STC India Regional Conference, 2014

Pune | June 28

Agenda

Time	Track 1	Track 2
9:00 - 9:30	*Registrations and Breakfast*	
9:30 - 9:45	Inauguration	
9:45 - 10:30	"The Other Side of the Coin" by Ajit Bhat	
10:30 - 10:40	Quiz Prelim Round	
10:40 - 10:50	*Networking Break*	
10:50 - 11:35	"Documentation Trends" by Rajib Borkataki	"The Fox and the Crane" by Sheece Baghdadi
11:45 - 12:30	"Moving towards solution documentation" by Abhijeet Wakhare	"Documenting for a Technological Domain" by Ashwini Sashital
12:30 - 13:15	*Lunch*	
13:15 - 13:50	Quiz by Frederick Menezes	
14:00 - 14:45	Panel Discussion - "Why the Manager isn't fair?" by Paresh Naik	
14:45 - 15:15	*Networking Break*	
15:15 - 16:00	"Big Data, Small World" by Nupoor Jalindre	"Developer Documentation" by Amruta Ranade
16:10 - 16:55	"Content-driven Delivery" by Hemant Baliwala	"The American Work Culture" by Bhavana Sontakke
17:05 - 17:30	Vote of Thanks	
17:30 - 17:45	Group Photograph	

Session Abstracts and Speaker Profiles

The Other Side of the Coin by Ajit Bhat

As technical communicators, we keep discussing the challenges we face in (mainly) the IT industry. However, we rarely get to know the other side of the coin. What it takes to win respect, and become more effective! Who else can comment on it better than a senior (and perfectionist) developer?!

Ajit Bhat is a principal software engineer with NetScout Systems. He has more than 15 years of experience and has exposure to services as well as product companies. A staunch believer in setting realistic goals at the organizational level, but high performance standards at an individual level, Ajit has worked with a highly matured Technical Writing group within his company. He understands their challenges, their roles, and their strengths. Ajit is going to help us realize the expectations engineering has from technical writers.

Documentation Trends by Rajib Borkataki

Join us to get a glimpse of the Technical Writing horoscope for 2015 and beyond. For sure, the changes in the stars are going to impact how you create and deliver content. The session provides a peek into what the industry is doing to manage customer experience in a highly demanding world, and how most of us are gearing up to deliver content to the customer on the move. Get some tips on how to impress your prospective recruiter by adding some of the hottest trends in your skillset.

After all, we are moving to a whole new world in 2015, and you don't want to be taken by surprise! See you at the curtain raiser.

The name is Bond, if that's what the registration number '007' implies, and is also known as Rajib. As a Doc Manager, Rajib manages Avaya's flagship Messaging and Deskphone portfolio. Rajib had the advantage to use many futuristic documentation approaches in his 13 years of experience in technical writing. He stays in Pune with his (only) wife and a kid. He is associated with the Pune International Film Festival (PIFF) as an organizing committee member, and is also the Pune coordinator for the North East Festival.

The Fox and The Crane – A UXD Fable by Sheece Baghdadi

Like a coin, "experience" has two sides. In this session, we will discuss both these sides. We will also talk about people who design experiences for us. Sounds fascinating, isn't it? It is. And should you be taking notice, given that technical communicators could very well be redundant few years from now? I will let you decide. In the meantime, do join the session – it could be an experience that changes your life!

I am Sheece Baghdadi - information developer, poet, observer, and father of *zuzu*. I lead a team of information developers and globalization project managers at IBM. We create software for the procurement domain. In the past, I have worked in advertising, e-learning, and web 2.0 domains. I am an automobile engineer by education, but you should be happy I am not repairing your cars. I am also an aspiring novelist, currently rewriting a book I wrote seven years back.

Moving towards solution documentation by Abhijeet Wakhare

The era of cloud computing and hosted service providers has seen the emergence of solutions. Product-based companies are shifting their paradigm to provide solutions rather than individual products. There is a considerable

difference in the way we need to write for solutions rather than for products. The scenario becomes more enchanting when we document solutions that comprises of products from different companies.

The presentation will focus on solution documentation and how Technical Writers should handle solution documentation.

Abhijeet has over 10 years of experience in Technical Writing, and currently works with Avaya. He has received various awards, such as the Merit award from the STC India chapter in 2009, the Distinguished award from STC New York and Philadelphia chapters in 2012, and the Merit award at International STC summit held at Atlanta in 2013.

