

	Stream 1	Stream 2	eLearning
Tuesday 21st September 2010			
Morning 10am till 1pm	Topic-based authoring: getting your feet wet (part 1) (Linda Urban and Greg Urban)	Author-it workshop (title to be provided) (David Jones and Rose Hilder)	Captivate workshop (Matt Wickes)
Afternoon 2pm till 5pm	Topic-based authoring: getting your feet wet (part 2) (Linda Urban and Greg Urban)	Using web analytics to improve technical documentation (Rachel Potts)	Developing a training course (Florence Dujardin)
Wednesday 22nd September 2010			
9.00 - 9.10	Welcome from Paul Ballard, TCUK team leader		
9.10 - 9.50	Opening Keynote Presentation by David Black of Nokia		
10.00- 10.40	The spork / platypus average: content strategy at Red Gate (Roger Hart)	Getting ahead as a lone author (Kai Weber)	Making, finding, and using e-learning content: SCORM ... (Zoe Rose)
11.00 - 11.40	Terminology - who cares? (Jill Fifoot)	Managing repurposed content in structured FrameMaker (Andy Lewis)	Authoring for e-learning (Simon Rae)
12.00 - 12.40	Everything you always wanted to know about psychology (and how it relates to technical communication) ... (Chris Atherton)	There's no stopping us now! What we can learn from the Toyota Production System (Graham Wignall)	<i>[Awaiting Title]</i> (Eugenie King)
14.00 - 14.40	Write more, write less: embracing the value of crafted words & images (Joe Welinske)	Documentation as an emotional experience for the user (Ellis Pratt)	e-learning for multi-lingual audiences (Daljit Hanspal and Rob Sexstone)
15.00- 15.40	Chaos theory (reversed) – getting your act together (Chris Hadley)	Which social media tool is right for you? (Gordon McLean)	Wabi-sabi: co-creation and technical communications (Simon Bostock)
16.00- 16.40	Keynote: The Yellow Brick Road to Effective Content Strategy by Julian Murfitt of Mekon		
Thursday 23rd September 2010			
9.00 - 9.40	Authoring and learning in a safety critical industry (Gordon Dennis)	Technical authoring and inclusion (Karen Mardahl)	Captivate – more than just an eLearning tool (Greg Daffern)
10.00 - 10.40	Interactive and Web 2.0 delivery mechanisms for technical documentation (Ankur Jain)	Interpretation and information (David Potts)	Cultural awareness in technical communication (Glyn Turk)
11.00 - 11.40	Help! Fitting a square peg into a round hole (Colum McAndrew)	Why writing a bid document demands a slightly different set of writing skills (Alison Reeves)	Project planning for eLearning success (Tina Hoffman)
13.00 - 13.40	Using graphical illustrations in software documentation (Martin Block)	Content strategy for everyone (David Farbey)	
14.00 - 14.40	Why constraints will save DITA's life - and make your authors happier (Jang Graat)	When the fat lady really does sing (Audrey Philbrooks and Sherry! Abrahart)	Open session: questions and rants
15.00 - 15.40	Closing Keynote Presentation by J Haynes, Chairman of Haynes Publishing Group		