



14 DEC 2020  
18H – 21H

*"Documentation sits between users and their success."*



*Paulo Tavares  
Outsystems*

*Report on 16th*

# Contents

Invitation (28-Nov)	3
Reminder (12-Dec)	4
APCOMTEC Poster	4
What happened?	5
Joaquim Baptista	5
Paulo Tavares	5
Breakout rooms and questions	6
Final words	6
Paulo Tavares	7
About OutSystems	7
Technical Knowledge Management: Reframing Technical Communication Teams	8
Public notes	17
João Lourenço	17
Paulo Ribeiro	17
Rui Costa	17
Anonymous #1	18
Anonymous #2	18
About the organizers	19
About Technical Writers @ Lisbon	19
About EuroSIGDOC	20
About APCOMTEC	21
About ISCAP	22
Pós-Graduação em Comunicação Técnica	23

# *Invitation (28-Nov)*

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

I miss face-to-face events, but you cannot say these events were ever perfect. For example, last-minute surprises often prevented me from traveling to events. Virtual events are not perfect either. I miss being close to people. Still, with some ingenuity, we can recreate some of the interactions that made it worthwhile to travel to physical events. And I believe we did this quite well on June 2nd.

So, we are planning a full "formal" event, featuring a presentation, participant interaction and feedback, and a post-event report:

- Monday, December 14th, 18h00-19h30.
- Zoom, id to be defined closer to the event.

## **Paulo Tavares (OutSystems): Technical Knowledge: Rethinking Tech Comm Teams**

In a product setting, technical communication exists for one reason: to enable users to accomplish their goals with the product. To successfully accomplish this goal, we need to break down the traditional organizational silos of Documentation, Training, Product and Support, and move the conversation to a higher level: one of Technical Knowledge.

With Technical Knowledge as the focus, each of these areas is empowered and equipped to think about the problem from a unique perspective and to collaboratively – and proactively – come up with the best solution for the user from the early product design stages.

Notes of interest:

- Paulo will present in Portuguese, and conversations during the event will be in Portuguese.
- The participation is free, subject to room capacity (300 people).
- There will be an opportunity for participants to interact, so plan ahead your audio and video.

Feel free to extend this invitation to friends and other interested parties. More interesting participants will improve the learning experience for everyone.

Thanks to our sponsors for all the support: ISCAP (virtual room), APCOMTEC (marketing and more) and EuroSIGDOC (site).

- Alexandra Albuquerque, APCOMTEC president, [info@apcomtec.org](mailto:info@apcomtec.org)
- Carlos Costa, EuroSIGDOC chair, [carlos.costa@acm.org](mailto:carlos.costa@acm.org)
- Joaquim Baptista, APCOMTEC secretary and EuroSIGDOC vice-chair, [px@acm.org](mailto:px@acm.org)

PS: The 2nd edition of the post-graduate course in Technical Communication starts in January. You can still apply. [www.pea.iscap.ipp.pt/programas/pos-graduacoes-executivas-1/comunicacao-tecnica](http://www.pea.iscap.ipp.pt/programas/pos-graduacoes-executivas-1/comunicacao-tecnica)

## Reminder (12-Dec)

This is a gentle reminder for our meeting next Monday, starting at 18h.

- Zoom direct link: <https://videoconf-colibri.zoom.us/j/83938077126?pwd=N3lxTUI1ZitkOUFXeEFPS1FBaVdlZz09>
- Zoom ID: 39 3807 7126
- Zoom password: 927953

I look forward to meet you on Monday,

— Joaquim Baptista

PS: Next Wednesday there will be a sister event on UX Writing. Check it out:

[www.meetup.com/uxwritingportugal/events/274599286/](http://www.meetup.com/uxwritingportugal/events/274599286/)

## APCOMTEC Poster

The poster features a yellow and white color scheme with a grid pattern. The main title is in bold, uppercase letters. The speaker's name and affiliation are listed below. The event date and time are clearly marked. A registration link is provided at the bottom. Logos for Technical Writers, P. PORTO ISCAP, and apcomtec are visible at the bottom.

**TECHNICAL  
KNOWLEDGE:  
RETHINKING TECH  
COMM TEAMS**

Paulo Tavares | Outsystems

14.12.20 • 18H00-19H30  
(ZOOM)

Participação gratuita, mas sujeita a inscrição.  
Inscreva-se aqui: [shorturl.at/hjFHX](http://shorturl.at/hjFHX)

Organização:

Technical Writers P. PORTO ISCAP apcomtec acim

# *What happened?*

We had planned to meet half-an-hour before the event, to make sure that everything was set up just right. However, the keys to start the Zoom meeting were held hostage by a ROTIP event (random obnoxious traffic in Porto) of force 6, which expanded a 15-minute short trip into a 90-minute exasperation. Without any real means to communicate the delay, we just had to push on and pray for the patience of the attendees. We can't quite know if anyone gave up before the wait was over.

## *Joaquim Baptista*

We had 23 persons when we finally started the meeting at 18h15. I took some minutes to present the organizers and sponsors:

- Since 2013, Technical Writers @ Lisbon organized 15 formal events (together with EuroSIGDOC and APCOMTEC) with 40 presentations, attended by 346 persons.
- Since 2009, EuroSIGDOC organized 7 academic conferences and at least one seminar.
- Since 2006, APCOMTEC has organized events, workshops, a Summer School, and launched a Postgraduate Diploma with ISCAP.
- Since 1886, ISCAP has been teaching in the Porto region and now virtually.

## *Paulo Tavares*

Paulo started his presentation at 18h23. He pledged to avoid random English to the point of proposing a word bingo with candidate word offenders.

Paulo was Outsystems employee #27, then left for Google and returned years later to Outsystems with an MBA. He noticed the lack of articulation between:

- Product, which created documentation.
- Training, which created online and classroom courses.
- Professional Services, which created a knowledge base.

