

STC Presentations

The following are some of the presentations I've done starting January 2018 and going up until April 21st, 2020. The last one on Pecha Kucha, a Japanese style of presentations, that I mentioned someone, is on the last pages. You can see by the titles and writeups that I approach my talks with a touch of humor but always with technical accuracy.

I also included one Employer brown bag, but I've done many of them to introduce the Society for Technical Communication to employers in the greater Seattle area. I connect with local tech comm managers and give a presentation on our professional development opportunities. I'm very comfortable in reaching out to organizations as well as talking to them. I usually give about a 45-minute talk and then listen to questions.

Facing Your Fears of Chatbots

Face your fears of logic and AI! Learn how to design simple chatbots easily without first having to learn a programming language.

About this Event

April 21st, 2020

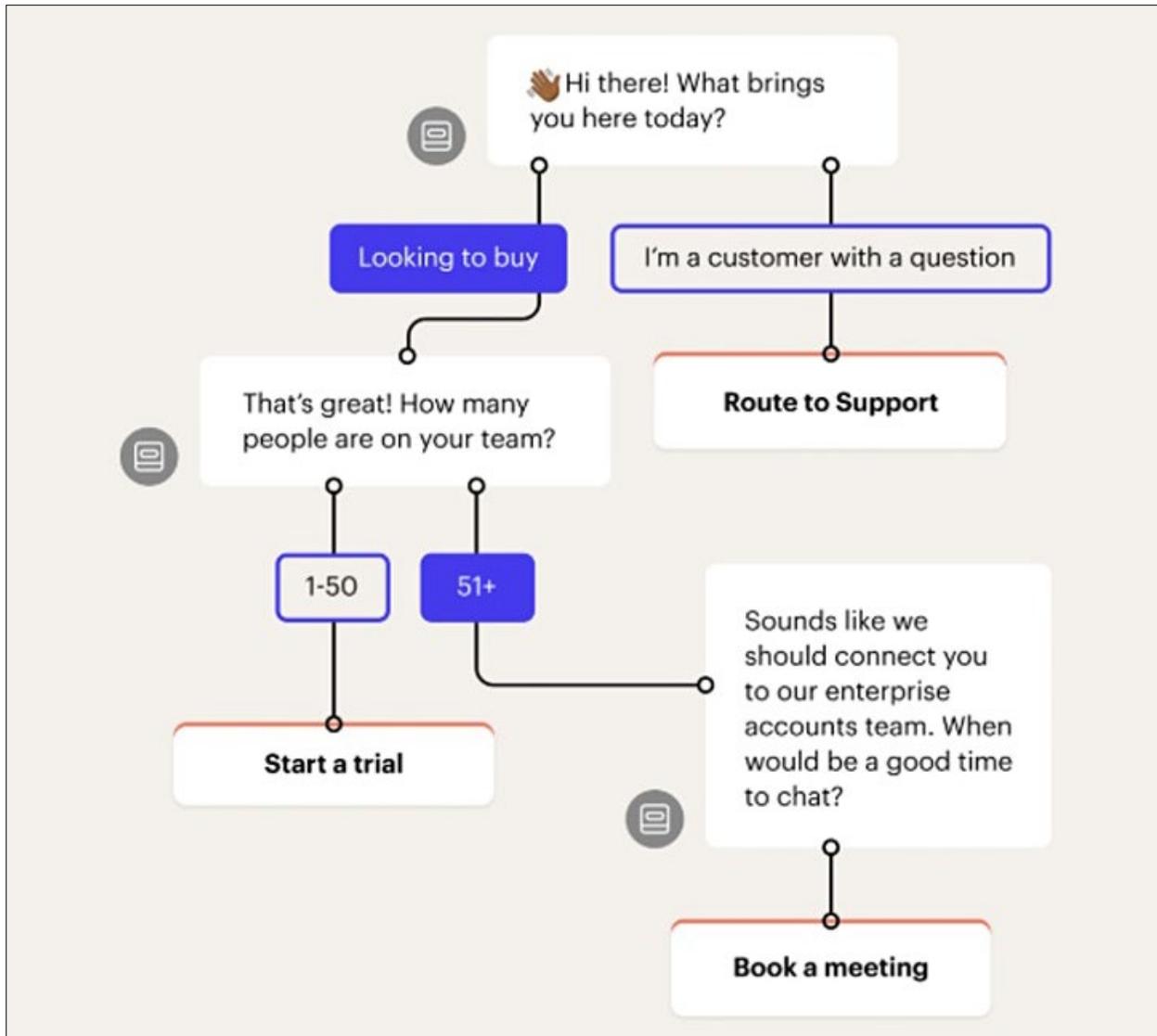


We've changed this to an online event that starts at 6:30 pm and goes until 8 pm.

Chatbots have been around for a while now, and whether you love them or hate them, they can sometimes reduce the need for live customer service agents while providing your customers with some direct answers.

Many technical writers think that they can be complicated to create, and they can be depending on how many tasks and complicated those tasks you want them to perform turn out to be. However, you can learn to create a simple chatbot to welcome customers to your page, help them find FAQs or other simple tasks in just a few minutes using some of the tools that are currently on the market.

Here is the diagram of some relatively simple chatbot logic.



In this presentation, you will learn:

- When to use a chatbot on your web site and when not to
- What types of problems chatbots can solve without requiring complex AI knowledge and skills
- How to face your fear of AI and have a little fun with it
- Some of the easiest tools to use on the market today
- Some simple logic so you can create your own chatbot without first learning to code
- About the various ways you can use chatbots to cut down on customer service support needs
- Ways to Impress your boss, learn a new skill, and upgrade your business or personal site in under an hour
- Basic automation techniques to improve your website and reduce customer support needs

Presenter: Lin Laurie

Lin has been a technical writer, technical trainer (Adobe Tech Comm products) and instructional designer for over 30 years at linlaurie.com. Before becoming a technical writer, she developed custom financial application software for some of the Forbes top 100 companies. She's also the current president of the Society for Technical Communication and teaches in the University of Washington's first online version of the Technical Writing Certificate program, Tools and Technologies course in June.



