



# Professional Communication... The Broad Way to Technology

Emily Sopensky

NoVa/Wash/Baltimore Chapter  
IEEE Professional Communication Society

Co-Sponsor: IEEE Society on Social  
Implications of Technology

Council on Electronic Design Automation  
Council on Superconductivity  
Nanotechnology Council  
Sensors Council  
Systems Council

Aerospace and Electronic Systems Society  
Antennas and Propagation Society  
Broadcast Technology Society  
Circuits and Systems Society  
Communications Society

Components Packaging, and Manufacturing Technology Society  
Computational Intelligence Society  
Computer Society  
Consumer Electronics Society  
Control Systems Society

Dielectrics and Electrical Insulation Society  
Education Society  
Electromagnetic Compatibility Society  
Electron Devices Society  
Engineering Management Society

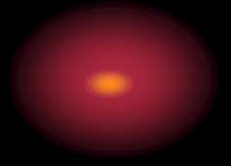
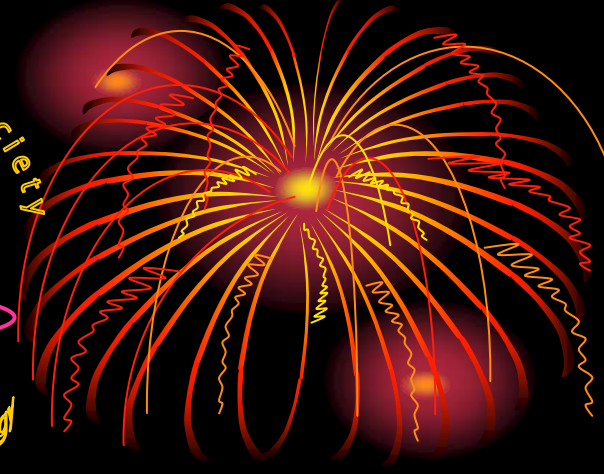
Engineering in Medicine and Biology Society  
Geoscience & Remote Sensing Society  
Industrial Electronics Society  
Industry Applications Society  
Information Theory Society

Intelligent Transportation Systems Society  
Instrumentation and Measurement Society  
Lasers & Electro-Optics Society  
Magnetics Society  
Microwave Theory and Techniques Society

Nuclear and Plasma Sciences Society  
Oceanic Engineering Society  
Power Electronics Society  
Power Engineering Society  
Product Safety Engineering Society

Professional Communication Society  
Reliability Society  
Robotics & Automation Society  
Signal Processing Society  
Society on Social Implications of Technology

Solid-State Circuits Society  
Systems, Man, and Cybernetics Society  
Ultrasonics, Ferroelectrics, and Frequency Control Society  
Vehicular Technology Society



