

Where to find your IDL SIG colleagues at the Summit (#STC16)

Hello, I am happy to communicate with you ahead of the [STC 2016 Summit](#) next month, where I hope Robert Hershenow and I can meet you in person (if we haven't before). We are the co-managers of the Instructional Design and Learning SIG, and sometimes it's lonely volunteering for a virtual community such as the SIG. We do have this one opportunity each year to meet our members and we really look forward to it.

Here is a quick overview of where you can find us, how you will recognize us, and ways to network with us – and each other, of course.

**Registration Opens
9 AM, Marquis
Ballroom foyer (lobby
level) Marriott Hotel**



First and foremost – when you pick up any information at the Registration desk, near the ribbons that you can attach to your name tag, will be the IDL SIG lightbulb stickers. Put one in a prominent place on your name tag and then keep an eye out for others who have the same sticker. These are your fellow SIG members. Don't be shy – you have something in common with them. Say hi!

In order of the program, here is where you can find your fellow SIG members or a SIG Team Lead:

Sunday
Pre-Conference
Sessions by IDL
SIG Members

Pre-Conference
sessions (at
additional cost) in
the ID track

Welcome
Reception
(including
Communities
Reception)
Sunday, 15 May
7:00–8:30 PM
Marquis Ballroom

Watch for these IDL members who are presenting today:

Information Visualization: Seeing Through the Numbers Sunday 15 May at 8:30 AM-4:30 PM Phylise Banner

Two sessions might interest you:

Sunday May 15, 2016 8:30am - 12:00pm

Creating an online course – Matt Sullivan

Attendees will leave with a working Moodle course! This course will have three parts:

- Scoping the course and creating a course outline
- Creating course structure using Moodle
- Creating course content and populating

Sunday, May 15 • 1:00pm - 4:30pm

Adobe Captivate vs. Articulate Storyline vs. TechSmith Camtasia Studio: Which eLearning Tool is Right for You? – Kevin Siegel

Welcome to the eLearning tool slug-fest. In this corner... Adobe Captivate. Over there? It's Articulate Storyline? And because this isn't a two-tool fight, look over there and you'll see TechSmith Camtasia Studio.

Bring your own laptop loaded with trial versions of Adobe Captivate, Articulate Storyline, and TechSmith Camtasia Studio. Sound the bell and create and publish an eLearning project in each of the tools.

Let the tools pound on each other and find out, first-hand, which tool is right for you!

Immediately following the Opening Keynote, there will be a reception in the exhibit hall. The reception will include light snacks and soft drinks, and cash bars will be available to purchase other beverages. This energetic event kicks off your Summit experience and offers a chance to talk with exhibitors, catch up with friends, and discover like-minded colleagues at the Communities/SIG tables. This event is included with your registration fee.

This year, the SIG tables will be included in the Welcoming Reception. This is the place to meet other attendees and we encourage everyone to become a part of our SIG. Come by our table; meet Robert and me, and other volunteers who will be hanging out at our community table. You'll know you're in the right place when you see the lightbulb on the table, and our new banner.

Monday Education sessions by IDL SIG Members

Watch for these IDL members who are presenting today:

Meet the Editors Monday, 16 May at 8:30-9:15 AM Liz Pohland

Technical Communication Revolutionized Monday, Monday 16 May at 9:45-10:30 AM Rhonda Truitt

The Editor as Collaborator: Communication Makes the Difference Monday, 16 May at 9:45-10:30 AM Lori Meyer

Look out! Here Comes Augmented Reality AGAIN! Monday, 16 May at 1:00-1:45 PM Rhonda Truitt

Simultaneous Product and Information Development Monday, 16 May at 2:15-3:00 PM Janice Manwiller

That Due Diligence You Do: Selecting a Content Management System Monday, 16 May at 3:45-4:30 PM Toni Mantych

Instructional Design & Training Sessions

[From Fred Flintstone to George Jetson: Creating Tension in Training Increases Adoption](#)

Monday, 16 May at 1:00pm

The objective of a good training program is adoption and excellent field execution. Whether we create video, user assistance, classroom training, or documentation, what we really want is users to do an excellent job with minimal effort and no mistakes. This presentation is about how to use a combination of traditional training deliverables and old school psychology to gain user buy-in and achieve a successful launch. We'll talk about how to use cartoons and countdowns to ensure that users seek out training and have a stake in adoption and field execution excellence. Good training is about building the right relationship and less about the deliverable.

Speaker: Viqui Dill

[Saving Institutional Knowledge Before Baby Boomers Retire](#)

Monday, 16 May at 1:00pm

Today, baby boomers account for 31% of jobs in the US. However, roughly 10,000 people a day reach full retirement age. And many of them are leaving the workplace, taking decades of experience, expertise, and history with them. The same trend is happening in many countries. What issues are going to arise from this departure? And how can we identify and capture the information before the baby boomers depart to finish that novel, plant that garden, or travel to remote parts of the world? Join this session to see the potential issues from different points of view (retiree, manager, and coworker) and hear ideas and best practices on addressing the problem.

