

TECHNICAL COMMUNICATION



SUMMIT



CONFERENCE & EXPO

April 2-4, 2021 | Atlanta Marriott Marquis | Atlanta, GA

"Global Perspectives on Professional Text and Image"

DAY 1

Friday, April 2nd

OPENING ADDRESS | 1:00 PM

"Visual Rhetoric in the Age of New Media"

Speaker: Marguerite Helmers, co-editor of *Defining Visual Rhetorics*

SESSION A | 2:15-3:30 PM

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 PM

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

DAY 2

Saturday, April 3rd

BREAKFAST | 7:30 AM

Meeting of the Midwest ABC

SESSION C | 8:30-9:45 AM

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 AM

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 PM**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 PM**Luncheon Address: "Data Visualization in the Twenty-First Century"**

Speaker: Barbara Mirel

SESSION F | 2:15-3:30 PM**Panel F1: "Publishing in Business and Technical Communication: Talking to the Editors"**

Speakers: 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 PM**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

SESSION H | 8:30-9:45 AM**Panel H1: "Teaching Data Design in the Business Communication Course"**

Speakers: Miles Kimball, Dave Roberts, Lee Brasseur

Workshop H2: "Multi-Media Software: Caveat Emptor"

Speakers: Steve Wilson, Mary DeCarlo, Roxanne Forbes

SESSION I | 10:00-11:15 AM**Panel I1: "Teaching Data Design in the Business Communication Course," Cont'd.**

Speakers: Sally Markam, Tony Parsons, Roberta Turner

PANEL I2: "DESIGNING ON-LINE INSTRUCTIONS FOR MANAGEMENT"

Speakers: Sally Markam, Tony Parsons, Roberta Turner

CLOSING SESSION | 11:30-12:30 PM**BRUNCH**

Speaker: Paula Brown