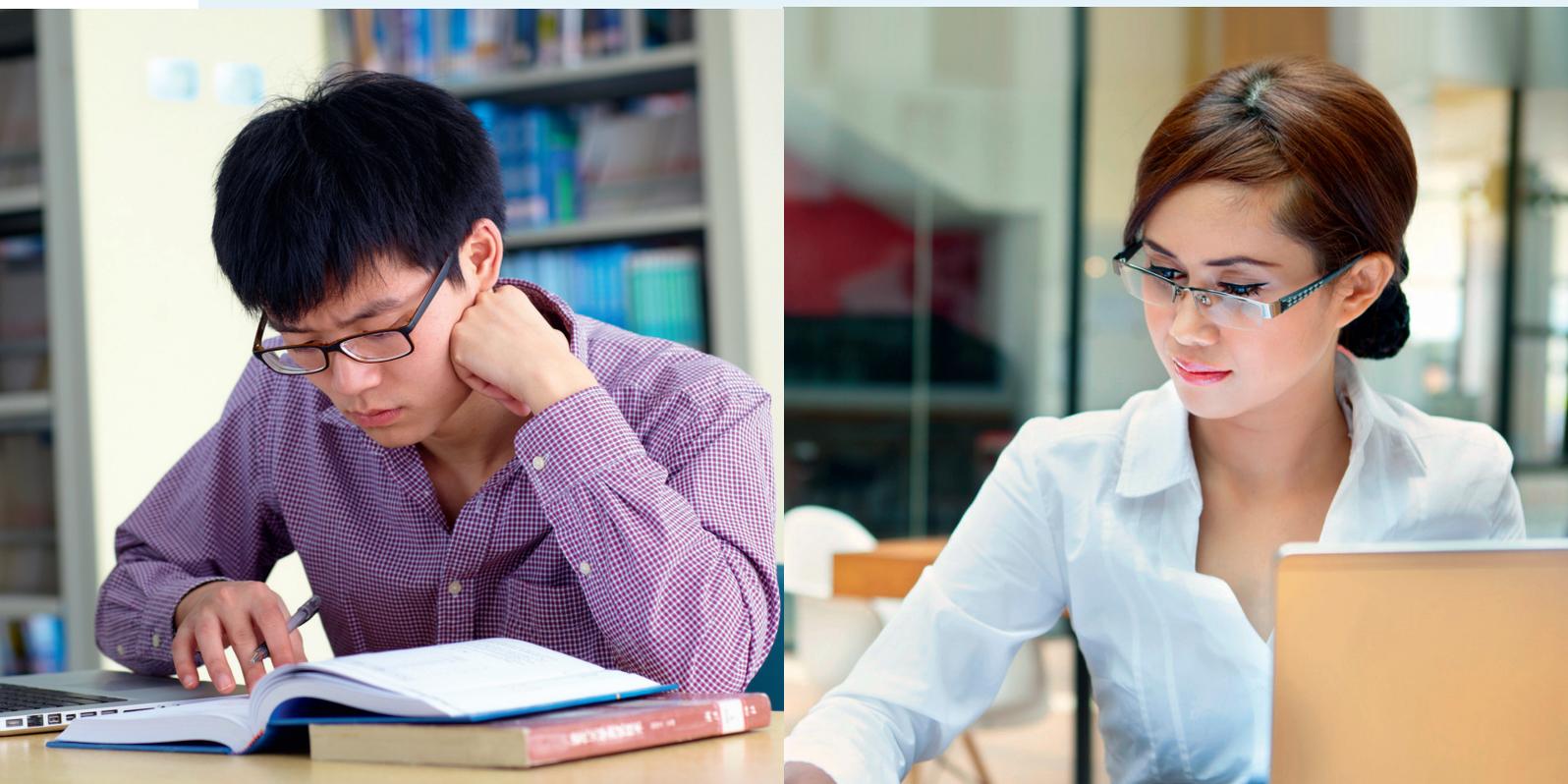




# International Professional Training for Documentation Specialists

Shanghai, September 22–24



## Benefits for Your Company:

- ✓ Assure Legal Compliance of Your Product Documentation
- ✓ Optimize Your Structure and Comprehensibility Competencies
- ✓ Minimize Documentation Risks
- ✓ Improve the Skills of Your Documentation Specialists
- ✓ Chance to Receive a Nationally and Internationally Recognized Certificate

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## Course Description

China Association for Standardization (CAS) and the German Association for Technical Communication (tekomp) offer a professional entry course in Technical Communication. It is designed to meet the growing demand for more effective communication of technical material through manuals, reports and online documentation.