Society for Technical Communication Brown Bag Lunch Introduction

Audience: Google employees only!

Are you a technical writer who longs for the support of a community of like-minded professionals, a place to develop professionally without a great deal of money, and the opportunity to expand your abilities as a speaker, blog writer or to give back in another capacity?

Bring a lunch and join us on February 19th, from 12-1 pm to learn about the Puget Sound Chapter of the Society for Technical Communication and the opportunities it can offer you.

About STC

We are one of the largest and most active STC chapters in the US! We live in an incredibly rich area of advanced technical innovation and we focus on professional development for technical writers, content managers, editors and others in the field of technical communication to assist our members in working at or advancing at those companies.

What's in It For You?

Since you already work at Google, you can benefit from membership by learning the latest and greatest new ideas around tools, processes, and technology that will make you do your job better and faster than you're currently doing it.

The other great advantage that STC can offer is that it provides you with connections to other technical writers. And if you need to bring on another member of your team, who do you want to work with? Usually, it is with people you already know or that people you know will vouch for.

Here's What You'll Learn

We invite you to learn more about us, hear about upcoming events, and more. We may even talk about doing quarterly meetings onsite to foster a place where you can exchange meetings between departments and share new openings, possible interest in new technology, and learn of other

opportunities that STC provides. For instance, we are hosting our yearly conference, STC Summit, in Bellevue, WA. Check out the details for STC Summit 2020 coming to Bellevue WA from May 15-18! Learn more at <https://summit.stc.org/>

STC offers group membership opportunities for large organizations and I'll supply you with information about that, and lots more. I hope to see you all there on February 19th at noon!

Where We'll Be at Google

Click to register on the right location to attend:

- Seattle SLU building Boren - 3rd floor-Boxer (11 seats)
- Kirkland: building B-1st floor - Broadway (11 seats)
- Seattle Fremont building Parkview-3rd floor-Closer (9 seats)

Note: Anyone who attends will receive a \$10 off certificate on a future STC Chapter Meeting.

