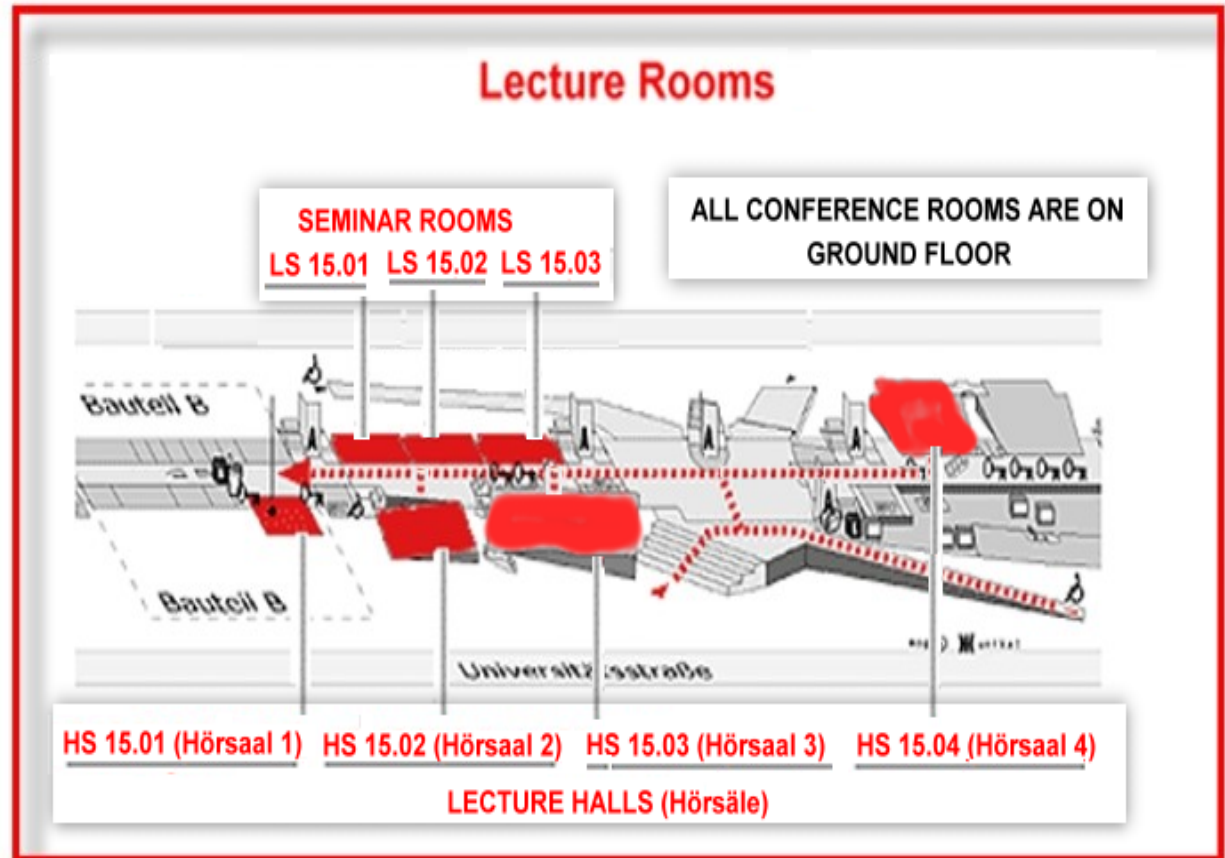
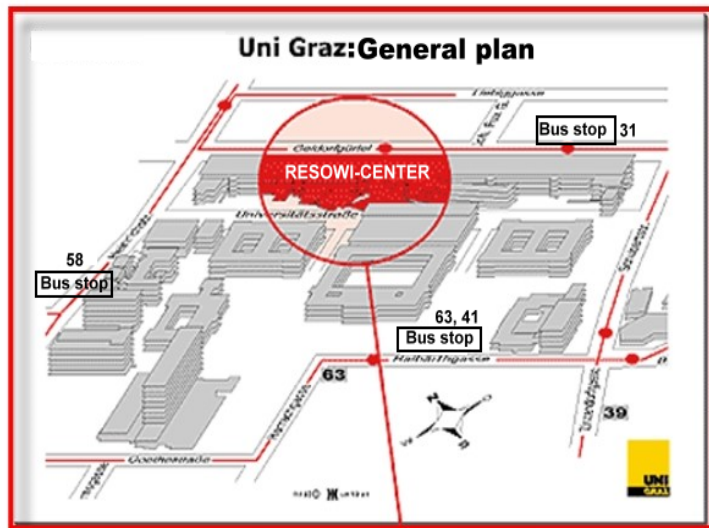


