

**AODC**  
Melbourne 2009

Welcome!

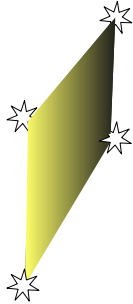
**WRITERS UA**

**HYPERWRITE**

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Welcome

- ✿ Learning
- ✿ Meeting
- ✿ Thinking
- ✿ Enjoying



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Housekeeping

- ✿ Bogs – This level, past lifts (or up and down stairs)
- ✿ Security
  - Name badge required for admission to sessions
- ✿ Smoking
- ✿ Mobile Phones
  - Voicemail was invented for this purpose
- ✿ Breaks
- ✿ Don't use E10 (10% Ethanol) in pre-1984 cars
- ✿ Emergency exits

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Name Badges

- ✿ Keep 'em on, even if they're daggy



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Lunch

- ✿ Wednesday
  - Curve Restaurant
- ✿ Thursday
  - As for Wednesday
- ✿ Friday
  - Curve Restaurant

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Tea Breaks

- ✿ Arrival tea and coffee in Ballroom foyer
- ✿ Thanks to our sponsors!
  - AETS
  - MadCap
  - Swinburne University of Technology
  - CSOFT
  - STC Australia
  - TACTICS Consulting

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## Social Events

**HYPERWRITE**

- 🌟 Wednesday
  - Ballroom foyer ("Pre-function lounge")
  - **Free beer** - Thanks to HyperWrite!
  - **Happy Hour**
  - **Drinks and nibbles**

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## Social Events

- 🌟 Thursday
  - 🌟 Uncle Dave's Unofficial
    - Venue: Exchange Hotel
    - **Not free beer**
    - Come for dinner at 6:30
    - Absolutely unbelievable
    - Perpetual Trophy
      - Natural Blondes (2004)
      - Farkin Iceholes (2005)
      - Thorny Devils (2006)
      - Ludevisk Invaders (2007)
      - Penny and the Jets (2008)



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## Uncle Dave



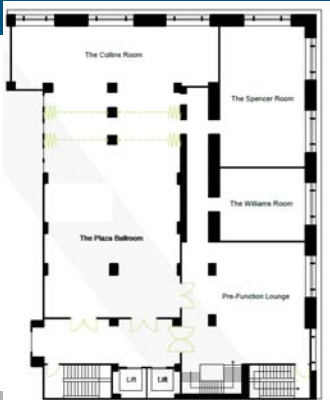
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## Social Events

- 🌟 Friday
  - Celebration drinks in the bar
  - **No, not free beer (except for Penny)**
  - (But only if the Conference has gone well!)
  - After that? Who knows? It's Your AODC.

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## Venue Map



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## Showbag Contents

- 🌟 Conference Workbook
- 🌟 Overall Conference Evaluation
- 🌟 Individual Conference Evaluation Slips
- 🌟 Notepads
- 🌟 Demo DVD
- 🌟 Little gift-wrapped box
- 🌟 Brochures and stuff

**Next year...**  
Contact Penny about getting your company's collateral into the showbag

### Evaluation Form

- ✿ Evaluation slips for each session
- ✿ Session number
  - From *Agenda at a Glance* at back of workbook
  - Also on sign at door to the session
- ✿ Overall evaluation form to be completed on Friday

### Security

- ✿ Don't leave your showbags in the Conference room overnight
  - Room may be used by other functions
- ✿ Don't leave any valuables lying around
  - *Underbelly* is a Melbourne documentary
- ✿ Don't ask Penny to mind valuables
  - She can't be trusted

### Conferences: Time for Thinking

### Wisdom

- ✿ 99 percent of lawyers give the rest a bad name.
- ✿ Remember, half the people you know are below average.
- ✿ He who laughs last, thinks slowest.
- ✿ Depression is merely anger without enthusiasm.
- ✿ The early bird may get the worm, but the second mouse gets the cheese in the trap.

### How this conference compares...

AA&LC  
2009 AUSTRALIAN accountants  
& lawyers CONFERENCE

Proudly co-ordinated by Ian Purchas 7 - 14 January 2009

OUR 10<sup>TH</sup> YEAR  
**ASPEN** COLORADO  
USA

### Programme 7-14 January 2009

- ✿ Wednesday 7th January
  - Travel to conference venue.
- ✿ Thursday 8th January
  - Day at leisure.
  - Welcome Reception
- ✿ Friday 9th & Saturday 10th January
  - 8 am to 10 am: Presentation of papers.
  - 10 am to 4.30 pm: Leisure
  - 4.30 pm to 6.30 pm: Presentation of papers
  - 6.30 pm: Drinks!

