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The IEEE Ottawa Section is inviting all interested IEEE members and nonmembers to a seminar

## Why Technical Writing Matters and What It Can Do for Your Career

by

Kerry Surman, Algonquin College, Ottawa

**DATE:** Wednesday, May 13, 2009.

**TIME:** 6:30 p.m. – 8:00 p.m.

**PLACE:** Algonquin College, [1385 Woodroffe Ave., Advanced Technology Building \(T\)](#), Room T129.

**PARKING:** No fee at the visitor's parking. Please respect restricted areas.

**Abstract** Well-planned and well-written technical writing is the key to your professional success and to the success of your organization. Effective technical writing must possess two qualities, those of *usability* and *persuasiveness*. Both qualities must be defined from the reader's perspective. Usability and persuasiveness are examined in technical communication products of particular relevance to students, engineers, scientists, and other technology-oriented professionals. This includes technical reports, project and research proposals, project reviews and evaluations, and technical papers. Special attention is given to IEEE publications and documentation style.

There is tremendous variety among communications written on the job, depending on their purposes and readers; organizational conventions and cultures; and the political, social, legal, and ethical contexts in which they are prepared. Some people are hindered in their ability to write effectively in these multifaceted, shifting situations because they mistakenly think of writing as an afterthought, as merely recording or transporting information they developed while acting as specialists in their chosen field. In fact, nothing could be further from the truth.

**Kerry Surman** is the Coordinator of the Technical Writer Program and an English professor at Algonquin College, where she teaches courses in technical report writing, technical communication, document planning and management, and editing. Kerry has held positions in human resources and communications in the high technology and resource sectors with companies such as Siemens, Canadian Occidental Petroleum, and Canadian Pacific.

She has a B.A.H. degree in English from the University of Waterloo, a Master of Industrial Relations degree from Queen's University, doctoral coursework in Information Systems and Human Resources from Queen's University, and a graduate certificate in Technical Writing from Algonquin College. She is a Senior Member in the Society for Technical Communication.

Kerry is the co-author of the first Canadian edition of *Technical Communication: A Reader-Centred Approach*, published by Thomson Nelson in 2007.

**Admission:**

Free. Registration required.

Please register by e-mail contacting: [almuhtadi@ieee.org](mailto:almuhtadi@ieee.org)