PLAIN 2017 – 21st-23rd September 2017, University of Graz, Austria

Venue/Veranstaltungsort: RESOWI-Zentrum, Universitätsstraße 15, 8010 Graz

Program - Time-table (Status: May 1st 2017)

Location of Venue and Lecture Rooms



TIME-TABLE - OVERVIEW

Room	HS 15.03	HS 15.04	HS 15.02	HS 15.01	LS 15.01	LS 15.02	LS 15.03
THURSDAY AFTERNOON							
14.00-16.00	1. Workshop: <i>Cathy Basterfield:</i> Improve Communication - Improve Customer Relationships		2. Workshop: <i>Marie Antaya:</i> Teaching Plain Language - Are you a trainer or performance consultant?	3. Workshop: <i>Charlene Haykel:</i> Reducing information overload as part of plain language measures			
20.00	Rathaus / City Hall: Hauptplatz: Empfang des Bürgermeisters der Stadt Graz / Reception of the Mayor of Graz						
FRIDAY MORNING							
09.00-12.15	Opening ceremony Plenary session Key notes						
FRIDAY AFTERNOON							
13.30-14.00	SECTION 1: Theory of Plain Language 1: <i>Neil James, Karin Hansson, Kate Harrison Whiteside, Greg Moriarty</i>	SECTION 2: PL Country reports <i>Claire O’Riordan / Clare McNally, Grzegorz Zarzeczny Benedikt Lutz, Vera Gergely</i>	SECTION 3: PL and design <i>Christine Smith, Sejal Patel / Susan Kleimann, Bente Karmann Tranberg</i>	SECTION 4: PL and immigration <i>Chiara Fioravanti / Francesco Romano, Alexander Tokarev</i>			
14.00-14.30							
14.30-15.00							
15.00-15.30							
16.00-16.30	SECTION 1 cont: Theory of Plain Language 2: <i>Frances Gordon, Kathryn Catania / Katherine Spivey Shelly Davies</i>	SECTION 5: PL and business <i>Sara Räsare, Anne-Marie Chisnall, Cathy Basterfield</i>	Panel 1: Are Plain language techniques applicable across languages? <i>Anki Mattson et. al. (16.00-17.00)</i>	Panel 2: Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA: Communicating contracts more effectively			
16.30-17.00							
17.00-17.30							
17.30-19.00	PLAIN Association General Meeting						
20.00	Gala Dinner, Schlossberg: <i>Lecture by Joe Kimble</i>						
SATURDAY MORNING							
09.00-10.30	Plenary session Key notes						
11.00-11.30	SECTION 7.1: PL and law 1 <i>John F. Wilson, Josiah Fisk, Angela Rae</i>	SECTION 8: PL evaluation <i>Neil James / Susan Kleimann, Heidi Bunæs Eklund; Sanja K. Skaar</i>	SECTION 6: PL success stories 1 <i>Rudolf Muhr / Marlene Peinhopf, Annasara Jaensson; Elsa Castro</i>	Panel 3: Simplifying business contracts <i>Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller (11.00-11.45)</i>	Panel 4: Plain Science <i>Jana Goldman / Peter West / N.N.: (11.45-12.30)</i>	SECTION 9: Author Talks <i>Anki Mattson / Sara Rösare, David Daly / Gertrude Daly; Marie Antaya</i>	
11.30-12.00							
12.00-12.30							
SATURDAY AFTERNOON							
13.30-14.00	SECTION 7.2 cont.: PL and law 2 <i>Margrethe Kvarenes Günther Schefbeck; Aino Piehl</i>	SECTION 10: PL and Medicine <i>Karel van der Waarde Beate Wiegard / Beate Zschorlich; Sarah Lane / Tara Droog</i>	SECTION 11: PL and training <i>Peter Walton, Frances Gordon</i>	SECTION 12: Easy language <i>Alexander Tokarev, Rosa Margarita Galan Velez</i>	SECTION 13: Linguistic aspects of PL <i>Ingrid Olsson, Víctor GONZÁLEZ-RUIZ, Joanna M. RICHARDSON</i>		
14.00-14.30							
14.30-15.00							
15.30-16.00	Key note: Miguel N.						
16.00-16.30	Farewell address						
09.00-17.00	Sunday / Sonntag, 24th 2017: Trip to Weinstraße / Ausflug zur Weinstraße						

