



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

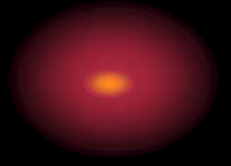
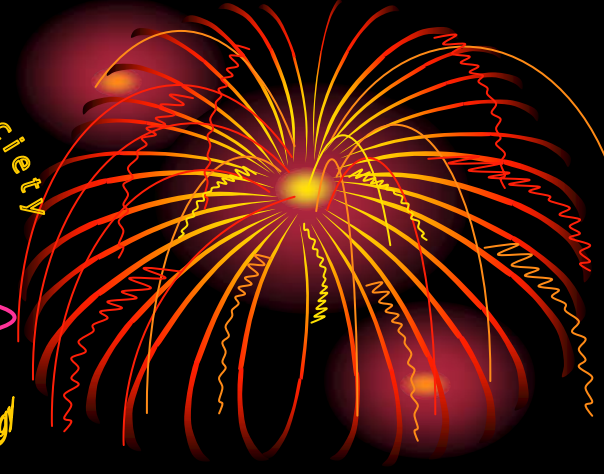
Engineering in Medicine and Biology Society
Geoscience & Remote Sensing Society
Industrial Electronics Society
Industry Applications Society
Information Theory Society

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

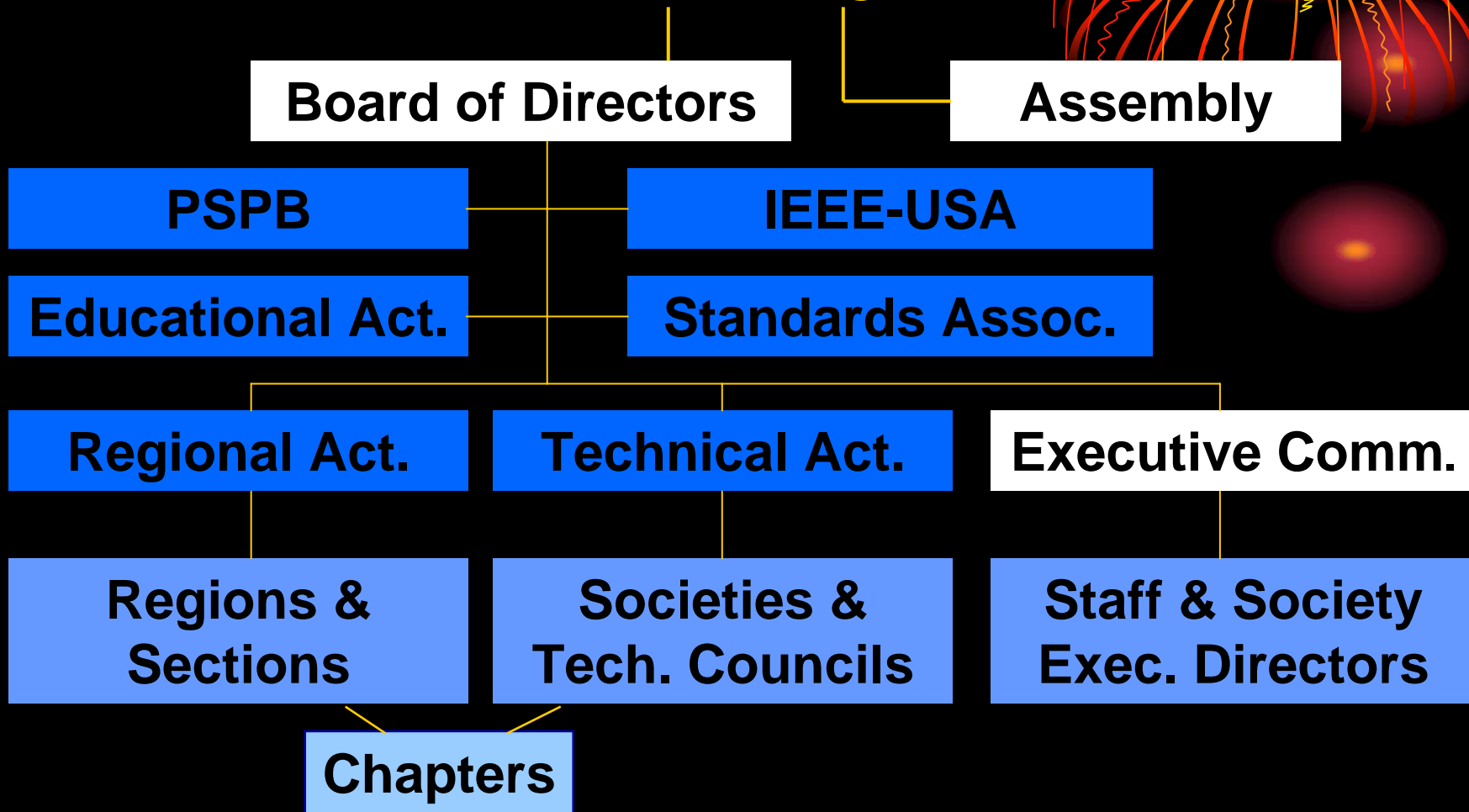
The IEEE Connection



- 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