He proposed to unify the three efforts under the umbrella of Technical Knowledge, with the purpose to satisfy the knowledge needs of users using whatever form made sense. As a consequence of this change in perspective, the unified team:

1. Focused on covering the needs of users, instead of just documenting product features.
2. Became responsible for defining the best way to satisfy user needs.
3. Started to manage the overall knowledge set as a product.
4. Broke team processes into capabilities, to figure out which parts of the processes could be done by subject matter experts or freelancers.

5. Scaled work by enabling the contribution of Outsystems professionals, freelancers, and community members. Scaling needed clear guidelines, templates, a process to select who could contribute, and frequent feedback to contributors.
6. Gave feedback to product developers (as usual with technical writing) to shape the product.
7. Hosted the documentation in GitHub to accept contributions from the community.

Finally, Paulo wrapped up his presentation with the following advice:

- Reframe success by defining what are the knowledge needs and measuring what matters.
- Rethink knowledge as a product, which you need to define and manage.
- Embrace the needs of the users and stand up for them. Let the users lead the way.

## *Breakout rooms and questions*

As the presentation finished at 19h20, some people left. To give the remaining 14 participants the opportunity to interact “almost like face-to-face”, we randomly split the participants into 3 breakout rooms. The objective was for the participants to network, exchange comments and, hopefully, return with relevant questions.

The presence of several current and former Outsystems employees influenced the networking in each breakout room. When we reassembled the crowd by 19h35, some questions had already been answered. Just like a face-to-face meetup, I might add.

Nevertheless, each group asked a couple of questions. Paulo engaged Outsystems employees in the audience to answer some of the questions.

The meeting ended at 20h45.

## *Final words*

Our profession argues endlessly about job titles, and we take for granted that we just do “whatever it takes”. We seldom see people articulating the value of our profession in terms that make sense to business, and Paulo did that brilliantly.

Thanks to ISCAP for sponsoring Zoom.

— Joaquim Baptista, [px@acm.org](mailto:px@acm.org)

## *Paulo Tavares*

Paulo Tavares graduated in Computer Sciences and joined OutSystems in 2004 as a Software Engineer and employee #27. A jack of all trades by nature, he's done almost everything at OutSystems – except for Sales – and currently leads the new Technical Knowledge group, focused on solving the way people learn and use OutSystems. He holds an MBA in Management and worked at Google from 2011 to 2017, where he led technical and operations teams and managed large cross-functional Programs. In his spare time he enjoys tinkering with the Raspberry Pi, teaching his kids to appreciate video games from the 80s and 90s, as well as playing board games with his wife.

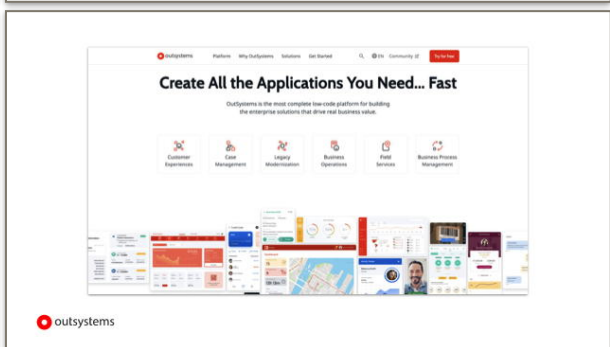
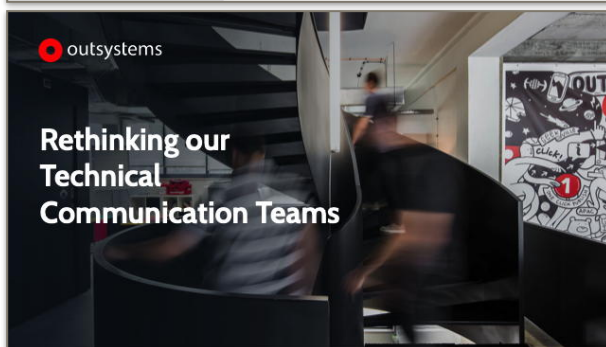
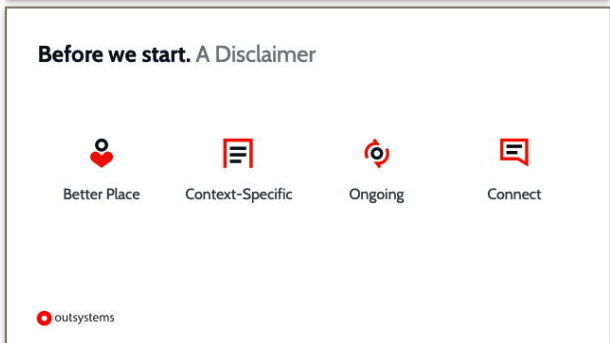
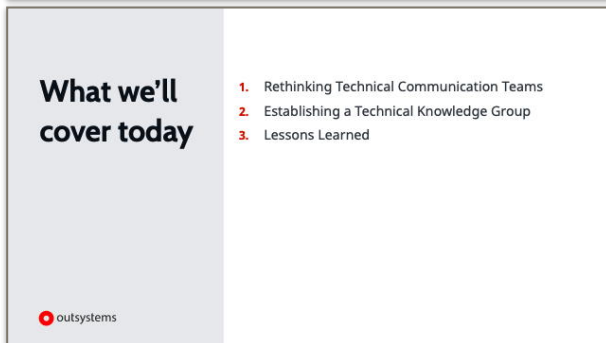
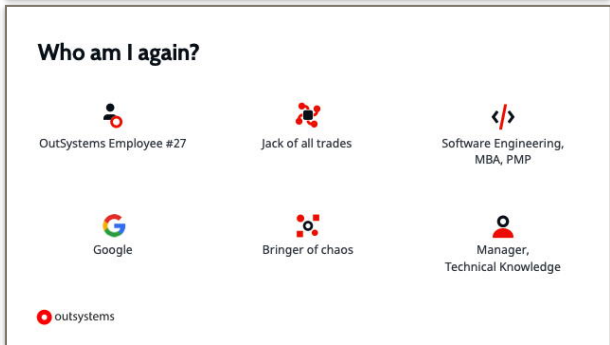
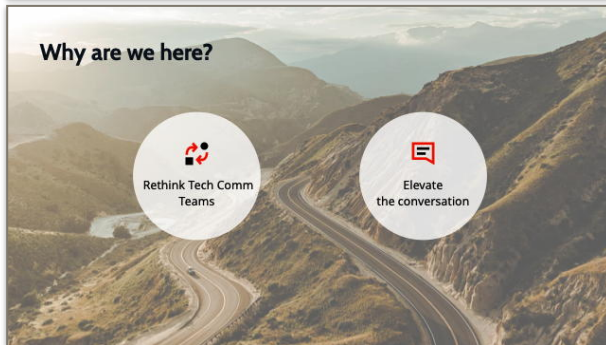