This three-day classroom training course provides an integrated curriculum covering principles and practices commonly used in technical environments. Participants in this certificate program will learn the skills, techniques and strategies to effectively communicate technical information in many different forms to meet specific audience needs.

## For Whom Is the Course Designed?

The program is designed for

- Those who are already working as technical writers and want to professionalize their work, improve their skills, optimize the editorial processes, or benefit from competitive advantages in the job market.
- New entrants and career changers in the field of technical writing.

- Specific occupation groups:
  - ◆ Product and layout designers
  - ◆ Technical communicators
  - ◆ (Technical) translators and localization specialist
  - ◆ Software developers
  - ◆ Information developers
  - ◆ Engineers
  - ◆ Marketing staff

The course of study will focus on	
1 <sup>st</sup> Day	Common international writing rules
2 <sup>nd</sup> Day	Introduction to structured writing
3 <sup>rd</sup> Day	Assessing information quality

## What Will Your Documentation Specialist Learn in this Course?

During these three training days, we will provide answers to central questions such as:

- What is Global English and how can I apply rules from it to improve my own writing?
- What are the principles and benefits of structured writing? How can structured writing approaches enhance the usability of my documentation?

- What constitutes good quality when it comes to technical information? How can I assess the information quality in my company and how can I increase the level of quality?

## Certificates

The successful participant will receive two certificates acknowledged on a national and international level. The certificates are issued by CAS and tekomp.

These certificates prove that

- a trainee has completed the training course and successfully passed the exam.
- a trainee has reached a certain professional level where he or she can manage national projects effectively and efficiently.



Please find the detailed program of the course on the following two pages.

# International Professional Training for Documentation Specialists in 2017

## Shanghai, September 22–24

## TRAINING & CERTIFICATION

	Day 1 – September 22 COMMON INTERNATIONAL WRITING RULES		Day 2 – September 23 INTRODUCTION TO STRUCTURED WRITING
09:00–09:45	Introduction to writing rules and Global English (based on John Kohl's <i>Global English Style Guide</i> )	09:00–09:45	What is structured writing and why do you need it?
09:45–10:45	Simplifying your writing, part 1 <ul style="list-style-type: none"> <li>• Using short sentences</li> <li>• Verb-centered writing</li> <li>• Noun phrases</li> <li>• Writing lists</li> </ul>	09:45–10:45	Understanding topics and topic types <ul style="list-style-type: none"> <li>• DITA topic types</li> <li>• Other topic types &amp; approaches</li> </ul>
10:45–11:00	Exercise	10:45–11:00	Exercise
11:00–12:00	Simplifying your writing, part 2 <ul style="list-style-type: none"> <li>• Limiting passive voice</li> <li>• Avoiding ambiguous verbs</li> <li>• Writing positively</li> </ul>	11:00–12:00	Information design for structured writing: <ul style="list-style-type: none"> <li>• Organizing your topics</li> <li>• Linking between topics</li> </ul>
12:00–13:00	<b>Break</b>	12:00–12:30	<b>Break</b>
13:00–14:30	Using modifiers <ul style="list-style-type: none"> <li>• How to use <i>only</i> and <i>not</i> appropriately</li> <li>• Prepositional phrases</li> <li>• Relative and restrictive clauses</li> <li>• Pronouns</li> </ul>	13:00–14:00	Writing helpful tasks <ul style="list-style-type: none"> <li>• User goals</li> <li>• Minimalist writing</li> <li>• Avoiding ambiguity</li> </ul>
14:30–14:45	Exercise	14:00–14:15	Exercise & discussion
14:45–15:00	<b>Break</b>	14:15–14:30	<b>Break</b>
15:00–15:30	How and when to use ING words	14:30–15:30	Keeping your users happy <ul style="list-style-type: none"> <li>• Making information findable</li> <li>• Using semantic tags</li> <li>• Metadata</li> <li>• Avoiding ambiguity</li> </ul>
15:30–16:30	Punctuation and capitalization rules	15:30–16:30	Roadmap for implementing structured writing <ul style="list-style-type: none"> <li>• Where do I start?</li> <li>• Review and editing</li> <li>• Transitioning from documents to topics</li> </ul>
16:30–16:45	Exercise		
	<b>End of the day</b>		<b>End of the day</b>

