



## Modular Writing and Reusability Webinar

The world of technical communication is changing. Writers need to be able to develop structured, topic-based content that can be stored in content management systems and reused for multiple purposes. This session provides an introduction to modular writing and how to begin to approach this challenge.

Attendees will learn what modular writing is, why modular writing is important, and the benefits and drawbacks of modular writing. Attendees will also learn how to create effective, modular content by categorizing information into six types based on its purpose, applying six research-based principles for structuring content effectively, and organizing content into two new units of information to create modular content.

**WHEN** Tuesday, February 26, 2008 7:00 PM - 8:30 PM  
Eastern Time Zone

**FEE** [View Event Fees](#)  
[View Event Details](#)  
[View Agenda](#)

**RSVP** Friday, February 22, 2008

Please respond by clicking one of the buttons below

YES

NO



## Webinar Information

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Summary

Invitation

Fees

Agenda

About the Speaker

About STC and the WDC Chapter

## Modular Writing and Reusability Webinar



All are welcome.

Want to invite a friend, co-worker, or prospective member?  
Send them an invitation when you register.

**\*\*Registration and payment are required by 9:30 PM Friday, February 22nd.\*\***

## Modular Writing and Reusability Webinar

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## Details

Registration and payment are required by 9:30 PM February 22nd. After the 22nd, those registered and paid will receive a toll-free phone number and a URL for the meeting.

System Requirements:

- Microsoft Internet Explorer 6.0, Mozilla Firefox 1.5 for Windows/Mac/Linux, or Safari 2.0 for Macintosh
- Internet connection of minimum 56K for application sharing, 128K for broadcasting video

When

Tuesday, February 26, 2008 7:00 PM - 8:30 PM  
Eastern Time Zone

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## Modular Writing and Reusability Webinar



### Agenda

Tuesday, February 26, 2008

- |                   |                              |
|-------------------|------------------------------|
| 7:00 PM - 8:10 PM | <b>Presentation</b>          |
| 8:10 PM - 8:30 PM | <b>Questions and Answers</b> |

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## Modular Writing and Reusability Webinar



### About Debbie Kenny



Debbie Kenny is an accomplished speaker and industry expert. She presents at worldwide conferences and events on meeting information and work performance challenges of the 21st century. In the 20 years she has been with Information Mapping, Inc., she has helped to define its direction and positioning to reach new markets with new software products, training programs, and consulting services.

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## Event Registration Fees

Please consider using PayPal, as this payment type is *much* easier for our volunteers to process.

To pay via PayPal, you must have a PayPal account for the email address you are using to register. If you need a PayPal account, go to <https://www.paypal.com/>.

To pay via check, your check must reach us by the RSVP date. If you are registering within 5 days prior to the RSVP date, please use PayPal.

## Event Registration

## Member

**\$10.00**

## Member (Non-WDC)

**\$15.00**

## Member (Student)

**\$5.00**

## Member (Volunteer)

**\$5.00**

## Non-Member

**\$20.00**

## Non-Member (Student)

**\$15.00**

## Non-Member (Volunteer)

**\$10.00**

## STC Society Office

**\$5.00**

## Cancellation and Refund Policy

We will refund the registration cost, minus a \$5.00 administration fee, for cancellations received by 9:30 PM Friday, February 22, 2008.

We regret that we cannot offer refunds for late cancellations or for no-shows.

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## Modular Writing and Reusability Webinar

### What is a technical communicator?

Technical communicators translate technical information into language that is easily understood by the user. They convey scientific and technical information precisely, accurately, and clearly. Technical communication is recognized as an essential occupation in business and government.

Technical communicators work in many industries including hardware and software development, science research, government and defense contracting, publishing, marketing, and more.

### About the WDC Chapter



The Washington, DC Chapter (WDC), the Capital Chapter, is one of the largest in the Society with over 600 members. Our members share their expertise with the community and with newcomers to the technical communication field in many ways:

- Networking
- Professional development seminars
- Job announcements, a talent pool, and employment resources available on our Web site
- Annual technical communication competitions with opportunities to compete at the international level
- Discussion lists
- Special Interest Groups (SIGs)
- Scholarships for high school and college students
- Mentoring and community service activities

Our chapter is active and exciting, and you help keep it that way! Volunteering builds your network and gives you new skills to highlight on your résumé.

Learn more about the Washington DC STC Chapter at <http://www.stcwdc.org>.

### About STC



The Society for Technical Communication (STC) is a Section 501(c)(3) not-for-profit educational, scientific, and charitable organization dedicated to furthering the art of communicating technical information. STC offers its members the industry leadership and education, professional networking, and information required for supporting all aspects of the rapidly evolving world of technology. STC is the world's largest professional organization serving the technical communication profession. The Society is over 53 years old, with 150 chapters, 20 SIGs, and over 18,000 members world wide.

STC members include:



- Consultants
- Educators and students
- Graphic artists and designers
- Human factors engineers
- Information planners
- Instructional designers
- Interface designers
- Journalists and publishers
- Managers and supervisors
- Marketing and public relations communicators
- Multimedia artists
- Photographers, film, and video production specialists
- Researchers
- Software engineers
- Technical communicators
- Technical, medical, and scientific illustrators
- Technical, medical, and scientific writers and editors
- Translators
- Web designers, developers, and webmasters

Learn more about STC at <http://www.stc.org>.

### Get Involved

Our chapter is active and exciting, and you help keep it that way! Volunteering builds your network and gives you new skills to highlight on your résumé.

Like to see your name in print? Plan events? Judge a competition entry? We offer long-term, short-term, or one-time-only commitments. Whatever your strength and interest, the Washington, DC Chapter has an outlet for you!

Fill out our volunteer signup form at [http://www.stcfdc.org/volunteer\\_signup\\_form.shtml](http://www.stcfdc.org/volunteer_signup_form.shtml).

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