## *About OutSystems*

Thousands of customers worldwide trust OutSystems, the number one low-code platform for rapid application development. Engineers with an obsessive attention to detail crafted every aspect of the OutSystems platform to help organizations build enterprise-grade apps and transform their business faster. OutSystems is the only solution that combines the power of low-code development with advanced mobile capabilities, enabling visual development of entire applications that easily integrate with existing systems.



# Technical Knowledge Management: Reframing Technical Communication Teams





outsystems Platform Why OutSystems Solutions Get Started EN Community Try for free

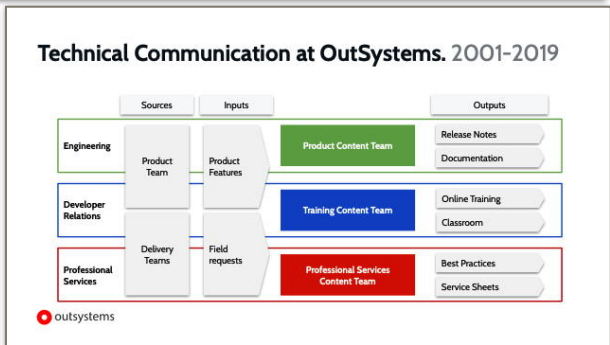
## Create All the Applications You Need... Fast

OutSystems is the most complete low-code platform for building the enterprise solutions that drive real business value.

- Customer Experiences
- Case Management
- Legacy Modernization
- Business Operations
- Field Services
- Business Process Management

### Single Product. Many Types of Users

- Software Developers
- Citizen Developers
- IT
- Business



### Challenges

- Duplication of efforts / lack of alignment and collaboration
- Limited access to experts
- Lack of bandwidth
- Processes not built for scale

### Opportunities

- Aligned efforts
- Seamless access to experts
- Bandwidth for core, maintenance and foundational work
- Scalable processes

## The Starting Point



outsystems

## Why Don't We Have Both?



- A common team,
- Built for scale,
- With all these capabilities,
- A single mission
- A single craft - Technical Knowledge

outsystems

## Establishing a Technical Knowledge Group



outsystems



## The motions we went through

1. Redefining Success
2. Changing Perspective
3. Knowledge as a Product
4. From Roles to Capabilities
5. Scaling the Way We Work
6. Be the User's Voice
7. Opening Up