Documenting for a Technological Domain by Ashwini Sashital

Are you experiencing the challenges of documenting for a technology-oriented domain? Or do you aspire to enter one? In either case, you will find this learning session useful. We will discuss various aspects of writing for complex technical domains, and how you can prepare yourself for a great career with a high-tech company. We will interact, share tips, and learn from experience.

A graduate in Computer Engineering from PICT, Pune, Ashwini found her true calling as a technical writer. She is among the early technical writers in Pune, with 19 years of experience in the CAD/CAM domain. She is currently a Senior Manager of the Publications group at PTC, and effectively mentors younger technical writers to become better performers.

Technical Communication Quiz by Frederick Menezes

From technical communication concepts to trivia, from technical communication books to tools, from technical communication personages to groups, from grammar to style, the Technical Communication Quiz will take you on a brief knowledge-sharing journey packaged to bring out the competitive spirit in you.

You can participate in the quiz as a team of two. There will be a preliminary written round from which the top four teams will qualify for the final round on stage.

Fred manages documentation and courseware development for a group of products at Siemens PLM. He co-designed the curriculum for India's first university-level course on technical communication. As the founder editor of INDUS, the STC India newsletter, he led the newsletter to win an international Award of Excellence in its very first year of publication. He pioneered the concept of technical communication quizzes and has run the popular event at several STC India annual conferences. He is a past president of STC India and a recipient of STC's Distinguished Chapter Service Award. He dreams of Goa every day, but currently lives with his wife and two kids in Pune.

Why the manager isn't fair? by Paresh Naik

Do you, at times, feel that your manager isn't treating you fairly?

You are not alone. Many of us feel that way. Let's find out why the manager doesn't treat everyone equally. Paresh and the other managers on the panel will try to answer any other related questions from the audience.

Paresh is a Senior Manager in the Information Design and Development team at BMC Software. Previously, he has held leadership positions in Symphony services, Emptoris technologies, and IBM. As a writer he has worked with several companies in Pune, Bangalore, and London.

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Big Data, Small World by Nupoor Jalindre

"Big Data" is being discussed across all corporate departments, from IT, to marketing, to operations. Big data is at the foundation of all of the mega-trends that are happening today, from social, to mobile, to the cloud, to gaming. Technical Communication has always undergone changes with advancement in technology. This session will be a virtual tour showing how technical writing has evolved. Big Data signals drastic changes in documentation. It leads to *#BreakingStereotypes* and deviating from the cliche methodologies of documentation. This session emphasizes on the skill set needed to accommodate Big Data in our lives comfortably. Get ready for the opportunities brought to you by Big Data.

A technical writer with past experience in software development, Nupoor works with TIBCO. She is known in her team as a continuous learner and an Internet Addict. She loves to be intrigued by technology.

Moving from User Documentation to Developer Documentation by Amruta Ranade

Developer documentation is the latest buzzword in the technical writing community. But what exactly does developer documentation involve other than API documentation? What is the skill-set required for the job? Is it the right career move? Drawing from her experience as the Technical Writer for Developer Docs at Druva, Amruta will discuss the scope, the process, and examples of developer documents.

Amruta works at Druva, and is responsible for managing and documenting the software architecture and design documents, and creating technical training material.

Content-driven delivery model by Hemant Baliwala

The Content-driven delivery model will help you to analyze and determine the best medium and format for different types of content. This model was conceived four years ago and has been put to test since then. Still in its teens, you can learn how to leverage this model and see examples that validate the model.

In the new era of information it's not just the content, but platforms and mediums also determine the success of information. A session full of debates, discussions, and questions…this one is for you...if you believe that you are at the cusp of the new era of technical communication. We hope you are loud enough to be heard. ;)

Hemant is a Staff Information with BMC Software, and has eight years of experience in technical writing. He is extremely passionate about rich media, and loves exploring content delivery methodologies.

The American Work Culture by Bhavana Sontakke

In this globalized world, we have to remotely work with people from different cultures. Our daily interactions with them play a crucial part in meeting the common goal. If the teams are globally distributed, collaboration does not happen naturally. It is smoother if people understand each other's ways of working, and align themselves. Since most of the IT companies are in the USA, they follow American work culture.

This session will help you understand the American way of working. You can be more effective at work, if you understand the most important factors that Americans expect from you.

Bhavana is a documentation manager at TIBCO. She has been with TIBCO for almost a decade and has 18 years of experience in technical writing. Bhavana got a great exposure of working closely with her American counterparts, and has successfully made an impression on each of them. She recently conducted interviews of American technical writers on her last trip to the USA.

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