Please Register in Advance

Please register in advance to attend although we also encourage you to show up. We just want to make sure we have an idea of the number of people who will show so we can adjust the room size if needed and to bring the correct number of brochures and other materials.



Taking Your Presentations to a Tedx-Level Presentation Workshop

January 25th, 2020

About this Event

If you have a desire to:

- Become a skillful presenter
- Face down your stage fright from talking in front of an audience
- Learn fun methods to gain control of your talk and to control how your audience responds to your talk

Then you should sign up for this fun, valuable workshop.

Presenter: Lin Laurie

Location: University of Washington, Loew Hall Room 117

If you are really good at presenting, you can make a future for yourself in any number of careers.

If you'd like to take your presentation skills to the level of those people you see in a TEDx Talk. A TEDx event is a local gathering where live TED-like talks and videos previously recorded at TED conferences are shared with the community. They can also be independently run community talks to help share ideas from science to business to global issues to help spread ideas throughout the world. But whether you aspire to do your own TED Talk, being able to lift up your own presentation skills to their level is a valuable opportunity and we're offering it to you. (Anyone can sign up for this workshop. You don't have to be a technical writer or STC member to attend this workshop.

TED talks have specific attributes: they are uplifting, have an emotional format, and can cause audiences to stand up and cheer at the end). If you long to have the skills to have that type of control over your audiences, then this is the workshop for you!

I was originally going to do this as a chapter meeting, but after thinking about it, I'd like to first do it as a workshop and then take the top two presenters and have them do their talk after I demonstrate the breakdown on how to do it, to show our members what it looks like when it's done right. So, we'll follow up the workshop with a chapter meeting later.

What you will need to participate:

- Bring a ten-minute talk on a technical topic that involved a struggle or breakdown where you can describe an obstacle(s) you faced and overcame. Your talk will describe how you overcame the obstacles, beat the odds, and in the end, you came out on top.
- Be prepared to work on your talk in front of the room and to have your talk recorded so you can bring a finished version of it home with you or it will be available for you to download afterwards.
- Bring an attitude of fun and adventure. We'll be laughing at ourselves a lot through this experience.

If you have a desire to become a skillful presenter, face down your stage fright from talking in front of an audience, and learn fun methods to gain control of your talk to control how your audience responds in addition to all the other gains listed above, then you should sign up for this fun workshop.

You will learn to:

- Break your talk into sections
- Recognize the areas where you can begin building an emotional arch
- Where to add inspirational and actionable points into your talk
- Speak with power and empathy, even when talking about tech subjects
- Adding humor to your talk
- Building to a moment by changing the tone of your voice
- Keep your audience on the edge of their seats
- Sound brilliant
- End on a powerful note to get a standing ovation

I am taking this on as a personal challenge. I want to help others while taking on a crucial area of personal development for myself. We will take your talks apart and rewrite them so they fit into the format of a TEDx talk and then I'll show you how to do everything listed above so you come away with a new way of looking at how to give a technical presentation that will make others take notice of your speaking talents.

After the workshop, I will select 2-3 of you to do your talks after I give my talk on how to break any talk down during a future chapter meeting. That's the best thing about the learn, teach, learn training philosophy.



Create an Online Portfolio and Resume Using WordPress Workshop

Note: I teach this class 1-2 times a year, usually after the UW Tech Communications Certificate Program graduates.

October 26th, 2019

The first thing a recruiter or manager wants to see before you'll get an interview scheduled is your online portfolio. In this live class, we will teach you how to use a free WordPress site and template to create a great looking portfolio and resume site. At the end of the course, you will be able to continue on with the skills you learn to continue working to improve your initial creation.

The reasons why you want an online resume and portfolio include:

- Most managers want to see it before interviewing you
- A portfolio of your work looks professional
- Creates a great first impression
- Increases your online visibility
- Continental breakfast included. Bring a bag lunch

No registration at the door. You must register in advance as we have to print workbooks prior to the date of the class.