Program - Time-table - Details

Thursday/Donnerstag, September 21st 2017

Lecture Hall/Hörsaal 15.03, RESOWI-Centre, Ground Floor, Section B (left-hand side of the building)

12.00-14.00	Registration for participants of Workshops at the Conference Venue RESOWI-Zentrum, Universitätsstraße 15, 8010 Graz
14.00-17.00	Workshops
14.00-17.00	1. Cathy Basterfield: Workshop: Improve Communication - Improve Customer Relationships
14.00-17.00	2. Marie Antaya: Workshop: Teaching Plain Language - Are you a trainer or performance consultant?
14.00-17.00	3. Charlene Haykel: Workshop: Reducing information overload as part of plain language measures
20.00	Rathaus / City Hall: Empfang des Bürgermeisters der Stadt Graz / Reception of the Mayor of Graz

Friday/Freitag, September 22nd 2017

Opening Session: Lecture Hall / Hörsaal 15.03, RESOWI-Centre, Ground Floor, Section B (left-hand side of the building)

08.00-10.00	Registration – All participants at the Conference Venue RESOWI-Zentrum, Universitätsstraße 15, 8010 Graz
09.00-09.30	Opening ceremony / Eröffnung - Welcome address by the organizing committee / Begrüßung durch das Organisationskomitee President of PLAIN Dr. Neil James and the president of Klarsprache.at Univ. Prof. Dr. Rudolf Muhr
09.30-09.45	Welcome address by the Dean of the Law Faculty, Univ.-Prof. Dr. Stefan Storr / Begrüßung durch den Dekan der Rechtswissenschaftlichen Fakultät, Univ.-Prof. Dr. Stefan Storr

Plenary session/Plenum 1 – Lecture Hall / Hörsaal 15.03, RESOWI-Centre, Ground Floor, Section B

KEY NOTES: Chair/Vorsitz: Neil James

09.45-10.15	4. Key Note: Ingelin Killengreen: Plain Language work in Norway
10.15-10.45	5. Key Note: Robert Waller: : Simplifying business contracts: language and design working together
10.45-11.15	COFFEE BREAK
11.15-11.45	6. Key Note: N.N.: Financial services and PL*
11.45-12.15	7. Key Note: Claudia Poblete: PL and government administration: Spanish speaking initiative*
12.30-13.30	LUNCH

Friday afternoon/Freitag Nachmittag - September 22nd 2017

	SECTION 1: Theory of Plain Language 1 / Theorie der Klarsprache 1 Lecture Hall HS 15.03 Chair/Vorsitz: Rudolf MUHR	SECTION 2: PL Country reports / Länderberichte Lecture Hall HS 15.04 Chair/Vorsitz: Robert Linsky
13.30-14.00	8. Neil JAMES: Worst words: are they getting worse?	12. Claire O'RIORDAN / Clare MCNALLY: Using Plain English to improve customer relations in Ireland's public services
14.00-14.30	9. Karin HANSSON: Universal plain language – from Sweden to West and East Africa	13. Grzegorz ZARZECZNY: Plain Polish – a successful project
14.30-15.00	10. Kate Harrison WHITESIDE: The solution to persuading sceptics—training	14. Benedikt LUTZ: From „bürgernah“ to „Leichte Sprache“: Approaches to plain language in German speaking countries
15.00-15.30	11. Greg MORIARTY: But we don't want to dumb it down	15. Vera GERGELY: Introducing plain language in Hungary