outsystems



## #1. Redefining Success

From product coverage to user needs coverage



Knowledge Needs



Knowledge Needs

Users Pre-existing Knowledge

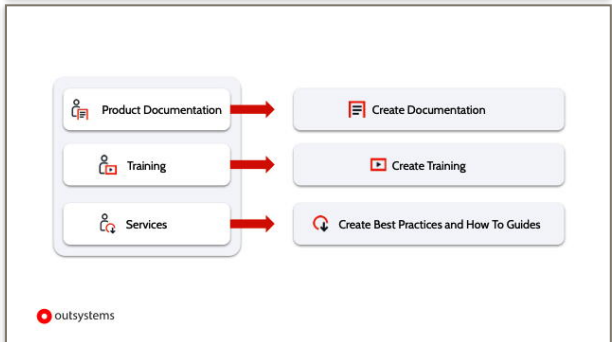
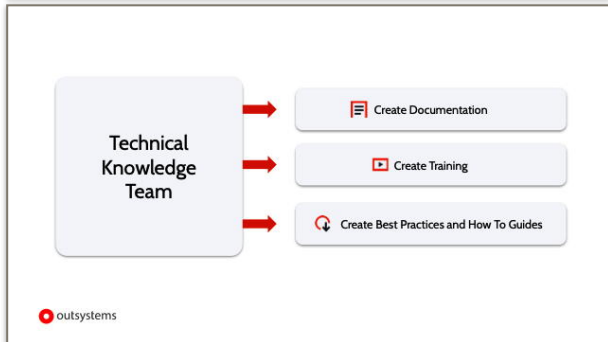
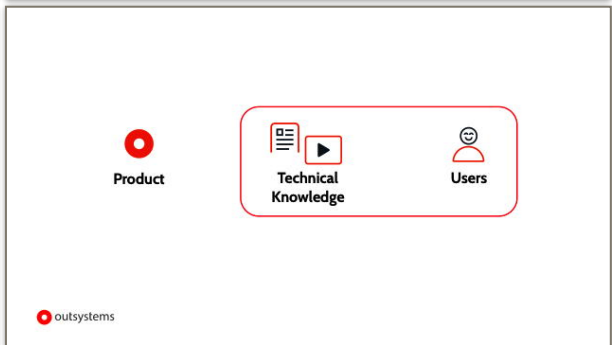
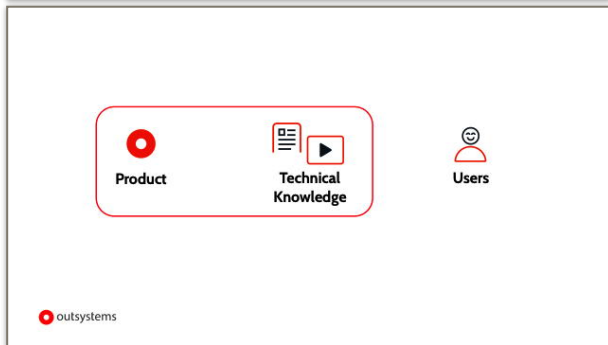
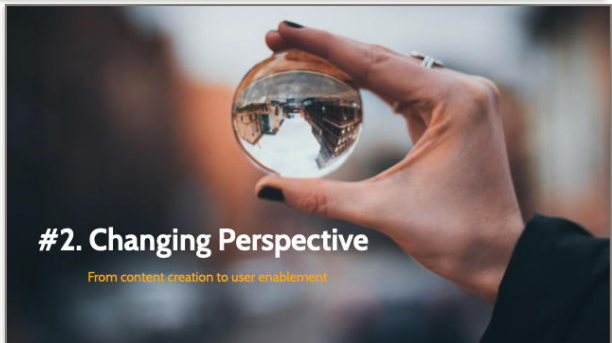
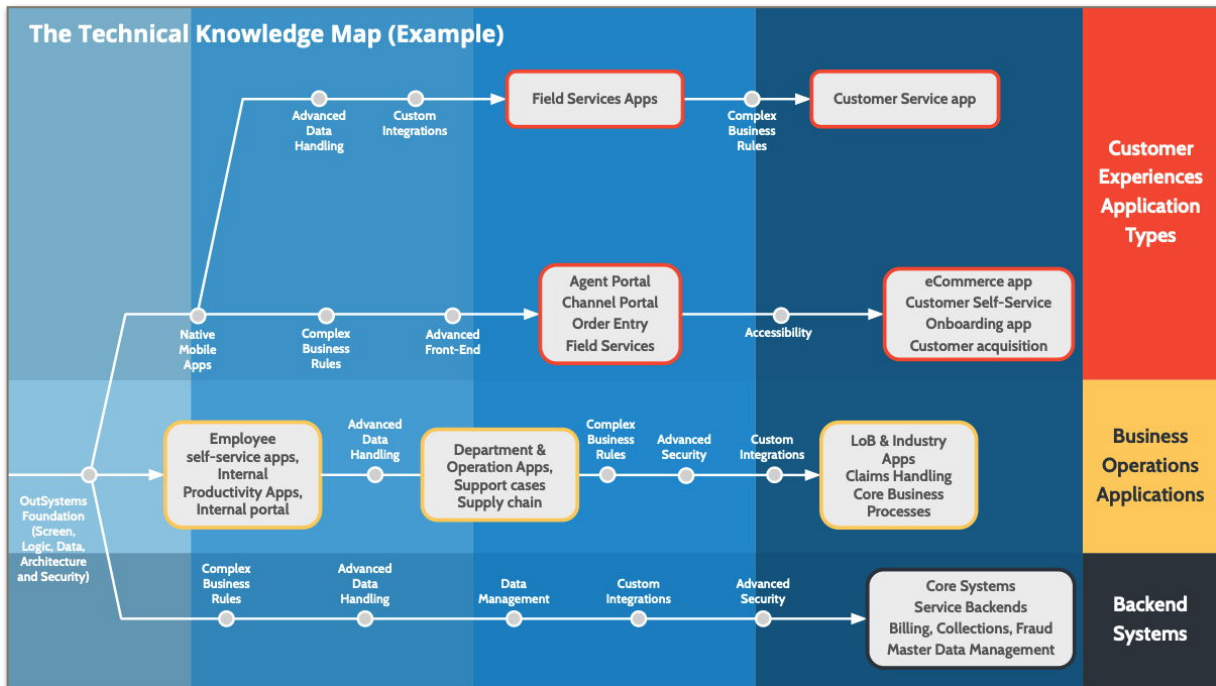


Their Goals/Use Cases with OutSystems




Product Capabilities





### Being responsible for user enablement


- No "content creation" tasks
- Define the best way to get our users to be successful



outsystems

### No more product team allocation

- No longer simple project resources
- We are experts in our practice, and have a responsibility in the overall product we deliver