You must check in prior to the class to make sure your configuration is correct.

Download the [WordPress Setup 2019](#) Setup Guide.

Check Ins are Required

You must attend a check-in meeting prior to the class.

Using Zoom

If you've never used Zoom, log in early to download the application on your laptop or desktop. For this meeting, using your cell phone will not work as I will need you to share your computer screen so I can see your implementation of WordPress to check you off.

Also, test out your speaker and audio connections the first time you open the application the first time or I guarantee you will not be able to hear the audio and will need to connect separately by calling in on your phone.

Check in dates to check out WordPress configuration

1. Download the [WordPress Setup 2019](#) and follow the setup instructions prior to attending the check in.
2. Select one time and attend online for 10-15 minutes. We don't have time to configure your laptop during the class. This is also a great time to getting your questions answered.
3. Make sure to bring the content needed to work on your site in class.

Check in Dates and Times

- 10/12 10 am - 10:45 am <https://washington.zoom.us/j/2081466117>
- 10/16 6:30-7:15 pm <https://washington.zoom.us/j/2081466117>
- 10/20 10 am - 10:45 am <https://washington.zoom.us/j/2081466117>
- 10/23 6:30-7:15 pm <https://washington.zoom.us/j/2081466117>

Other Details: Call in +1 669 900 6833 US (San Jose)

Meeting ID: 208 146 6117

Bring the following to your class!

Before the class, make sure you've got the following materials ready to use in the class:

- An electronic version of your resume
- Electronic copies of the portfolio pieces you want to display online. I recommend that you save them all as PDFs and that way no one can take a document and use it as their own and it displays better.
- A screen shot tool such as SnagIt to use in creating graphic images (under \$50)
- We will also need 350×150-pixel images (thumbnail) of each of your portfolio pieces plus a larger image for each portfolio piece. The size of this image will depend on how large you want your portfolio example to be.
- Banner image for the front page of 1180 × 360 pixels.
- Site Icon (will show up at the top of your web browser tab and must be 512×512 pixels.
- Bring the link addresses to Facebook, LinkedIn, Twitter, and any other social media that you want to connect to your online resume.

The Dara theme, there are a few generic social media icons at the top of the theme. We'll be personalizing the ones on the site and adding more (if you want), using your personal URL information so people can click on them and be connected directly to your social media sites.

- Have a description of each portfolio piece that contains the story about each portfolio piece.
- How did you develop it?
- Was it a team project or a solo piece that you worked on alone?
- What tools did you use to create it?
- Why did you select it if you had lots of other work samples?
- The story about each portfolio piece is almost as important as the sample itself.

Things to Consider with Portfolio Pieces

Here are some things to think about prior to the class is getting your portfolio pieces ready:

- Plan to have at least a screenshot of the best parts of a web-based portfolio piece. Do not plan to link to a live site for the following reasons:
 - Web sites are constantly maintained and one day your work could be written over.
 - Entire sites can disappear and then you have nothing to show for your work.
 - Show the parts that you did and not the entire sites.
- A sample of your work is nothing without the story behind it. Make sure to answer these questions in the story you tell about each portfolio piece:
 - What parts did you do?
 - What tools did you use?
 - How long did it take?
 - What obstacles did you overcome to create it?
 - What were the constraints?
 - Was it an internal document?
 - For instance, was it revised daily in a War Room environment and delivered nightly to another site so people could continue working 24/7?
 - Make the story interesting and compelling to show yourself in your best light.
 - Make yourself the hero of your own story. If you don't toot your own horn here, who will?
- When using pieces that are marked as confidential, proprietary, etc., here is a work around. I worked for a medical lab where much of the material was proprietary. However, I was using an online help design and navigation system that I owned and there were pages on the site that didn't give away any confidential information. Here's the solution I came up with:
 - I was able to take screenshots of those pages.
 - I showcased my work without compromising any confidentiality agreements.
 - I created a short story about each page and called attention to the information I wanted my viewer to see.

