Real-time Dispatcher is responsible for the next day (Tuesday).



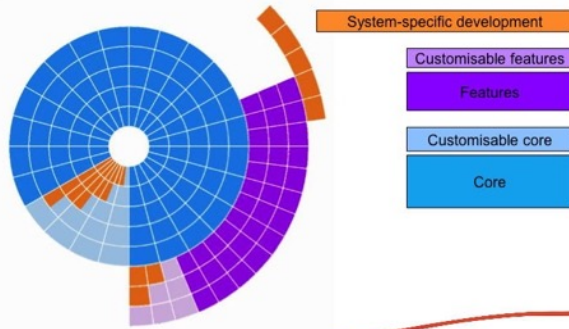
13 30 January 2016 SISCOG

Versioning



14 30 January 2016 SISCOG

Tools can't keep up with product complexity



15

30 January 2016



What is our approach?



16

30 January 2016

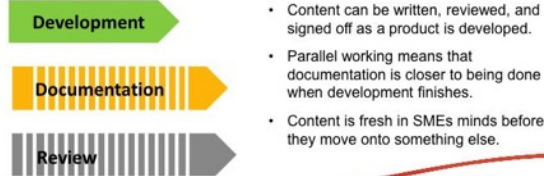


Modularity

Current workflow



Component-based workflow

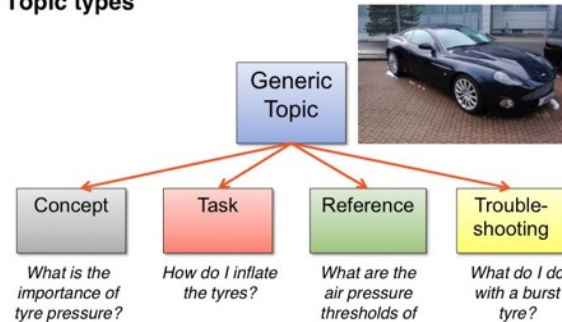


17

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Topic types



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Structures

Controlled structures = better governance.

```

1 <doc version="1.0" encoding="utf-8">
2 <DOCTYPE troubleshooting PUBLIC "-//OASIS//DTD DITA 1.3 Troubleshooting//EN" "http://www.oasis-open.org/spec/13/td13.dtd">
3 <title>What do I do with a burst tyre?</title>
4 <condition id="c1">
5 <title>Overinflation</title>
6 <text>The tyre has been inflated to a pressure that is too great.</text>
7 <condition id="c2">
8 <title>Puncture</title>
9 <text>You have driven over a sharp object.</text>
10 <condition id="c3">
11 <title>Driver</title>
12 <text>Prepare your tyre jack and replacement tyre.</text>
13 </condition>
14 <condition id="c4">
15 <title>Overinflation</title>
16 <text>The tyre has been inflated to a pressure that is too great.</text>
17 </condition>
18 <condition id="c5">
19 <title>Puncture</title>
20 <text>You have driven over a sharp object.</text>
21 </condition>
22 <condition id="c6">
23 <title>Driver</title>
24 <text>Prepare your tyre jack and replacement tyre.</text>
25 </condition>
26 </troubleshooting>
27 </troubleshooting>
28 </troubleshooting>
    
```

What do I do with a burst tyre?

- The tyre has burst and you need to replace it yourself.
- Overinflation**
The tyre has been inflated to a pressure that is too great.
- Puncture**
You have driven over a sharp object
- Driver**
Prepare your tyre jack and replacement tyre

19

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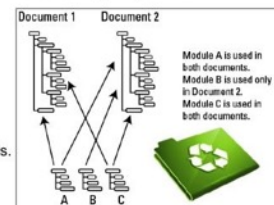
Reuse

Beyond topics

- Maintains accuracy.
- Always important, but crucial for any content with legal implications.
- Reduces maintenance effort.

For customized tutorials

- There is procedural info.
- We don't want to repeat all the details.



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Where do we go next?



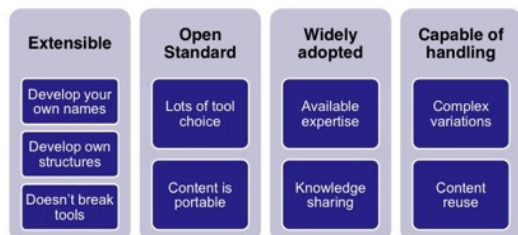
21

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DITA XML

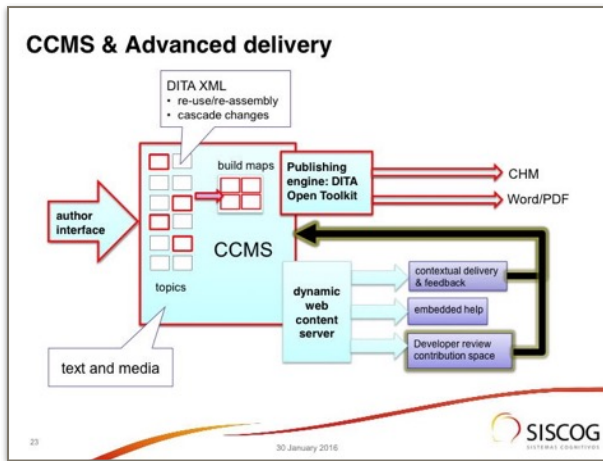
Any XML enables controlled structure, but DITA is:



