Pre-program for the Society for Technical Communication SUMMIT Conference, "Global Perspectives on Professional Text and Image"
April 2-4, 2021
Atlanta Marriott Marquis, Atlanta, GA

Thursday, April 2
Opening Address, 1:00
Speaker: Marguerite Helmers, co-editor of *Defining Visual Rhetorics*.

Session A, 2:15-3:30
Panel A1, "Teaching Cross-Cultural Business Communication"
Speakers: Jorge Martinez, David Victor, Ulla Connor
Panel A2, "Teaching with New Media: What Works and Why"
Speakers: Geoff Sauer, Kathleen Yancy, Stuart Selber

Session B, 3:45-5:00
Panel B1, "What Designs of Fortune 500 Web Pages Reveal about Corporate Culture"
Speakers: Sam Dragga, Ann Wysocki, Dan Jones
Panel B2, "Design and Usability: Translating Reader Feedback"
Speakers: James Hartley, Karen Schriver, Carolyn Rude

Friday, April 3
Breakfast, 7:30
Meeting of the Midwest ABC

Session C, 8:30-9:45
Panel C1, "Graduate Programs in Professional Communication"
Speakers: faculty—Iowa State University, University of Minnesota, and Purdue University
Panel C2, "Managing a Visual Identity Program for the Web"
Speakers: Jeanette Alber, Leo Redman, Kathy Wilson

Session D, 10:00-11:15
Panel D1, "Using Typography to Establish Tone"
Speakers: Eva Brumberger, Jo Mackiewicz, Philippa Benson
Panel D2, "Conducting Research in Large Organizations"
Speakers: Geoffrey Cross, Stephen Doheny-Farina, Lee Odell

Session E, 11:30-12:45
Panel E1, "Intellectual Property Issues in Designing Information"
Speakers: Fred Gayle, Amy Smith, Mark Taylor
Workshop E2, "Communicating Visually across Cultures: East Meets West." Speakers: Lee Tesdell, Yong-Kang Wei, Butong Gu

Banquet, 1:00
Luncheon Address: Barbara Mirel, "Data Visualization in the Twenty-First Century"

Session F, 2:15-3:30
Panel F1, "Publishing in Business and Technical Communication: Talking to the Editors"
Panelists: editors from the *International Journal of Business Communication, Business Professional Communication Quarterly, Journal of Business and Technical Communication, and Technical Communication Quarterly*

Panel F2, "Consulting in the Decade Ahead: Where's the Demand?"
Speakers: Linda Carson, Allen Kluger, Fred Martin

Session G, 3:45-5:00
Panel G1, "Ethics and Web Design: Issues for Business Communicators"
Speakers: Jill Johnson, Allen Thomas, Larry Shaffer
Panel G2, "Researching the History of Business Writing"
Speakers: Elizabeth Tebeaux, Malcolm Richardson, JoAnne Yates

Saturday, April 4
Session H, 8:30-9:45
Panel H1, "Teaching Data Design in the Business Communication Course"
Panelists: Miles Kimball, Dave Roberts, Lee Brasseur
Panel H2, Workshop, "Multi-Media Software: Caveat Emptor"
Speakers: Steve Wilson, Mary DeCarlo, Roxanne Forbes

Session I, 10:00-11:15
Panel I1, "Teaching Data Design in the Business Communication Course," cont'd.
Panel I2, "Designing On-line Instructions for Management"
Speakers: Sally Markam, Tony Parsons, Roberta Turner

Closing Session, 11:30-12:30
Brunch; closing remarks by Paula Brown