



For immediate release

The Society for Technical Communication in conjunction with the Usability Professionals' Association present an interactive course on writing for the web.

Dallas, Texas November 2, 2003 -- Information Architect and Usability Specialist Elisa Miller will address the joint meeting of the STC Lone Star Community (LSC) and the Dallas/Fort Worth Chapter of the Usability Professionals' Association. The dinner meeting is scheduled for 6:30 p.m., Thursday, November 11, 2004, at the Dallas/Fort Worth Airport Marriott Hotel, 8440 Freepoint Parkway, Irving, TX 75063.

"What do you need to know to write content for the web? Most people think that you should write what you know about. What you REALLY need to do is write for your audience," states our speaker and Lone Star Community council member, Elisa Miller. "I've been writing for the web for ten years and I am still appalled at some of the websites I see!" Ms. Miller thinks most technical communicators already have the necessary skills to create good web content. In her interactive presentation, "Writing for the Web: What you Need to Know," she will discuss writing for the audience, how to learn more about your audience, and how to tailor your writing to them. Additionally, she will give writing tips that will serve as refreshers for some and valuable new techniques for others. This is an interactive session, so be ready to do a little writing.

"Elisa is a dedicated LSC member who has a definite passion for writing effective web content. With the widespread use of the Internet today, it opens another door for technical communicators to exercise our knowledge from simply checking grammar and content to performing complex user experience analysis," said LSC President, Dr. Jackie Damrau. "We can help alleviate the 'cringe factor' by learning from Elisa how to write effective web content."

"A successful informational website combines clearly written content with easy navigation, and Elisa has plenty of experience building great websites by successfully applying her skills at both tasks," said Jim Carlsen-Landy, President of the DFW Usability Professionals' Association. "We're proud to count Elisa as an active member in the DFW UPA, but we also know her as a dynamic and engaging presenter. Everyone should be prepared to leave the meeting with their head full of immediately applicable ideas and practical advice."

The meeting is open to visitors. Registration and networking begin at 5:45 p.m., dinner is served at 6:30 p.m., and the program begins at 7:30 p.m. Dinner reservations must be made by 5:00 p.m. on Monday, November 8, 2004. Register by either calling 972-558-1622 or visiting the LSC website at www.stc-dfw.org. Costs for the dinner and program are \$20 for STC and UPA members and \$25 for non-members. Those wishing to attend the program only may do so at no charge; however, LSC requests that everyone register in advance. Information on other charges is available from the LSC website.

About STC and the Lone Star Chapter

The Society for Technical Communication (STC) is the world's largest professional organization dedicated to advancing the arts and sciences of technical communication. Its 25,000 members include technical writers, editors, graphic designers, videographers, multimedia artists, web and Intranet page information designers, and translators. They make technical information understandable and available to those who need it.

The Lone Star Chapter (LSC), one of the largest STC chapters in the U.S., received the Distinguished Chapter of the Year award for 2002-2003. Drawing more than 500 members from all over the Dallas-Fort Worth, the LSC promotes professional growth through meetings, workshops, seminars, conferences, mentoring, and networking.

For more information about the STC Lone Star Chapter, visit their website at www.stc-dfw.org.

For more information

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