Friday afternoon/Freitag Nachmittag - September 22nd 2017

SECTION 3: PL and design / PL und Design Lecture Hall 15.02 Vorsitz/Chair: Karel VAN DER WAARDE		SECTION 4: PL and immigration / PL und Immigration Lecture Hall HS 15.01 Vorsitz/Chair: Benedikt LUTZ	
13.30-14.00	16. Christine SMITH: Clarity by Design	19. Alexander TOKAREV: "Refugees welcome" – The Impact of Living Plain Language in North-Rhine-Westphalia (Germany)	
14.00-14.30	17. Sejal PATEL / Susan KLEIMANN: Balancing Information Design with Organizational Constraints in Fannie Mae	20. Chiara FIORAVANTI / Francesco ROMANO: A proposal for tools and methods to increase the use of plain language in administrative procedures about immigration	
14.30-15.00	18. Bente KARMANN TRANBERG: Tax and Plain-language - guiding citizens to information, understanding and mastering of the digital tax-system		
15.30-16.00	COFFEE BREAK		
Panel 1: Lecture Hall HS 15.02 Chair: Alexander TOKAREV		Panel 2: Lecture Hall HS 15.01 Chair: Jana Goldman	
16.00-17.00	21. Anki MATTSON / Margrethe KVARENES / Vera GERGELY / Alexander TOKAREV / Claudia Poblete OLMEDO: Are Plain language techniques applicable across languages? A panel to compare and discuss different approaches to plain language	22. Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA: Communicating contracts more effectively	
SECTION 1 cont: Theory of Plain Language 2 / Theorie der Klarsprache 2 - Lecture Hall HS 15.03 Vorsitz/Chair: Marlene PEINHOPF		SECTION 5: PL and Business / Klarsprache und Wirtschaft Lecture Hall 15.04 Chair: Margrethe Kvarenes	
16.00-16.30	23. Frances GORDON: How to localise plain language training programmes in diverse cultures and languages	26. Sara RÖSARE: To make plain language a part of your tone-of-voice – experiences from a Swedish insurance company	
16.30-17.00	24. Kathryn CATANIA / Katherine SPIVEY: The Ups and Downs of Promoting Plain Language: Updates from the U.S. Plain Language Action and Information Network	27. Anne-Marie CHISNALL: Empowering you — making the most of your untapped business intelligence	
17.00-17.30	25. Shelly DAVIES: Plain isn't bland! Making plain language more appealing!	28. Cathy BASTERFIELD: Who is my Customer?	
17.30-19.00	PLAIN Association general meeting (AGM)		
Social program/Rahmenprogramm: Friday evening/Freitag Abend - September 22 nd 2017			
20.00	Gala dinner Schlossberg		
	29. Joe KIMBLE: Myths and Misconceptions About Plain Language: A 30-Year Collection		

Saturday/Samstag, September 23rd 2017

Lecture Hall/Hörsaal 15.03, RESOWI-Centre, Ground Floor, Section B (left-hand side of the building)

08.00-10.00	Registration
Plenary session/Plenum 2 – Key notes: Chair: Rudolf Muhr	
09.00-09.30	30. Key Note: Markus NUSSBAUMER: Verständliche Gesetze: Wozu, für wen, mit welchen Mitteln und in welchem Verfahren? / Comprehensive laws: What for? Whom for? Achieved by what means and which methods?
09.30-10.00	31. Key Note: Peter BYDLINSKI: Die Neufassung des österreichischen Code Civil – ABGB / Rewriting the Austrian Code Civil - ABGB
10.00-10.30	32. Key Note: Christiane MAAS: Verständlichkeit durch Leichte Sprache in Justiz und Verwaltung / The German Easy to Read Concept „Leichte Sprache“ in legal communication
10.30-11.00	COFFEE BREAK