# IEEE Societies and Councils – Lots of Technologies

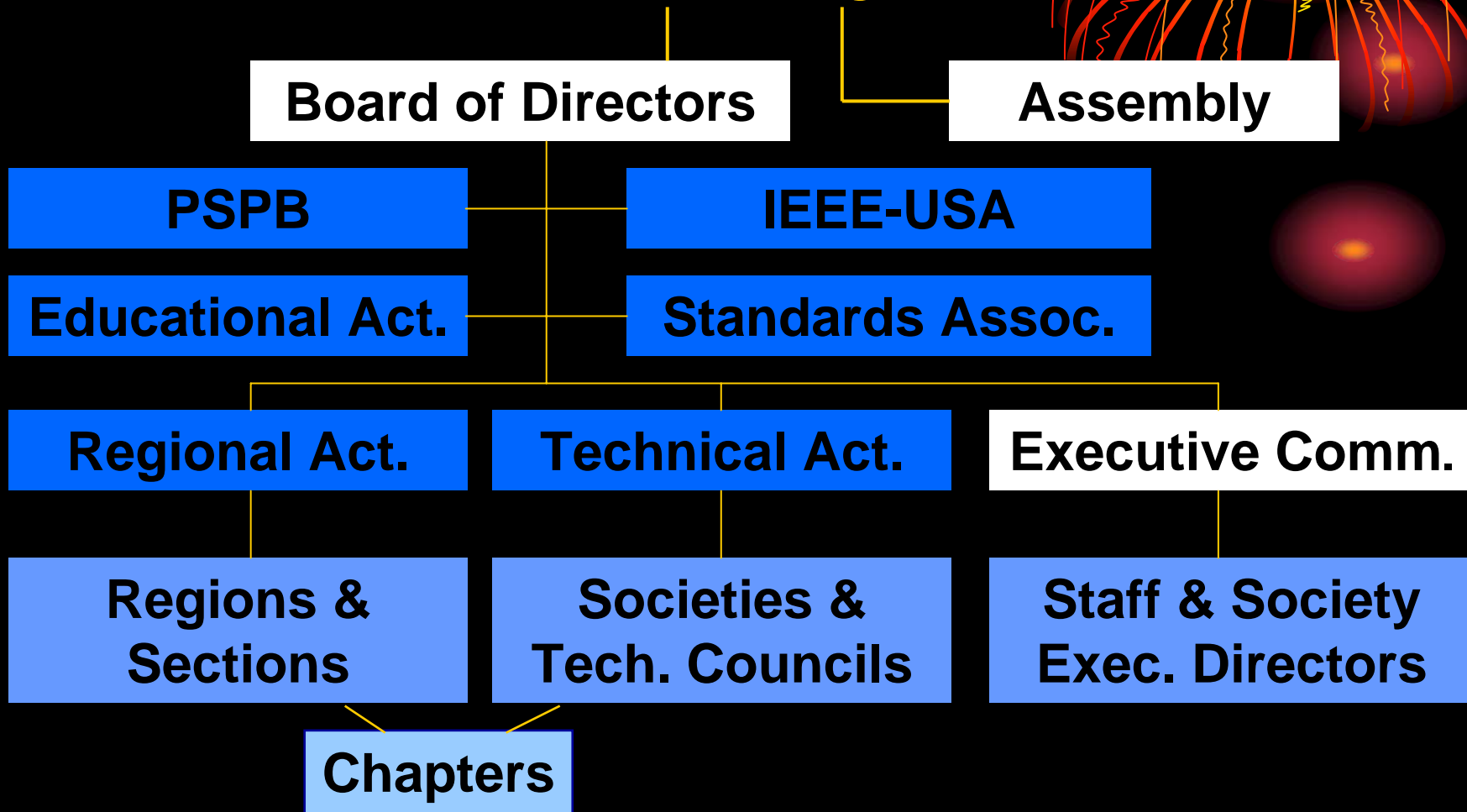
# The IEEE Connection



- IEEE publishes over 30% of the world's literature in electrical and electronics engineering and computing
- Professional Communication has a place in IEEE!

# IEEE Organization

## MEMBERS



# IEEE PCS



- Mission/Field of Interest:
  - promote effective communication in engineering, scientific, and other technical environments --both in speaking and in writing, verbally and nonverbally
- Forms of communication:
  - Electronic information (e.g., Web sites, CD-ROMs, interactive TV, online help)
  - Technical proposals, reports and documentation
  - Printed publications and oral presentations
  - Electronic publishing
  - User interfaces
  - Usability evaluations

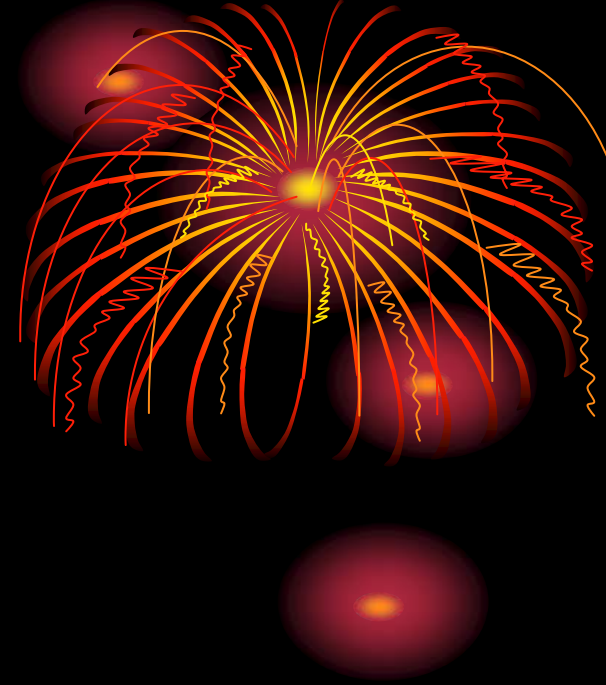
# vs. Society of Technical Communication