You can see a sample of how I did that at <https://secureservercdn.net/45.40.149.34/c20.c5e.myftpupload.com/wp-content/uploads/2020/12/Genoptix-Online-Samples.pdf> .

- Supply lots of samples of your work. You never know what will appeal to the person reviewing your portfolio.
I got my second writing job because I happened to bring editing proofs from a SDK review I'd done at Microsoft where I'd marked Gerund and circled each heading that needed to be changed. The interviewer, whom I originally thought was just not that into me, perked up when he saw my editing work and said, "Well I guess since you know what a gerund is, we'll give you a try."

Look at other people's sites for ideas. Here are two sites we've used in last year's class and I encourage you to explore and come to our course ready to build something special that shows who you are and the type of work you do.

- <https://gordonhowardsite.wordpress.com/>
- <https://thelinlaurie.wordpress.com/portfolio/>

Note: Because the themes have changed since I did this course last year, our portfolios will look different from these examples.

Presenter: Lin Laurie

Cost: \$50

Schedule

9-9:30 am socializing and continental breakfast

10-1 pm or completion: Workshop



Exploring Snagit 2018 - Way Beyond Any Typical Screen Capturing Tool!

Tuesday, November 13th, 2018 at 6:00 pm PST

Join us for our November Chapter Meeting to Learn about Snagit 2018.

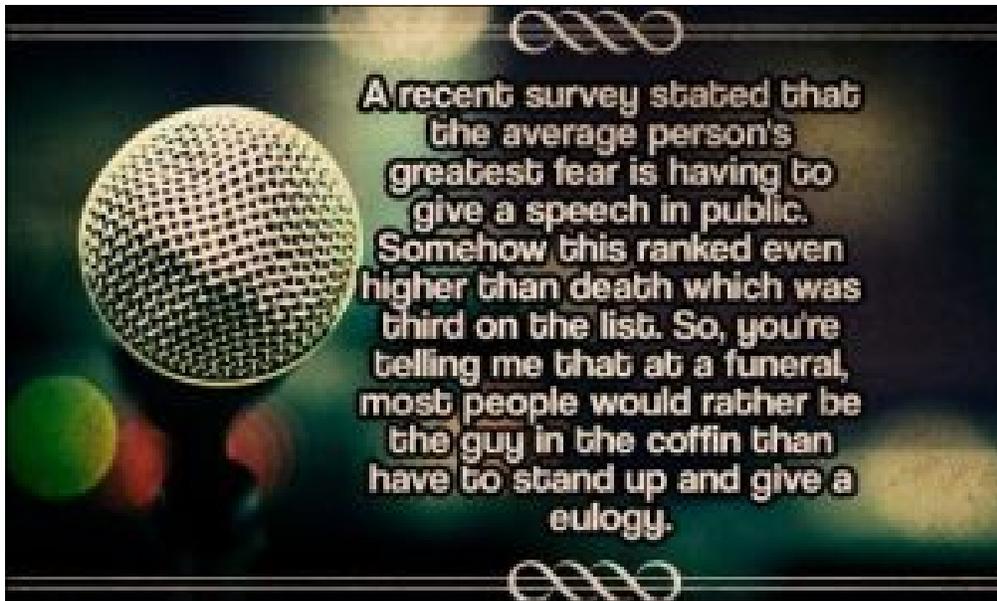
Lin Laurie will give away a copy of Snagit and a copy of Camtasia at the end of this presentation!

If you thought that Snagit was just a little ol' tool that let you capture screens and do a little bit of editing before you pasted them into your documentation project, well, then you'll be in for a delightful surprise.

Ladies and gentlemen, this is no longer your grandma's screen capturing utility tool. Oh, no. For under \$50 you can use this tool more than you can use Photoshop and for far, far less of an investment.

Aside from the obvious screen capturing, in this talk, you will learn the following additional capabilities that will make you drool and want to download Snagit while I'm still talking. You will learn:

- How to capture screenshots that will skip the editing screen and go directly into the document or other software you say. Without passing go. You can even add borders, resize images, add special features, and much more, without touching the editor.
- How to set up and use color palettes for a specific project so your Snagit accessories match the palette and you can easily add borders, circles, numbered items, lines, arrows, text, and more without having to change the colors on individual items.



