



Schedule

APRIL 19, 2019

ALL ROOMS IN CALDWELL HALL

FULL PROGRAM CAN BE FOUND AT SPEEDCON.NET

Time	Room	Sessions and Speakers
9:00 – 10:00 a.m.	Lounge	Registration
10:00 – 10:15 a.m.	Lounge	Welcome remarks
10:15 – 11:00 a.m.	Lounge	Keynote: How We Make Technical Knowledge Jason Swarts (NC State University – Professor & Associate Head of the Department of English)
11:15 – 11:30 a.m.	Lounge	SpeedTalk: The Top 5 Myths About UX Writers Alex Heath (Bank of America – SVP, Editor-in-Chief)
	0G109	SpeedTalk: Writing Practices of Medical-Technical Communicators in Open Source Software Romanda Brown (NC State University, Red Hat – Technical Writer)
11:30 a.m. – 12:00 p.m.	Lounge	Workshop: Developing a Bright Idea: From Concept to Creation LeAndra Spicer (Bank of America – Content Strategist, Experience Design) and Kelly Woodfin (Bank of America – Senior Content Strategist)
12:00 – 1:00 p.m.		Networking Lunch
1:00 – 1:15 p.m.	0G106	SpeedTalk: Untangling Invisible Knots: UX in Voice Technology Products Jessica Kainu (Kroger – UX Designer)
	0G110	SpeedTalk: Collocation Networks: Data Visualization Using a Corpus Analysis Tool Yeqing Kong (NC State University – Doctoral Student)
1:00 – 1:45 p.m.	0G108	Panel Discussion: UX Questions and How to Get Started in UX Ashley Katz (Lenovo – User Experience Designer), Sabrina Lonigro (Agilent Technologies – UI/UX Design Lead), Susan Tacker (Oracle + Bronto – Manager, Technical Communication and Courseware), Shane Williams (Lenovo – Project Manager)
	0G109	Workshop: Accessibility and Testing at SAS Tyler Williamson (SAS Institute – Test Engineer)
1:15 – 2:00 p.m.	0G106	Workshop: Creating a Digital Marketing Strategy That Works: Audience, Ethics, and Organization Missy F. Hannah (SAS Institute – Digital Marketing Specialist)
	0G110	Workshop: Building Chatbots and the Rhetorics of AI Nupoor Ranade (NC State University – Doctoral Student)
2:00 – 2:15 p.m.	0G108	SpeedTalk: Learning DITA on Your Own Christina Mayr (Epic Games – Sr. Technical Writer)

2:00 – 2:45 p.m.	0G109	Workshop: Your Future as a Technical Communicator: How to Add to Your Skills, Grow Your Career, and Make Yourself Indispensable Marsha Blackburn (RTI International – Research IT Technical Writer, Editor) and Erin Friday (RTI International – Research IT Documentation Specialist)
2:15 – 3:00 p.m.	0G106	Workshop: Content Strategy 101: What Every Technical Communicator Should Know Guiseppe Getto (East Carolina University – Assistant Professor, Content Garden, Inc. – President)
	0G110	Workshop: Taking Action: How Feminist Methodologies Inform the Social Justice Turn in TPC Melissa Stone (NC State University – Doctoral Student)
2:15 – 2:30 p.m.	0G108	SpeedTalk: Designing Curriculum for a “Summer Workshop in TechComm” in India Manasi Ghandi (NC State University – Master’s Student)
2:30 – 2:45 p.m.	0G108	SpeedTalk: Black Consciousness, Technology, and Teaching Asa McMullen (NC State University – Doctoral Student)
2:45 – 3:00 p.m.	0G109	SpeedTalk: Language of Defense: Rhetorical Concepts and Implications Summer Walls (NC State University – Master’s Student)
3:00 – 3:30 p.m.		Networking Break & Raffle
3:30 – 3:45 p.m.	0G109	SpeedTalk: Information Architecture for Technical Communicators: An Introduction Douglas Walls (NC State University – Assistant Professor)
	0G106	SpeedTalk: Job Search 2.0 in an Algorithmic World: How to Stand Out in AI-Augmented Pre-hire Assessment Huiling Ding (NC State University – Associate Professor)
	0G108	SpeedTalk: 10 Lessons in 30 Years Diana Levey (SAS – Senior Marketing Director)
3:45 – 4:30 p.m.	0G109	Workshop: Enhancing Your CLI Text to Improve the Developer Experience Art Berger (IBM – Technical Writer)
	0G106	Workshop: Teaming Up with Your Development Team to Create Embedded Assistance Anni Bond (Red Hat – Technical Writer II)
	0G108	Workshop: Intro to Chatbots and Conversation Design Beatrice Dlesk (Program Manager, Conversation Designer) and Willamina O’Keeffe (NC State University – Master’s Student)
4:30 – 4:45 p.m.	0G110	SpeedTalk: Investigation of an Online Information Network: A Computational Rhetorical Analysis of Project Management Stack Exchange Chenxing Xie (NC State University – Master’s Student)
4:30 – 5:15 p.m.	0G106	Panel Discussion: Being Cognizant of Technical Issues: The Impact of Emerging Technologies Brandy Byrd (IBM Web Sphere Application Server – Information Development Team Lead), Ralph Hudson (Novo Nordisk – Sr. Technical Writer), Craig McKerlie (Raytheon Technologies – Cyber Security Technical Writer), Jennifer Willard (State of North Carolina – Sr. Technical Writer)
4:45 – 5:00 p.m.	Lounge	SpeedTalk: The Tools We Use to Communicate: A 40-year Retrospective and a Look Ahead Stan Dicks (NC State University – Emeritus Associate Professor)
5:00 – 5:15 p.m.	0G110	SpeedTalk: Accessibility for ID Chris Dawson (IBM – Information developer for Cloud)
5:20 – 5:30 p.m.	Lounge	Closing Remarks & Raffle