Speaker: Betsy Kent

[Training Videos
Demystified: What the
Process Looks Like](#)

Monday, 16 May at 2:15pm

Training videos are all the rage, so it's possible you may be asked to help or create them yourself. Like anything new or unknown, video production seems scary. Attend this session to see what it's all about and how easy it really is! Through an example from the early stages of the process to its very end, we'll discuss the video-creation process and the various roles you might play along the way. We'll also explore the various roles that technical communicators might take on for this process and review tips and advice from the presenter.

Speaker: Li-At Rathbun

[Lessons My Cat Taught
Me About Instructional
Design](#)

Monday, 16 May at 3:45pm

Sometimes, technical communicators may be required to design training materials and programs for their subject matter – even if they have never formally studied instructional design. In this progression topic, the speaker will share photos and anecdotes of her beloved cat Gimli while discussing five lessons she has learned over the years about developing training courses and related materials.

Speaker: Jamye Sagan

[The Future of M-Learning
and Mobile Help](#)

Monday, 16 May at 3:45pm

Join this workshop and learn how early efforts to create and promote literacy are tied to how technology helped the evolution of that process. Danielle will explain the basic concepts behind m-learning and provide evidence of how it is conducted on smart devices through current thought. A group discussion follows about writing for mobile, both in m-learning and other instances of help documentation. The audience for this workshop includes instructional designers, anyone writing help documentation, or those wanting to write for mobile.

Speaker: Danielle M. Villegas

Speed Networking
Monday OR
Tuesday
11:00 AM to 12:00
noon
Marquis Ballroom

(Pre-registration for one OR the other session is *mandatory!*)

Looking to add value to your Summit experience by making new connections? Then plan on participating in one of the two Speed Networking events in the Expo Hall! Back by popular demand, this fast-paced networking experience puts you in touch with industry veterans, fellow colleagues, and product experts. During this hour long event, you'll participate in several rounds of networking at multiple tables with fellow attendees and industry movers and shakers. This fast-paced event will allow you to make initial connections early and leave you with plenty of time to follow up throughout the remainder of the Summit. Space is very limited and reservations are on a first come, first served basis.

Please only sign up if you are certain you will be able to participate as this event requires pre-scheduling each attendee's networking schedule. You must be a full Summit registrant to attend this event.

Tuesday
Education
sessions by IDL
SIG Members

Watch for these IDL members who are presenting today:

Reinvent Yourself Through Career Change Tuesday, 17 May at 8:30-9:15 AM Jackie Damrau

TC Body of Knowledge, Certification, and Content Contribution 17 May at 1:00-1:45 PM Deanne Levander and Liz Pohland with Craig Baehr

Instructional Design & Training Sessions

[Use your Content to](#)

[Create Killer Courseware](#)

Tuesday, 17 May at 9:45am

What is effective content delivery? Standard print, help systems, and online classes can provide answers to specific questions, but fall short when compared to the depth and ROI that online courses provide for specific training needs. In this session, Matt will discuss why he is moving away from traditional authoring and training formats and towards online courses. He'll review two online courses he developed and compare the relative depth of online classes and online courses. To show their effectiveness, he will compare the online courses against similar content available in book, help, and live training courses. Matt will then share his method for successfully modeling course content, including the details of his migration to a courseware provider.

Speaker: Matt Sullivan

Wednesday Education sessions by IDL SIG Members

Watch for these IDL members who are presenting today:

Have a Tech Comm Question? Ask the Experts! Wednesday, 18 May at 8:30-9:15 AM Alan Houser with Nicky Bleiel, Alyssa Fox, Kevin Siegel, and Matt Sullivan

A Loopy Yarn: Knitting and Technical Communication Wednesday, 18 May at 9:45-10:30 AM Jamye Sagan

Everything I Needed to Know about Leadership, I Learned from Star Trek Wednesday, 18 May at 9:45-10:30 AM Katherine Brown-Hoekstra

You Stink at Email: Why Write? Nobody Reads Wednesday, 18 May at 9:45-10:30 AM Viqui Dill

Instructional Design & Training Sessions

[The Making of a Learning Platform: Designing Addictive, User-Centric Content](#)

Wednesday, 18 May at 9:45am

Come take a behind-the-scenes look at the design and development of a new learning platform that applies the model of interactive, online learning made popular by websites that help people learn Salesforce products. We will demonstrate how this platform draws on key principles of user-centric design and gamification to create an engaging and addictive learning experience. These elements include: learning paths, modular content, learning objectives, challenges, and social rewards. Attendees will learn concepts and best practices for evaluating the usability of their content so that it is more engaging, accessible, and useful.

Speaker: Pavi Sandhu

You know, if you haven't registered for the Summit yet... there is still time. They are taking registrations up until {date}. Register at summit.stc.org right now: it's not too late!

PS: If you are a *student IDL SIG member* and you are participating in any of the Student activities or volunteering at the Summit, please send me an email at manager@stcidlsig.org.