Step Up to the Podium and Present

January 16th 2018

Learn When to Use Various Types of PPT Presentations Types

Lin Laurie, your chapter president, will talk for 5 minutes on the various questions that plague presenters:

- How many topics should be on a PPT page?
- Why would you create a PPT with lots of topics on a page?
- What's the ultimate size of font to use on a PPT presentation?

If you're seeking answers to these questions, here is where you will find some answers.

Learn a New Presentation Style

Next, you'll get a chance to see a demonstration of a type of PowerPoint presentation style invented in Japan and called Pecha Kucha. Lin will demonstrate this fast-paced, clear, and unique presentation style that is guaranteed to keep your attention. The premise is to present 20 slides for 20 seconds each. Later, one of our members will actually do her presentation using this technique.

<https://www.youtube.com/watch?v=gZJc8PB2DsQ>

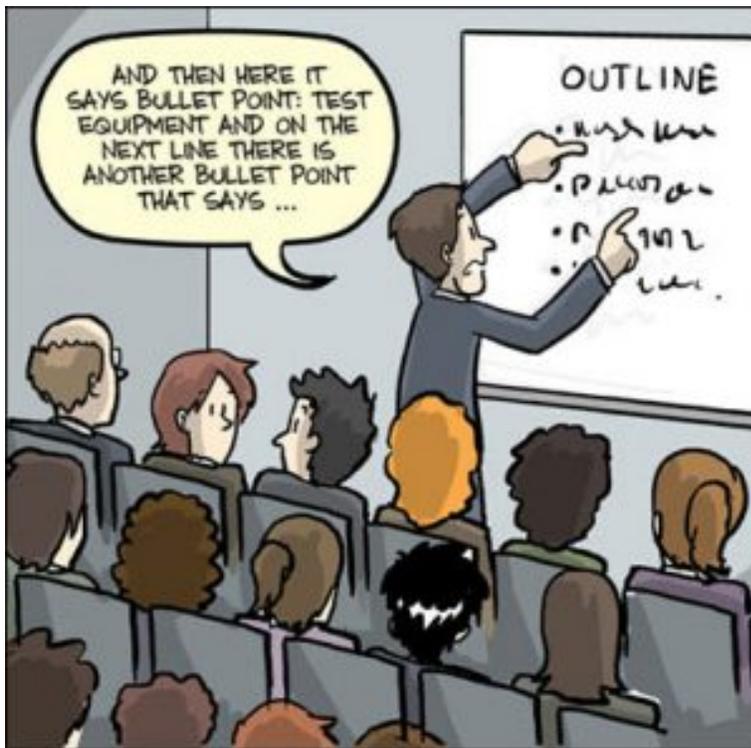
Listen to Mini-Ted Talks for Tech Commers

- Next, 3 of our brave members will volunteer to step up to the podium and give a 6-10 minute talk on an area of interest to fellow tech comm professionals. If you've ever watched a professional talk, like at Tacoma Tech Comm, and said, I can do that but weren't sure if you had what it took to talk for 45 minutes in front of a room full of strangers, here's a chance to take a baby step in that direction. And you, the audience, will not only get to support your fellow technical communicators, but you'll also learn something new. We promise that the evening won't include speakers doing what the following cartoon shows.

Schedule:

Click to view the PPTs associated with this presentation. There were several presenters and not all submitted PPTs so they are not all available for view:

- Lin Laurie – [About PowerPoint Presentations](#) and <https://www.youtube.com/watch?v=gZJc8PB2DsQ>
- Frances Albrecht – [Calming the Chaos](#)
- David Hicks – [Building Blocks to Write Effective Requirements](#)
- Angela Seguel, "Technical Communicators: What We Do and Why It Matters," a Pecha Kuchu presentation to help us describe what we do



So volunteer to be a speaker and if you just can't do it, attend and support the other chapter members who are going to put it all on the line for you.