	Day 3 – September 24 ASSESSING INFORMATION QUALITY
09:00–09:30	What constitutes quality information?  Based on the book <i>Developing Quality Technical Information</i> by Michelle Carey, Moira McFadden Lanyi, Deirdre Longo, Eric Radzinski, Shannon Rouiller, Elizabeth Wilde
09:30–10:45	Making information easy to use <ul style="list-style-type: none"> <li>• Task orientation</li> <li>• Accuracy</li> <li>• Completeness</li> </ul>
10:45–11:00	Exercise
11:00–12:00	Making information easy to understand <ul style="list-style-type: none"> <li>• Clarity</li> <li>• Concreteness</li> <li>• Style</li> </ul>
12:00–12:30	Exercise & discussion
12:30–13:30	<b>Break</b>
13:30–14:45	Making information easy to find <ul style="list-style-type: none"> <li>• Organization</li> <li>• Retrievability</li> <li>• Visual effectiveness</li> </ul>
14:45–15:00	<b>Break</b>
15:00–16:00	Evaluating technical information
16:00	Workshop wrap-up
	<b>End of the day</b>

# International Professional Training for Documentation Specialists in 2017

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## Trainer



Since August 2016, **Sarah Fancy** has been working as a Senior Technical Consultants at SCHMELING + CONSULTANTS, where she focuses on information quality, standardization, translation processes, and producing documents in English.

After receiving her Bachelor's degree from the University of Michigan in German and English Literature in 1993, she began working as a translator, technical writer, and editor at a small (now defunct) trade publishing house for ceramics and roofing tiles in Freiburg, Germany. From 1998 and 2003, she lived in her native United States, where she taught German for the University of Detroit Mercy, continued her technical writing and editing career at Volkswagen of America, and earned her MBA in Global Management.

Upon returning to Europe, she began working as a technical editor and writer in the software industry, both in Germany and in Ireland.

Much of Sarah's work focuses on supporting editorial departments whose writers are not native speakers of English, helping them create clear, concise, easily translatable documentation for a wide variety of software products. She also supports a number of universities and institutions in preparing their papers for publication at conferences and in trade journals. Sarah is a blogger and the co-author of a book for English-speaking expats in Germany, called **Germany for Beginners: The German Way Expat Guidebook**.

## Venue

上海浦东福朋喜来登由由酒店  
Four Points By Sheraton Shanghai Pudong.  
No.2111, Pudong South Road,  
Pudong New District



## TRAINING & CERTIFICATION

## Contact person:



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Technical Director of CAS  
Technical Communication  
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## How much is the Course Fee?

For the Professional Basic Training for Documentation Specialists including the national and international certifications the price per participant is **3500 RMB (taxes included)**.

## How to Register for the Course?

For registration to this course you will need to complete the attached application form. Please send the completed and signed application form to

**010-68488776 by fax**  
**or ht@china-cas.org before Sep 9, 2017.**

For further information please follow the contractual conditions in the attached application form or contact us.

# International Professional Training for Documentation Specialists in 2017

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## China Association for Standardization (CAS)



CAS was established in 1978 with a legal status approved by the Ministry of Civil Affairs as a nationwide public society consisting of organizations and individuals engaged in standardization based on voluntary participation. Led and operationally guided by the General Administration of Quality Supervision, Inspection and Quarantine of China (AQSIQ) and Standardization Administration of the People's Republic of China (SAC), CAS is one of the important members of China Association for Science and Technology.

Since 2006, CAS has been committed to domestic and international standards and technique exchange and promotion in the field of technical communication, such as product instructions. Four international symposiums and a few training sessions focusing on technical communication have been successfully held in China. In early 2014, the Technical Communication Research Center of China Association for Standardization was founded in order to carry out related services.

A handwritten signature in black ink, appearing to be '高建忠' (Gao Jianzhong).

Gao Jianzhong  
Secretary-General, CAS, China

## Gesellschaft für Technische Kommunikation – tekomp Deutschland e.V.



The Gesellschaft für Technische Kommunikation – tekomp Deutschland e.V. is the German Association for Technical Communication, founded in Germany in 1978.

As the largest professional association for technical communication worldwide, tekomp represents and connects more than 9,000 professionals who are active in technical communication and related fields. The main task of the association is to represent the interests of creators and users of user information and training.

In Germany, the longtime work of tekomp led to the development and establishment of over 30

academic programs on Bachelor's and Master's levels. In the international field, tekomp has designed TCTrainNet, an international online training and certification program for technical communication.

tekomp experts are involved in projects on professional skills and competencies on behalf of the European Commission. In addition, the association issues the tekomp certificate, which represents a formal and objective proof of qualification as a technical writer at an advanced level recognized by companies.

A handwritten signature in black ink, appearing to be 'Michael Fritz'.

Dr. Michael Fritz  
Chief Executive Director tekomp/tcworld GmbH