### Two advantages

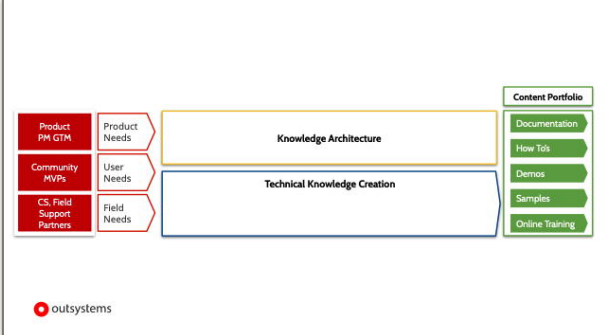


- Elevate the Team
- Accountability

### #3. Knowledge as a Product

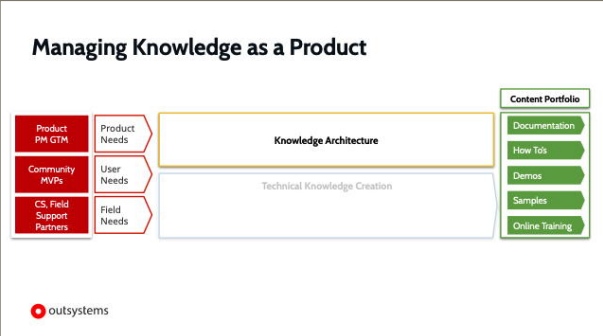
Charting a path





outsystems

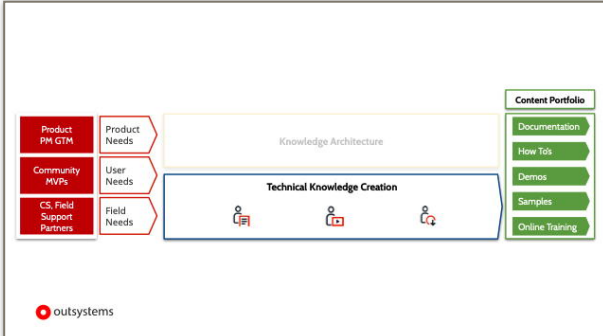
### Managing Knowledge as a Product



outsystems

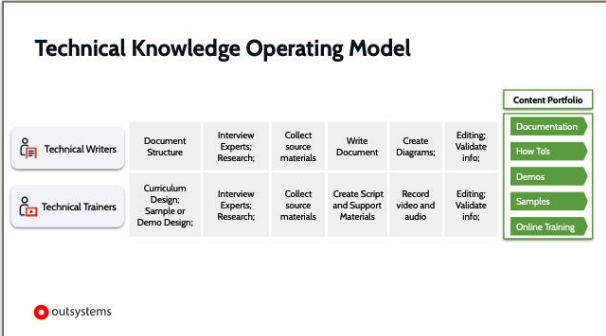
### #4. From Roles to Capabilities

Going beyond job titles

outsystems

### Technical Knowledge Operating Model



outsystems

## Technical Knowledge Operating Model



## Capabilities and Sources

	Inside the Team	External
Content Outline	Technical Writer, Technical Trainer	
Knowledge Sourcing	Technical Writer, Technical Trainer	Subject Matter Experts
Knowledge Curation	Technical Writer, Technical Trainer	Subject Matter Experts
Content Creation	Technical Writer, Technical Trainer	Subject Matter Experts
Design and Production	Content Designer	Content Designers Video Producers Voice Over Professionals
Content Review	Technical Writer, Technical Trainer	Content Editor Subject Matter Experts

## Creating Written Content

	Inside the Team	External
Content Outline	Technical Writer, Technical Trainer	
Knowledge Sourcing	Technical Writer, Technical Trainer	Subject Matter Experts
Knowledge Curation	Technical Writer, Technical Trainer	Subject Matter Experts
Content Creation	Technical Writer, Technical Trainer	Subject Matter Experts
Design and Production	Content Designer	Content Designers Video Producers Voice Over Professionals
Content Review	Technical Writer, Technical Trainer	Content Editor Subject Matter Experts

## Creating Written Content

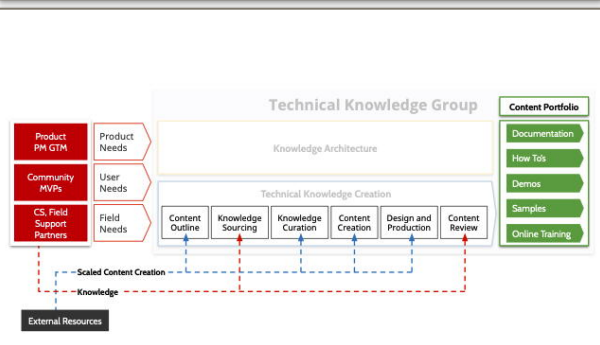
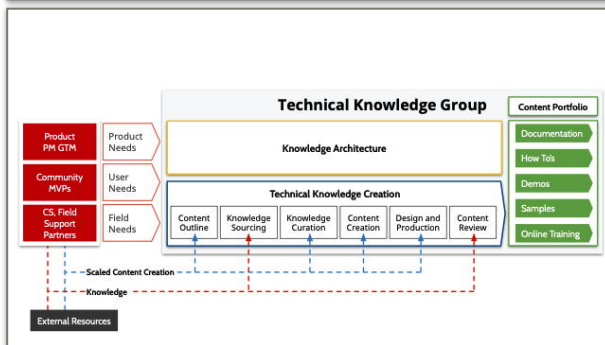
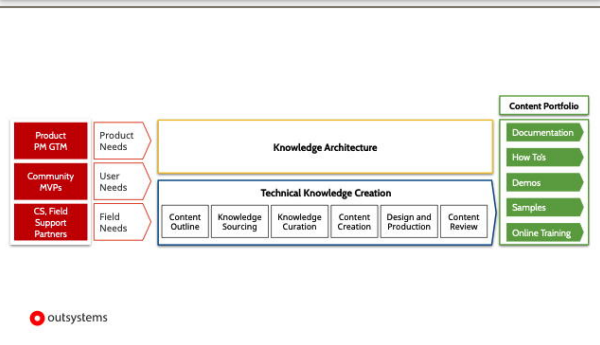
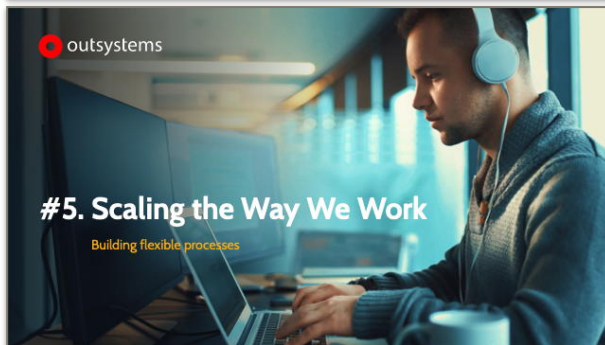
	Inside the Team	External
Content Outline	Technical Writer, Technical Trainer	
Knowledge Sourcing	Technical Writer, Technical Trainer	Subject Matter Experts
Knowledge Curation	Technical Writer, Technical Trainer	Subject Matter Experts
Content Creation	Technical Writer, Technical Trainer	Subject Matter Experts
Design and Production	Content Designer	Content Designers Video Producers Voice Over Professionals
Content Review	Technical Writer, Technical Trainer	Content Editor Subject Matter Experts