## Programme 7-14 January 2009

- ✿ Sunday 11th January
  - Leisure.
- ✿ Monday 12th January
  - 2 hours in morning, 2 hours in afternoon
  - Remainder: leisure
  - Until drinks!
- ✿ Tuesday 13th January
  - Race Day and lunch.
- ✿ Wednesday 14th January
  - Depart

## Summary

- ✿ 14 hours of presentations
- ✿ 2 days of travel
- ✿ 20 hours of leisure
- ✿ \$1095 registration
- ✿ \$4784 travel and accommodation package
- ✿ Registration does not include ski hire

### Junior technical writer

- Based in Chatswood
- Global software company
- Opportunity to work with DITA

We're looking for a recent graduate who wants to build on his or her technical skills to develop into a junior technical writer. This person would need to demonstrate some evidence of their:

- Excellent communication skills – written and verbal
- Ability to translate technical information to a non-technical audience using plain English

The successful candidate will be working with software in the performance management and business intelligence space. She or he will be contributing to printed and online documentation using MS Word and XML (DITA).

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To be successful, your resume needs to show some experience, or an intent to develop towards a career in technical writing.

[Apply now](#)

To be eligible to apply for this position you must have an appropriate Australian or New Zealand work visa.

## ComponentOne Survey, Jan 2009



## Random Search Engine Facts

- ✿ More people have climbed Mount Everest than have clicked to a 5,000<sup>th</sup> Google search result page
- ✿ Source: Gerry McGovern

## Seriously though...

- ✿ Search is now normal behavior. What do we do about that?
- ✿ "Search represents a failure of navigation".
- ✿ Open University UK case-study challenged that idea
- ✿ Search is part of user experience
- ✿ Site design must work with this reality

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Should we be getting into Captivate, Camtasia, and other eLearning tools?  
Should we know about **SCORM**?

### GFC

- Milo Dodds IT Analyst at Cisco, in a blog response:
- User documentation might be the only thing left for the learner if other delivery modalities are seen as being too costly.
- Those producing documentation might be concerned about showing their value-add during recessionary times and are probably looking at how they could also provide **simulations and demonstrations** with their documentation.

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Is a **Wiki** really a viable option for user documentation and Help?  
Can **DITA** deliver on its promise to lower costs and make updates faster?

### GFC

- Everyone is left asking themselves how could I lower costs and make updates faster?
- Perhaps putting documentation onto a Wiki instead of locking it into a non-editable PDF.
- Keeping your documentation current and accurate is key to maintaining your business processes.

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### Scriptorium Survey

#### Momentum for structured authoring

Category	Percentage
Have implemented	33.2%
Currently implementing	13.5%
Will begin this year	8.8%
Plan to start in 2010	1.0%
Plan to start in 2011 or later	0.8%
Eventually	3.4%
Unclassified	21.1%
Do not plan to implement	16.2%

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<http://tinyurl.com/d6cuqe>

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### Just say no to structure

- 16 percent said No. Never. Nuh-uh.
- Of those, 67 percent cited cost and time of implementation.
- Other reasons: "staff will not adjust" (30+ percent)
- Small writing groups, small content set, lack of control, management sees no value, current tools work

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### Did it work? Yes.

Factor	Ranked 1 or 2	Achieved by
Content reuse	60.7%	86.0%
Consistency of documents	59.7%	91.5%
Cost/effort of developing content	28.2%	70.5%
Localization costs	25.2%	38.8%
Information exchange	11.2%	45.7%
Personalization/customization of content	15.4%	38.8%
Compliance with regulatory requirements	9.4%	21.7%

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### DITA dominates structure adoption.


Category	Past (%)	Present (%)	Future (%)
DocBook	15	5	2
DITA	35	65	65
ATA	2	2	2
Military standard	2	2	2
S1000D	35	2	2
Custom-developed	15	15	15
Other	5	5	5
Author's	2	2	2

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### Recommendations

- ✦ Planning!
- ✦ Assess motivation
- ✦ Provide training and education
- ✦ Manage the development process
- ✦ Address content migration
- ✦ Choose tools and technologies wisely

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### Stump the Panel

- ✦ Thursday morning
- ✦ Anything troubling you?
- ✦ Do you have an insoluble problem?
- ✦ A panel of experts may be able to help
- ✦ Can you stump the panel with your question?


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### Conference Tips


- ✦ Meet as many people as you can
- ✦ Take advantage of the Veterans
- ✦ Chat to the speakers
  - Don't hog them
- ✦ Our friendly and courteous staff...
- ✦ Pace yourself!
  - Take a session off and go for a swim


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And all sponsors and exhibitors









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Enjoy your conference!