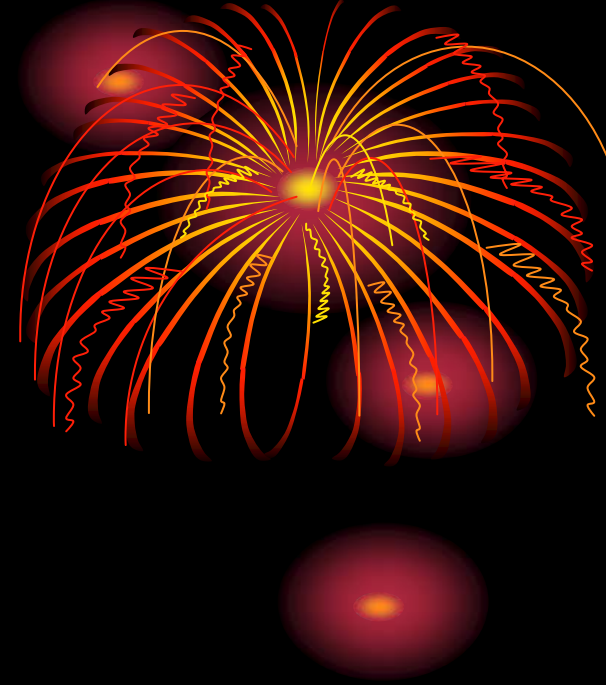
vs. Society of Technical Communication



- 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

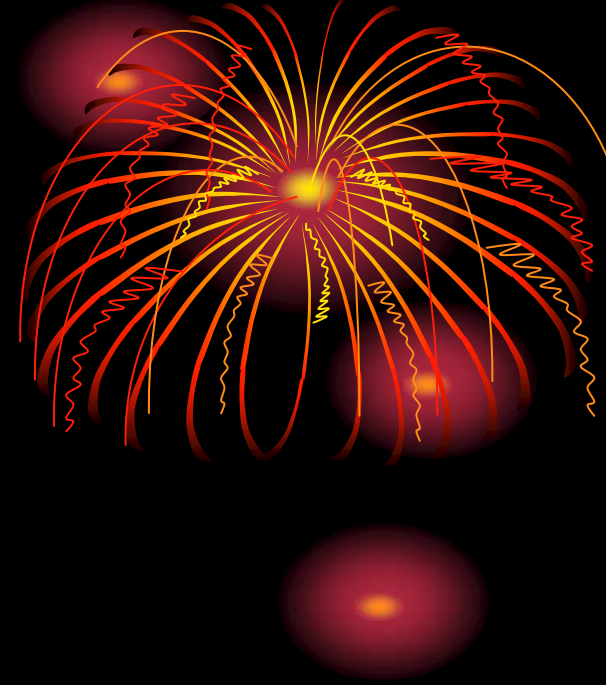
- User Guides
- System Manuals
- Books
- Other

My IEEE Odyssey

- ▶ PCS (Annual conference / proceedings)
- ▶ ITS Technical Committee (join) ▶ (1st 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!

- e.sopensky@ieee.org
- www.iriscompany.com