## Creating Video or Sample Content

	Inside the Team	External
Content Outline	Technical Writer, Technical Trainer	
Knowledge Sourcing	Technical Writer, Technical Trainer	Subject Matter Experts
Knowledge Curation	Technical Writer, Technical Trainer	Subject Matter Experts
Content Creation	Technical Writer, Technical Trainer	Subject Matter Experts
Design and Production	Content Designer	Content Designers Video Producers Voice Over Professionals
Content Review	Technical Writer, Technical Trainer	Content Editor Subject Matter Experts

## Creating Video or Sample Content

	Inside the Team	External
Content Outline	Technical Writer, Technical Trainer	
Knowledge Sourcing	Technical Writer, Technical Trainer	Subject Matter Experts
Knowledge Curation	Technical Writer, Technical Trainer	Subject Matter Experts
Content Creation	Technical Writer, Technical Trainer	Subject Matter Experts
Design and Production	Content Designer	Content Designers Video Producers Voice Over Professionals
Content Review	Technical Writer, Technical Trainer	Content Editor Subject Matter Experts



### What We Learned or Confirmed So Far...

- Clear Guidelines
- Templates
- Selection Process
- Frequent Feedback

## #6. Be the User's Voice

Shape the Product

Users Pre-existing Knowledge

Their Goals/Use Cases with OutSystems

Product Capabilities

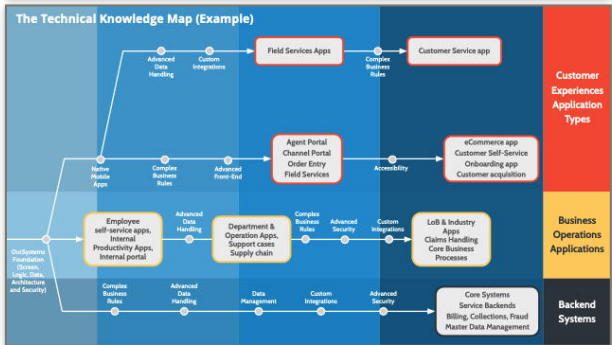
Knowledge Needs

Product

Technical Knowledge

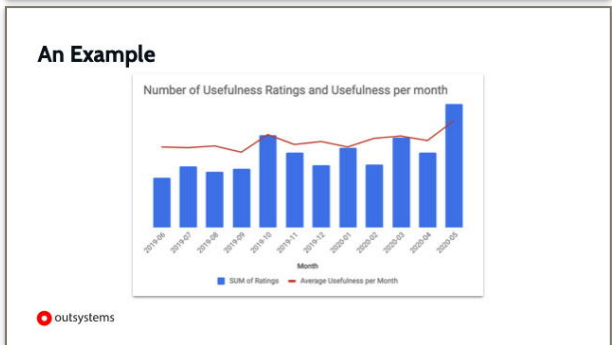
Users

outsystems



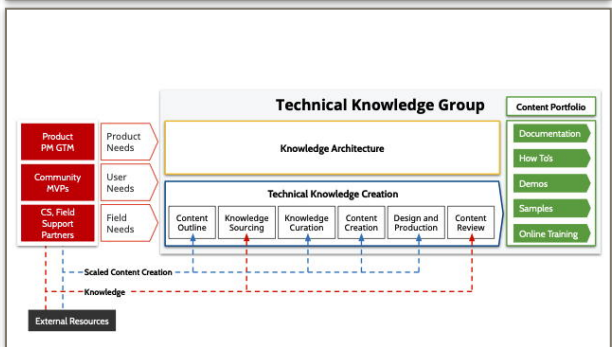
### An Example

outsystems



## #7. Opening Up

From drivers to enablers



**Create All the Applications You Need... Fast**  
 OutSystems is the most complete low-code platform for building the enterprise solutions that drive real business value.

Customer Experiences, Cost Management, Legacy Modernization, Business Operations, Field Services, Business Process Management

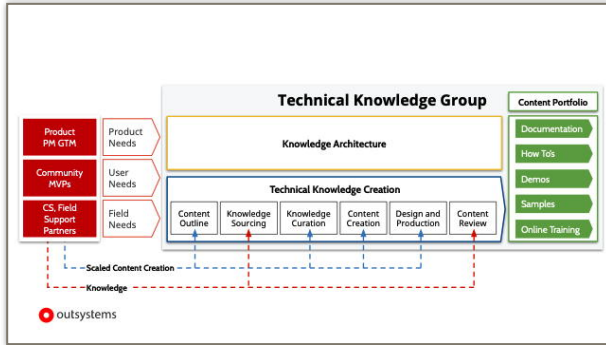
outsystems

### Snowboarding

Modern snowboarding began in 1965 when Sherman Poppen, an engineer in Muskegon, Michigan, invented a toy for his daughters by fastening two skis together and attaching a rope to one end so he would have some control as they stood on the board and glided downhill.

(Wikipedia)

outsystems



outsystems

outsystems

**Lessons Learned**

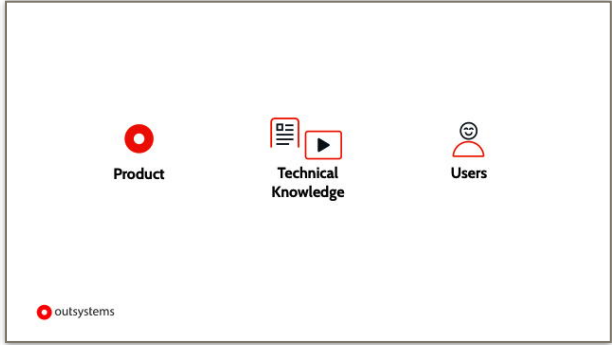
OBJECTS IN MIRROR ARE CLOSER THAN THEY APPEAR

