

**The Intermountain Chapter
of the
Society for Technical Communication
Invites you to our
April, 2008
Professional Development Meeting
featuring
Karl Davis
speaking on
“ Technical Branding & Messaging”
Date: Thursday, April 24th, 2008
Time: 7:00 p.m.
Location: SLCC South City Campus
Room Number: W111, Room E
(See driving directions)**

Presentation Summary

As professional writers, we are often called upon to integrate marketing messages with technical specifications and features to create cohesive content for our target audiences.

In other words, we must reconcile ‘marketing fluff’ with ‘engineering speak’ to create a consistent brand, marketing message, and technical content for complex products and services. Some of the challenges we face in this regard include:

- Cultural differences between marketing and technical disciplines (such as engineering and product/software development) within an organization.
- Strategic differences between marketing objectives and technical content objectives.
- Workflow differences between marketing and technical functions within an organization.
- Lack of formal communication and/or content development procedures between marketing and technical functions within an organization.
- Lack of ‘buy-in’ on the part of executives and management regarding the importance of integrating marketing and technical content.

In this session, Karl will share ‘real-world’ tips for achieving balance between technical and marketing content. He will present Focus 4: Creative™’s integrated Content Messaging Architecture (iCMA™). iCMA is a multi-tier, iterative model that defines all aspects of integrated content development, from first draft to final publication to maintaining living content.

iCMA provides the framework, processes, and development procedures required to maintain cohesive technical brands and create effective technical content.

The iCMA model is conceptually similar to the OSI (Open System Interconnection) model that is widely used in computer networking applications, and to UML methodologies used for software development.



Speaker Summary

Karl has 18 years of writing and technology experience. He received a Bachelor’s Degree from the University of Utah in Business Administration, where he took one year of additional writing and computer science classes. In addition to his writing experience, Karl has worked as a network engineer, MRP/ERP software implementation consultant, SQL database programmer, and N-Tier software development project manager.

Karl currently serves as the Managing Partner for Focus 4: Creative LLC, a Utah-based company that specializes in rapid content development and delivery for the information-driven business. His areas of specialization include Content Architecture, InDesign, RoboHelp, and Flash.

Karl is also the President-elect (2008-2009) of the Intermountain STC.

Driving Directions

From the North:

Exit I-15 at 13th (1300) South;
Go east to State Street;
Turn right and travel south on State to 17th South;
Turn left onto 1700 South;
The parking lot on your left is the closest location to our meeting room (inside the cafeteria, along the south wall).

From the South:

Exit I-15 at 21st South;
Go East to State Street;
Turn left and travel north on State to 17th South;
Turn right onto 1700 South;
The parking lot on your left is the closest location to our meeting room (inside the cafeteria, along the south wall).