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Evaluation

- **Minimize risk, by:**
 - Planning the detailed information environment before settling on a tool.
 - Understanding how best to use the core DITA architecture before looking at CMS layer
 - Doing technical proofs of concept before going into the full implementation.
 - Educating the wider organization about the approach and its benefits before imposing a solution.

A circular diagram with **CCMS** in the center. Surrounding it are seven colored circles representing the lifecycle: **Create** (red), **Manage** (green), **Measure** (purple), **Deliver** (blue), **Optimize** (orange), **Extend** (light green), and **Modify** (dark purple). Arrows connect these circles in a clockwise cycle. The SISCOG logo and date (30 January 2016) are at the bottom.

Thank you

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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 7 participants, transcribed or translated to English.

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

Daniel Bofill?

Email? dbofill@siscog.pt

Comments?

Regarding Nuno Grazina, I enjoyed learning about how the team that Nuno worked in was set up and how they tackled the proposals problem. It was interesting to see that a successful project depends a lot on collaboration and buy-in from all the stakeholders involved and/or affected.

Also, it was great to learn how simplifying the communication and only writing content that adds value to the customer wins tenders. It's refreshing to see that companies are investing in modern and fresh approaches towards content creation.

Regarding Rui Costa, it was great to hear the evolution of a technical writer from the start. A lot of the situations portrayed resonated with my own personal experience.

Having also been involved in the same industry and with some of the companies Rui has worked for, I found it interesting to learn about the behind-the-scenes workings.

It also helped to understand a technical writers "place" in the big picture of things. Unfortunately, in a lot of cases the role of a technical writer it is still considered a "contractual burden" rather than a "strategic need".

Like?

- Learning about the mindset needed to work in a team dedicated to a single goal and by doing so influencing the rest of an organization to collaborate.
- The perspective that Rui is able to place on his own experience. He created a presentation where by telling a story, he managed to present the information as a practical narrative, while occasionally adding a personal touch.

Technical Writers
professional writers fighting for users everywhere @Lisbon

Name (optional): Telma Gasanova
Publish?

Email: Telma.Gasanova92@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, reflexions?

Although I don't have any background in this field I found this meeting very interesting and I consider that I learned a lot of things, mainly with the experiences that were shared, especially because were very real and reflected what is happening nowadays in this field in the business area and in several markets.

I also think it would be very interesting to build organize a technical writing course for people that don't have that background.

I will definitely come back again in a future meeting.

I also believe it would be very important to think about how to show the importance for any company the technical writing, so it can be possible to job opportunities in this area appear more frequently.

What did you like the most?

Since I'm a Saleswoman my main interest was in the presentation / pitch about how to write a proposal.

How could we improve? What could we do differently? Since I don't have any technical writing background although I have interest in this field, I found some difficulties in understanding some technical vocabulary, mainly because the most of the attendees had as background technical areas such as engineering. So you should try to explain better some concepts for someone that has interest but don't have the knowledge yet.

Thanks!

Improve? I think that the meetup ran very well. The location was spacious and comfortable. Everything worked just fine.

Lina Castro

Comments? It was useful, I learned a lot, and I am very grateful.

Like? Sharing of information.

Improve? I liked the model, therefore, being my first event, I have no ideas about what to improve.

Marta Leocádio

Email? marta@diffraction.pt

Ideas?

- Ask the attendees to organize a local mini-meetup with fellow colleagues that don't have a clue they're also technical writers.
- Create events to improve collaboration between the attendees after the event.

Like?

- The possibility to learn about different technical writers profiles and backgrounds.
- Each of the presenters kept me interested on their approach to technical writing. Congratulations and thank you so much!

Improve? Give a bonus to the people that are sharp! :)

Nuno Grazina

Email? nuno.mm.grazina@gmail.com

Comments?

- Great to see people that are Tech Writers by profession and also by spirit.
- Sharing experiences is great to learn lessons and think about new solutions under fresh perspectives.

Like?

- Seeing and getting to know different people with different experience and backgrounds, but ultimately sharing similar concerns related with Tech. Writing.
- Openness and interest in learning from others' experiences.

Improve? Try to capture the interest and attention of other people outside the area that are closer to the business side of things, or even people that do Tech. Communication but haven't yet realized it.