**#1. Be Kind**




**believe in yourself**

**#2. Be the Change**







**Experimenting and Iterating**



Create capabilities



Scale them



Challenge things

 outsystems



 outsystems

**Wrapping Up**



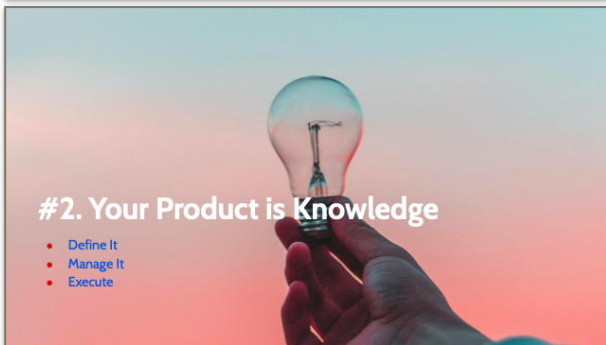
**#1. Reframe Success**

- Knowledge needs
- Measure what matters



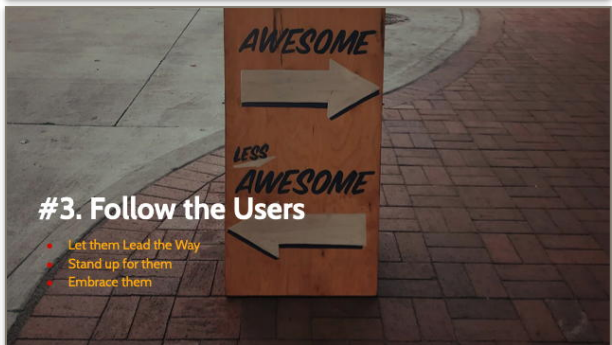
**#2. Your Product is Knowledge**

- Define It
- Manage It
- Execute



**#3. Follow the Users**

- Let them Lead the Way
- Stand up for them
- Embrace them




 outsystems



**Thank You**

**Paulo Tavares**  
 Manager, Technical Knowledge @ OutSystems  
 @ paulo.tavares@outsystems.com  
 in /ptavares

# 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?

**You have a public voice  
in this 16th formal event.**

Take public notes:  
<https://forms.gle/xxRfWbszKFoW1s6D6>

- Overview.
- Presentation.
- Interaction in small groups.
- Questions and comments.
- Send your notes.

PDF report with slides and public notes,  
within 1-2 weeks.



The participants were promised that their answers would be published in a final public report.

The following pages have the notes returned by 5 participants.

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

## João Lourenço

**Like?** Do discurso claro e bem orientado do Paulo.

## Paulo Ribeiro

**Comments?** Durante a apresentação foram mencionados os desafios de tornar a documentação aberta à colaboração da comunidade. Sobre este tema, recomendo vivamente a seguinte apresentação que fez parte da conferência Write the Docs Prague 2020:

<https://www.youtube.com/watch?v=zm5lw7jsyC4&list=PLZAeFn6dfHpmRWZJaUwQzsdagW2TtRI2x&index=14>

Como já tinha bastante contexto sobre o tema da apresentação, senti que a apresentação foi bastante focada no processo de mudança e na fundamentação para esse dar início a esse processo, mas não tanto nas conclusões, aprendizagens, e resultados obtidos com o modelo de trabalho apresentado.

**Like?** Rever muitas caras conhecidas. :)

**Improve?** Normalmente a discussão no final da apresentação é muito rica e, muitas vezes, acaba por ser uma parte valiosa dos meetups. A minha sugestão é reservarem mais tempo para esta parte final de discussão, mesmo que seja necessário reduzir a duração da apresentação pelo orador.

## Rui Costa

**Email?** [rgomescosta@gmail.com](mailto:rgomescosta@gmail.com)

**Comments?** Boa apresentação de uma experiência interessante.

**Like?** Do debate que se seguiu. Superou um muito a minha expectativa (e o tempo previsto :-)

Lamento ter saído abruptamente, sem despedida.

**Improve?** Pouco a dizer. Talvez rodar mais o uso da plataforma, para começar à hora, mas nem tudo é previsível.

## *Anonymous #1*

**Comment?** Os prazos de entrega da documentação vão estar alocados à mesma a uma data relacionada com os Sprints do Desenvolvimento?

**Like?** Mudança do paradigma: foco no conhecimento.

**Improve?** Mais interacção entre participantes, logo mais tempo :-), disponibilização da apresentação.

## *Anonymous #2*

**Comments?** Grande encontro de TWs. Uma apresentação que inspira a fazermos mais e melhor. Mas sobretudo, como poderemos evoluir e tornarmo-nos efectivamente preponderantes nas nossas empresas.

Será que já não somos só Technical Writers mas sim Knowledge Agents?

**Like?** A apresentação e a conversa que se seguiu. Daria para horas.

**Improve?** O Zoom não funcionou muito bem. Foi confusa a entrada com o link fornecido. Só depois de várias tentativas consegui entrar. Mas aconteceu ser posto fora da sessão sem razão aparente.

# About the organizers

## About Technical Writers @ Lisbon

Technical Writers @ Lisbon is an informal group founded in 2013 that promotes technical communication, mostly by promoting events where professionals share their experience.

By mid-2020, the group has organized 15 “formal” events with 40 presentations and 346 participations. Most formal events feature public notes and a written report.

In the past, the group also organized informal events, where people just get together to talk, without any prepared presentation, and expeditions, where a small group traveled together to attend events.

Since the very beginning, the group has collaborated with the established organizations in Portugal, namely APCOMTEC and EuroSIGDOC, and the formal events are considered joint events of the group and the two associations.

The group maintains several homes:

- [groups.google.com/technical-writers-lisbon](https://groups.google.com/technical-writers-lisbon), where all events are announced.
- [eurosigdoc.acm.org/twl](https://eurosigdoc.acm.org/twl), the official website provided by EuroSIGDOC.
- [pxquim.com/twlx](https://pxquim.com/twlx), a personal website that hosts reports, to overcome technical limitations of the EuroSIGDOC website.

