TECHNICAL COMMUNICATION
STC SUMMIT
CONFERENCE & EXPO

Pre-program for the Society for Technical Communication SUMMIT Conference "Global Perspectives on Professional Text and Image"

April 2-4, 2021 Atlanta Marriott Marquis, Atlanta, GA

THURSDAY, April 2nd

Opening Address, 1:00

Speaker: Marguerite Helmers, co-editor of Defining Visual Rhetorics. "Visual Rhetoric in the Age of New Media"

Session A, 2:15-3:30

Panel A1 . . . . "Teaching Cross-Cultural Business Communication"
Speakers: Jorge Martinez, David Victor, Ulla Connor

Panel A2 . . . ."Teaching with New Media: What Works and Why"
Speakers: Geoff Sauer, Kathleen Yancy, Stuart Selber

Session B, 3:45-5:00

Panel B1 . . ."What Designs of Fortune 500 Web Pages Reveal about Corporate Culture"
Speakers: Sam Dragga, Ann Wysocki, Dan Jones

Panel B2 . . . ."Design and Usability: Translating Reader Feedback"
Speakers: James Hartley, Karen Schriver, Carolyn Rude

FRIDAY, April 3

Breakfast, 7:30

Meeting of the Midwest ABC

Session C, 8:30-9:45

Panel C1 . . . . "Graduate Programs in Professional Communication"
Speakers: faculty—Iowa State University, University of Minnesota, and Purdue University

Panel C2 . . . ."Managing a Visual Identity Program for the Web"
Speakers: Jeanette Alber, Leo Redman, Kathy Wilson

Session D, 10:00-11:15

Panel D1 . . . ."Using Typography to Establish Tone"
Speakers: Eva Brumberger, Jo Mackiewicz, Philippa Benson

Panel D2 . . . ."Conducting Research in Large Organizations"
Speakers: Geoffrey Cross, Stephen Doheny-Farina, Lee Odell

Session E, 11:30-12:45

Panel E1 . . . ."Intellectual Property Issues in Designing Information"
Speakers: Fred Gayle, Amy Smith, Mark Taylor

Workshop E2 . . . ."Communicating Visually across Cultures: East Meets West."
Speakers: Lee Tesdell, Yong-Kang Wei, Butong Gu

Banquet, 1:00

Luncheon Address: Barbara Mirel, "Data Visualization in the Twenty-First Century"

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FRIDAY, April 3 cont.
Session F, 2:15-3:30

Panel F1 . . . ."Publishing in Business and Technical Communication: Talking to the Editors"
Panelists: editors from the International Journal of Business Communication, Business Professional Communication Quarterly, Journal of Business and Technical Communication, and Technical Communication Quarterly

Panel F2 . . . ."Consulting in the Decade Ahead: Where's the Demand?"
Speakers: Linda Carson, Allen Kluger, Fred Martin

Session G, 3:45-5:00

Panel G1 . . . ."Ethics and Web Design: Issues for Business Communicators"
Speakers: Jill Johnson, Allen Thomas, Larry Shaffer

Panel G2 . . . ."Researching the History of Business Writing"
Speakers: Elizabeth Tebeaux, Malcolm Richardson, JoAnne Yates

SATURDAY, April 4
Session H, 8:30-9:45

Panel H1 . . . ."Teaching Data Design in the Business Communication Course"
Panelists: Miles Kimball, Dave Roberts, Lee Brasseur

Workshop H2 . . . ."Multi-Media Software: Caveat Emptor"
Speakers: Steve Wilson, Mary DeCarlo, Roxanne Forbes

Session I, 10:00-11:15

Panel I1 . . . . ."Teaching Data Design in the Business Communication Course," cont'd.

Panel I2 . . . ."Designing On-line Instructions for Management"
Speakers: Sally Markam, Tony Parsons, Roberta Turner

Closing Session, 11:30-12:30

Brunch; closing remarks by Paula Brown