

STC India Chapter Bangalore Regional Conference: Topics abstracts and Speakers profiles

1. Introduction to Big Data-

Big data presents a great challenge for data storage and data analytics research. In this talk, Pradeep will focus on understand big data, connecting big data with people in different ways, categorizing big data for storage and processing and some of the risks associated.

Speaker profile: Pradeep Kumar works at MicroFocus as an Enterprise Architect in the Security Group. He is been associated with the IT industry since last 20 years and has built several applications with distributed high scalability requirements. In the last few years, his focus has been related to Big-Data specific tools, technologies, frameworks and standards. He was instrumental in building Aadhaar, a large Big-Data based project for the government of India. He holds a Bachelor of Engineering degree in Computer Science branch from the University of Mysore.

2. Minimalism in Documentation & the role of DITA-

One of the most valuable changes you can make to your DITA content is applying minimalism to that content, both before and after your DITA conversion. Take the opportunity when learning DITA to learn how to apply minimalism to your content. It will not only improve your content and make your users far happier (leading to customer satisfaction improvements that will positively affect the entire company), it will also allow you to further define and refine your entire content strategy. This presentation will discuss will be this and much more.

Speaker profile: Sai Prasad is a Senior Technical Writer at Tata Consultancy Services.

3. Exploring semantics: Making a difference to content dissemination- This presentation explores the idea persisting help as an integral part of the user interface through concepts of the Semantic web.

Speaker profile: Lakshmi Jois is Information Architect at Unisys Global Services India in the Information Development organization.

4. Preparation for interviews: This presentation explores the different facets of an interview: how to prepare for an interview, differences between permanent and contract job, benefits and so on.

5. Best Practices in Technical Writing & Editing: This presentation explores standards in Technical Writing and Editing- topic based authoring to proofreading.

Speaker profile: Vivek Rajalingam is a Technical Writer with 4+years of experience and has worked on various domains such as Aerospace, Heavy Engineering and software

documentation. He is with One Network Enterprises and his hobbies include gathering information, writing blogs and updating myself with the latest trends in technical communication.

6. **How HTML 5.0 can optimize OnlineHelp:** This paper will help you learn programming through game development in HTML5. It is intended for writers who would like to learn HTML5 in a fun way. HTML5 is the foundation of the modern Internet. This paper will help you master enough to make a functional web page.

Speaker profile: Paul Louis is a Technical Writer at Hewlett Packard.

7. **Introduction to Cloud Computing:** The session will cover basics of cloud computing and meaning of expressions like IaaS, PaaS, SaaS. Session will also cover deployment models of cloud computing. Pradeep will discuss the challenges and benefits of cloud computing adoption. The session will also highlight the Micro Focus products that are helping organizations to embrace cloud computing.

Speaker profile: Pradeep Kumar Chaturvedi is working as Product Manager at Micro Focus. He is having more than 12 years of experience in the field of mobility, virtualization and cloud computing. He works for DataCenter product family at Micro Focus. He is awarded multiple U.S. patents in area of mobility, security & cloud computing. He holds a M.Tech. in Computer Science degree from Indian Statistical Institute, Kolkata.

8. **Localization and Socialization-** Localisation combined with Socialisation will ensure a successful brand in any local market. The aim of Localisation and Socialisation is to give a product or service the look and feel of having been created for that specific target market.

Speaker profile: Sarita Desai is a Manager- COE at Mayflower Language Services.

9. **Augmented Reality and Technical Communication-**

Augmented reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics or GPS data. This presentation discusses its application in technical documentation and a brief on how to create AR for your documents.

Speaker profile: Amit Pujar is a Senior Doc Manager with Hewlett Packard.

10. **Conducting Interviews: Is this an Art or Science or Both-** This paper talks about how to conduct effective interviews, understanding whether interviewing is an art or science, or both, the best practices to conduct interviews, and how one can master the interview

techniques. This also presents the interview data collated over the years for hiring technical writers at Unisys India.

Speaker profile: Srikanta Dash works as the Engineering Manager for the Information Development team at Unisys India Private Limited, Bangalore. He is a certified PMP from PMI. He has over 17 years of experience that encompasses technical writing, technical editing, project management, people management, and delivery management. Currently, he looks into the delivery management function, and plays a key role in driving innovation and thought leadership. In his leisure time, he likes to keep himself abreast with the current affairs and is an ardent fan of cricket.

11. **ClouDocs for Documentation Management and Rich user experience-** This paper discusses two efficient and robust methods of documentation management. The first method known as "ClouDocs Management" is simply putting Cloud computing to the best use for organizing, writing and sharing documents, thereby reducing the time and effort spent on documentation management. The second method can effectively be used in retrieving old documents by providing minimal details. Technical writers in Applied have successfully used these methods and have greatly improved "document logistics" within the company and to their external customers.

Speaker Profiles:

Latha Bharath has graduated as Electronics and Communication Engineer from Madras University. She has been in the field of Technical writing for about 10 years and enjoying various flavours of Technical writing including Technical Abstracts for Patents/Innovations, ERP Solutions, Aviation Solutions, and Software products. She is currently employed as a Senior Technical Writer in Applied Materials India Pvt. Ltd.

HariPriya Muralikrishnan has completed her Masters in Electrical Engineering from Florida Institute of Technology, USA and has been working in the field of documentation for the past 2 years. Her experience in documentation started when she wrote her Master's thesis and has continued till date. She has three conference publications under her name which was based on a research conducted in Florida Tech. Her other interests include designing infographics and writing product reviews.

12. **Writing Right:** Our dependence on tools and technology has allowed us to deliver high-quality, finely-finished documents. But does it frustrate you when you are asked to rewrite content for brevity and clarity? Have you been marked down for not having the fluency that 'native English speakers' have? Writing Right will give you a few pointers in the right direction and is intended as a refresher for anyone who studied the language at school/university.

Speaker profile: Navin has worked as a technical writer with companies like Thomson Reuters and Symphony Services and is a huge lover of the English language. He aspires

to be a 'One-book-wonder' whose semi-autobiographical book will be feted and critiqued long after he is gone. He has a political/social satire blog that is rated in the Top 20 in India and attracts readers from around the world. A former toastmaster, he loves gardening, watching reruns of Simpsons and cycling long distances and stopping to smell (and take pictures) of the roses and the mountains.

13. **Intelligent User Assistance-** This presentation explores the challenges in navigating to the required activities and to locate appropriate documentation. Often due to lack of interaction between the application and the user, applications do not understand user's intent. This leads to one way communication thus taking the user through certain visual and mental load. Apart from this, search results may not be properly organized or accurate. While using any major applications, sometimes the user may not be aware of the entire workflow and the applications are also not capable of suggesting the flow.

Speaker profile: Mythri is a seasoned documentation professional with ADP.

14. **Setting your startup:** Each leader or manager position in an organization has different job responsibilities, so you should consider what is required before you decide to jump in and go for launching a startup. In this talk, Rajdeep explores why he quit his sales career to start his entrepreneurial dream, expectations from the program, what skills do you need to have to run a startup, how to maximize your strengths and so on.

Speaker profile: Rajdeep Gupta is the Managing Director of Blue Dots Consultancy Services. Prior to it he worked in MNCs such as Author-it Software Corporation and Infosys. He is a former STC India President, program manager for multiple previous STC India Conferences, Bangalore City Rep, and a proud recipient of the STC DCSA award. He loves traveling and is a quizmaster.