Paulo Ribeiro

Email? paulo@diffraction.pt

Reflections?

- The initial presentation by Joaquim is quite useful to provide context and introduce newcomers to the group. It can also lead to some fruitful discussions and help break the ice.
- The presentation by Nuno is paradigmatic in the sense that it proves that a technical writer can add great value to a company by improving processes and information management alone, even without special tools or formal artifacts.
- I also liked the more personal approach of Rui Costa's presentation, based on storytelling and the sharing of experiences on different companies.
- Daniel's presentation was very interesting for me because he presented a plan of something similar to what I have accomplished when starting a new documentation team.

Like?

- The informal character of the meeting.
- Very interesting and well structured presentation by Nuno Grazina.
- The "plan-like" presentation of Daniel and his expectations.

Improve? Perhaps we could devise some strategies to bring more people, even from other backgrounds, to attend these meetings.

Telma Casanova

Email? telma.casanova92@gmail.com

Comments?

Although I don't have any background in this field I found this meeting very interesting and I consider that I have learned a lot of things, mainly with the experiences that were shared, especially because they were very real and reflected what is happening nowadays in this field in the business area and in several markets.

I also think it would be very interesting to build, organize a technical writing course for people that don't have that background.

I will definitely come back again in a future meeting.

I also believe it would be very important to think about how to show the importance for any company of technical writing, so it can be possible for job opportunities in this area to appear more frequently.

Like? Since I'm a saleswoman my main interest was in the presentation/pitch about how to write a proposal.

Improve?

Since I don't have any technical writing background despite having an interest in this field, I found some difficulties in understanding some technical vocabulary, mainly because most of the attendees had a background in technical areas such as engineering.

So you should try to better explain some concepts for someone that has interest but doesn't have the knowledge yet.

Anonymous #6

Comment? Instead of technical writing it should be called technical communication.

Like? The presentations.

Anonymous #7

Comments?

- A profession/function that is necessary but not yet recognized — relationship with communication.
- Evidence of added value/return.
- The role of translators.
- Link with academia.
- To be / To make a team => Occasional situations or not.
- Paradoxes of knowledge.

Like? Sharing experiences.

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/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 Startup Campus powered by BANIF

AJUDAMOS A CRIAR EMPREENDEDORES DE SUCESSO.

A nossa missão consiste em ajudar as pessoas a serem empreendedores de sucesso. Utilizando a nossa metodologia ajudamos na identificação de ideias de negócio, na criação de equipas, no desenho do modelo de negócio, na descoberta de clientes e no lançamento da empresa.

Na Fábrica de Startups acreditamos que Portugal pode ter mais e melhores startups e por isso organizamos várias iniciativas para ajudar o desenvolvimento de startups, sobretudo em fases iniciais de desenvolvimento. A nossa actividade é exercida em 3 áreas: aceleração, incubação e eventos.



Fábrica de STARTUPS

ACELERAÇÃO

Os programas de aceleração de projectos de empreendedorismo realizados pela Fábrica de Startups tem como objectivo ajudar os empreendedores nas diversas fases do processo de criação e desenvolvimento de novos negócios e incluem:

- Discoveries Travel & Tourism Accelerator
(inscrições abertas / www.startupdiscoveries.com)
- Energia de Portugal (<http://www.fabricadestartups.com/energia-de-portugal/>)

INCUBAÇÃO

É a oportunidade de lançares a tua startup dentro de um dos maiores hubs de empreendedorismo no país, em pleno centro de Lisboa, junto ao Marquês de Pombal. O centro de empreendedorismo Startup Campus powered by Banif é um dos maiores e mais dinâmicos espaços para startups na Europa. Neste verdadeiro ecossistema poderás ter acesso a uma enorme rede de empreendedores, mentores, investidores e potenciais parceiros que te vão ajudar a lançar a tua empresa. Estando no Startup Campus powered by Banif também poderás beneficiar do calendário de eventos e sessões que a Fábrica de Startups e seus parceiros realizam.

EVENTOS

Para atender às necessidades do ecossistema Português, existem diferentes tipos de eventos todas as semanas no Startup Campus powered by Banif.

- "Learning by Sharing", uma série de workshops periódicos que pretendem desenvolver e potenciar o espírito inovador e lançar a discussão e análise de vários case studies do mundo do empreendedorismo;
- "The Grid", em evento mensal de networking e convívio, em que as startups incubadas são as anfitriãs e têm os seus 15 minutos de fama para dar a conhecer o seu projeto;
- "Joint Partner Events", os valiosos eventos de parceiros, direccionados a empreendedores numa fase mais "madura", a acontecer com cada vez mais frequência.

MORADA: Startup Campus powered by Banif, Rua Rodrigo da Fonseca nº11, Lisboa

EMAIL: talk@fabstart.pt

SITE: www.fabricadestartups.com