Currently the group events are also announced at Meetup:

- [www.meetup.com/Technical-Writers-Lisbon](https://www.meetup.com/Technical-Writers-Lisbon), used to announce meetings in Lisbon.
- [www.meetup.com/Porto-Technical-Writing-with-APCOMTEC](https://www.meetup.com/Porto-Technical-Writing-with-APCOMTEC), used to promote face-to-face meetings in Porto, with very little success.



## *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](http://eurosigdoc.acm.org/osdoc2010));
- OSDOC 2011 — Workshop Open Source and Design of Communication ([eurosigdoc.acm.org/osdoc2011](http://eurosigdoc.acm.org/osdoc2011));
- OSDOC 2012 — Workshop Open Source and Design of Communication ([eurosigdoc.acm.org/osdoc2012](http://eurosigdoc.acm.org/osdoc2012));
- OSDOC 2013 — Workshop Open Source and Design of Communication ([eurosigdoc.acm.org/osdoc2113](http://eurosigdoc.acm.org/osdoc2113));
- ISDOC 2012 — Workshop Information Systems and Design of Communication ([eurosigdoc.acm.org/isdoc2012](http://eurosigdoc.acm.org/isdoc2012));
- ISDOC 2013 — International Conference on Information Systems and Design of Communication ([eurosigdoc.acm.org/isdoc2013](http://eurosigdoc.acm.org/isdoc2013));
- ISDOC 2014 — International Conference on Information Systems and Design of Communication ([eurosigdoc.acm.org/isdoc2014](http://eurosigdoc.acm.org/isdoc2014));

Several seminars were sponsored by EuroSIGDOC ([eurosigdoc.acm.org/seminars.html](http://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 ISCAP*

The Porto Accounting and Business School, which belongs to one of Portugal's largest and most prestigious public Polytechnic Institutes, the Polytechnic Institute of Porto (IPP), is located in S. Mamede de Infesta (Matosinhos), very close to IPP Campus, and offers its 4,500-strong student population a range of innovative undergraduate and

graduate programs in Accounting, International Commerce, Marketing, Business Communication, Management and Administrative Assistance and Translation, Creativity and Business Innovations (Joint Program), Human Resources and Library and Information Sciences and Technologies. ISCAP also offers Master Programs in Accounting and Finance, Auditing, Organizational Management, Digital Marketing, Logistics, Entrepreneurship and Internationalization, Organizational Management, Logistics, Administrative Assistance, Digital Marketing, Business Information, Human Resources, Finance and Intercultural Studies for Business and Specialized Translation and Interpreting. Several double Diplomas have been developed during the last years with some of our partners too.

ISCAP is equipped with modern and technologically advanced Multimedia, Education, Business Simulation and Marketing laboratories.

Over the years ISCAP has been trying to increase its international experience and has developed a broad network of partnerships, both in Europe and also in Brazil and EUA and has been a partner in several international networks, such as AFECA, SPACE, EdiNeb, Acinnet and others. Moreover, ISCAP has been an active partner in many international and European projects, namely under the ERASMUS framework. The number of outgoing and incoming students (both Erasmus, exchange, and free-mover) has increased significantly over the years and, during our International Weeks, we welcome visiting lecturers and our partners' representatives, which has contributed to the "Internationalisation at Home" process and to the establishment of enduring academic and scientific bonds amongst lecturers and researchers.

At ISCAP, we take both the academic and personal needs of our international students and lecturers very seriously, and we continually strive to provide a dynamic and stimulating teaching and learning environment. For more information on our exchange programs, please visit our Webpage or contact us.

We look forward to meeting you.



## *Pós-Graduação em Comunicação Técnica*

O curso de pós-graduação em Comunicação Técnica destina-se a todos quantos necessitem de competências em comunicação técnica em português e inglês, utilização de ferramentas de comunicação técnica, de tradução e de gestão de terminologia, para desenvolvimento de materiais técnicos. Dirige-se, assim, a licenciados/mestres e/ou profissionais de reconhecida experiência de todas as áreas em que são exigidas competências de redação e de elaboração de conteúdos técnicos.

A Pós-graduação em Comunicação Técnica pretende, assim, oferecer uma formação única e de qualidade, de forma a que os formandos possam:

- Estruturar ou classificar informação proveniente de especialistas, no âmbito do desenvolvimento de novos produtos, e pesquisar informação noutras fontes;
- Desenvolver estratégias e estruturas de informação que permitam resolver problemas de desenho de informação e de comunicação;
- Identificar formatos e ferramentas adequados para a produção de conteúdos para um determinado modo ou meio de comunicação de um produto/ serviço;
- Comunicar eficazmente com clientes, utilizadores finais e outras audiências.

Plano de Estudos:

Oficina de Comunicação Técnica	8h
Redação Técnica I	24h
Redação Técnica II (PT)	24h
Redação Técnica em Inglês	24h
Tradução Automática e Pós-Edição	20h
Terminologia e Base de Dados	24h
Técnicas de Recolha de Informação	16h
Introdução a Ferramentas de Comunicação Técnica	24h
Revisão e Edição de Texto	20h
Introdução à Gestão de Projetos de CT	16h
Estágio / Projeto	320h

Regime de Estudos: Pós Laboral

Coordenador do Curso: Alexandra Albuquerque, [alexalb@iscap.ipp.pt](mailto:alexalb@iscap.ipp.pt)

Comissão Científica: Alexandra Albuquerque, Joana Fernandes, Joaquim Baptista.

Formadores: João Ribeiro, Joaquim Baptista, Manuel Moreira da Silva, Ana Rita Remígio, Bruno Maurício Santos, Alexandra Albuquerque, Joana Fernandes.

[www.pea.iscap.ipp.pt/programas/pos-graduacoes-executivas-1/comunicacao-tecnica](http://www.pea.iscap.ipp.pt/programas/pos-graduacoes-executivas-1/comunicacao-tecnica)