- Enhance the professionalism of the members and the status of the profession
- Provide information through publications, reports, and conferences
- Report on new communication technologies, methods, and applications
- Provide recognition and awards
- Provide services to members at all levels of the Society
- Promote the education of members and support research activities in the field
- Give service to industry and academe

# Professional Communicators

Technical writers  
Technical editors  
Technical illustrators  
Content developers  
Documentation specialists  
Instructional designers  
Academics  
Information architects  
Usability and human factors professionals  
Visual designers  
Web designers and developers  
Translators



# T. C. for Start-up Companies and Emerging Technologies



- Wear more than one hat
  - Writer, editor, illustrator, project manager, set designer, etc
- What will sell?
  - Critical role representing the buyer/user
  - Advise on product design, user buy-in, affordability
  - Interface within small team
  - Marketing plans, newsletters, FAQs, customer service training, and so on



# From Broad Way to My Way



From T.C.s in start-ups, it's a short trip to...

- Corporate Communications
  - Marketing
  - PR
- Strategic Planning & Marketing

# Corporate Communications & Technical Documentation



## CORPORATE COMM

- Articles
- Brochures
- Events
- Executive Reports
- Newsletters
- Policy
- Presentations & Training
- Press Releases
- Promotions & Campaigns
- Success Stories
- White Papers

## TECH DOC

- User Guides
- System Manuals
- Books
- Other

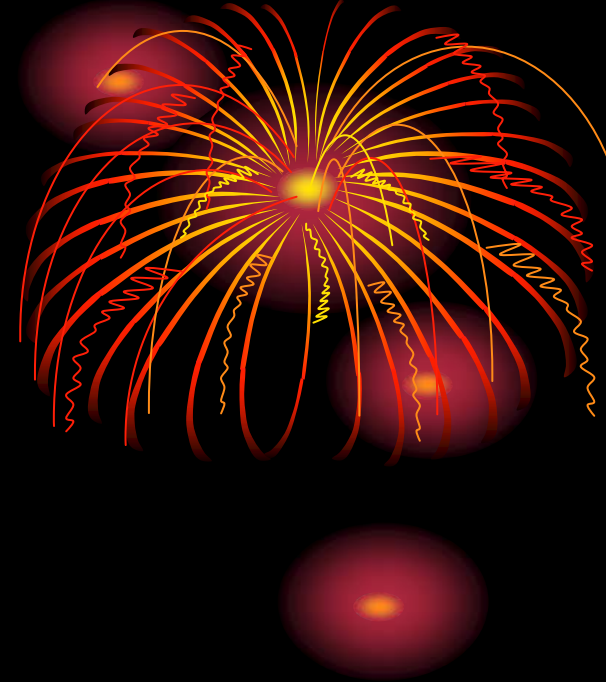
# My IEEE Odyssey

- ▶ PCS (Annual conference / proceedings)
- ▶ ITS Technical Committee (join) ▶ (1<sup>st</sup> conference Pubs Chair) ▶ (Secretary) ▶ ITS Council (Secretary) ▶ (VP Finance) ▶ CenTex Section (Senior Membership Night)
- ▶ CenTex (Treasurer) ▶ ITS Society (VP Publications) ▶ CenTex WIE chapter co-founder
- ▶ IEEE-USA (Committee on Communications & Information Policy ) ▶ IEEE-USA (Fellowship, State Dept.)
- ▶ Awards Board (Member At Large) ▶ Awards Board (Presentation & Publicity Committee) ▶ Awards Board (P&P Committee Chair)
- ▶ Awards Board (WIE Liaison) ▶ Awards Board and IEEE-USA Liaison
- ▶ IEEE-USA (Committee on Communications Policy Chair)
- ▶ IEEE-USA (RFID Technology Council co-founder)
- ▶ IEEE RFID 2007 General Chair ▶ IEEE RFID 2008 General Chair



# The Takeaways

- Follow the Cat...
  - ✓ Curiosity & Creativity
- But look both ways!
  - ✓ Up the organization & down
- Stay connected.
  - ✓ Science of Networks --  
EVERYTHING is connected.
- Apply humor wherever you can



# Give My Regards To Broadway

Music and Lyrics by George M. Cohan  
(with a slight enhancement)

Give my regards to Broadway,  
Remember me to Herald Square.  
Tell all the gang at I Triple E Street  
That I will soon be there.  
Whisper of how I'm yearning  
To mingle with the old-time throng;  
Give my regards to old Broadway  
And say that I'll be there, e'er long.



# Thanks!

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