

Call for Presentations

PCOC 2010

October 7 - 9
Nashville, Tennessee

Building and sustaining a technical communication career

The East Tennessee Chapter of the Society for Technical Communication continues a Tennessee tradition with the Practical Conference on Communication (PCOC) at the Millennium Maxwell House Hotel in Nashville, Tennessee, October 7 - 9. You are invited to submit a proposal for a workshop, discussion, or presentation that focuses on ways to build and sustain a technical communication career. Topic ideas:

Going green: Marketing green technologies

Marketing green products, managing non-profit green initiatives, communicating the value of sustainable practices to corporate staff or the public

Going paperless: Writing and designing communications for electronic media

Developing web-based or multimedia products, harnessing the power of social media, experimenting with user-generated and user-extracted content

Going back to basics: Writing, editing, and designing effective communication products

Merging basic writing, editing, and design skills with new tools and techniques: Minimalism, topic-based writing, collaborative writing, information architecture, content management

Preparing customers to go it alone: Training and accessibility tips and tricks

Developing classroom or online training programs, designing user assistance, preparing procedures, providing accessible communications products

Going with the flow: How to choose and use new communications technologies

Making the right choices and using new tools productively

Going to work: Managing the communicator's workplace

Creating a positive work environment for large and small communications groups, lone writers, and members of virtual teams

Please send your proposal to pcoc@stc-etc.org by May 30, 2010. Include purpose, intended audience, summary, equipment required, and professional background information about the speaker(s). Include the name, e-mail address, and daytime telephone number of a contact person in case we need to talk with you about your presentation. Contact conference manager Dorothy McDuffie at 423.843.3787.