Saturday morning/Samstag Vormittag, September 23rd 2017

	SECTION 6: PL success stories 1 / Klarsprache Erfolgsgeschichten 1 Lecture Hall HS 15.02 Chair: Claudia Poblete	SECTION 7: PL and law 1 / Klarsprache und Recht 1 Lecture Hall HS 15.03 Chair: Joe KIMBLE
11.00-11.30	33. Rudolf MUHR / Marlene PEINHOPF: Clear language in the kindergarten - Improving customer satisfaction in the public domain	36. John F. WILSON: Clear Laws for small countries
11.30-12.00	34. Annasara JAENSSON: Introducing a new grant to new target groups – experiences from inside The Swedish National Board of Student Aid	37. Josiah FISK: We Don't Want to Write It, You Don't Want to Read It: The Quest to Find Business Value in Legally Required Customer Letters
12.00-12.30	35. Elsa CASTRO: Social Security – Using plain language to promote the exercise of citizenship	38. Angela RAE: Drafting by committee: challenges when litigation documents are prepared by large groups of lawyers
	SECTION 8: PL Evaluation / Evaluierung von Klarsprache Lecture Hall HS 15.04 Chair: Claire O'RIORDAN	SECTION 9: Author Talks / Buchpräsentationen Seminar Room LS 15.02 Chair: Cathy BASTERFIELD
11.00-11.30	29. Neil JAMES / Susan KLEIMANN: Will it work? Evaluating plain language communication	42. Anki MATTSON / Sara RÖSARE: Mission: Revision. A book about improving texts written by others 43. David DALY / Gertrude DALY: Plain English for Doctors and Other Medical Scientists 44. Marie ANTAYA: Eclectic Writing Series - Author Submission
11.30-12.00	40. Heidi BUNÆS EKLUND: User involvement and impact measurement – two sides of the same coin?	
12.00-12.30	41. Sanja K. SKAAR: Measuring the effects of plain language work – Success stories from Norway	
	Panel 3: Lecture Hall HS 15.01 Chair: Robert WALLER	Panel 4: Lecture Hall LS 15.01 Chair: Helena HAAPIO
11.00-11.45 11.45-12.30	45. Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller: <i>Simplifying business contracts: language and design working together</i>	46. Jana Goldman / Peter West / N.N.: Plain Science <i>Jana Goldman, Peter West, N.N.</i>
12.30-13.30	LUNCH	

Saturday afternoon/Samstag Nachmittag - September 23rd 2017

SECTION 7 cont.: PL and law 2 / Klarsprache und Recht 2 Lecture Hall HS 15.03 Chair: Markus NUSSBAUMER		SECTION 10: PL and Medicine / Klarsprache und Medizin Lecture Hall HS 15.04 Chair: Karin HANSSON
13.30-14.00	47. Margrethe KVARENES: In awe of the law – legal rewriting from a language expert’s perspective	50. Karel VAN DER WAARDE: Plain language in health: Can understandable information improve the use of medicines by patients?
14.00-14.30	48. Günther SCHEFBECK: Legal Language and Legal Taxonomy - Experiences and Requirements	51. Beate WIEGARD / Beate ZSCHORLICH: “Head lice: Nothing to be ashamed of” – Evidence-based health information for hard-to-reach target groups
14.30-15.00	49. Aino PIEHL: A plain language website for legal Drafters	52. Sarah LANE / Tara DROOG: Men’s Cancer Prevention and Health Literacy

SECTION 11: PL and training / Klarsprache und Ausbildung Lecture Hall HS 15.02 Vorsitz/Chair: Christine SMITH		SECTION 12: Easy language / Einfache Sprache Lecture Hall HS 15.01 Chair: Christiane MAAS
13.30-14.00	53. Peter WALTON: The Plain Language Certificate Program –one of the world’s only university programs in English plain language	55. Alexander TOKAREV: How to Make Reading Fun – An Appeal for Using Plain Language - News in Language Education
14.00-14.30	54. Frances GORDON: Plain language practitioners need to learn about modular content - luckily we have a headstart	56. Rosa Margarita GALAN VELEZ: Seven ways to avoid technical words in a digital era

SECTION 13: Linguistic aspects of PL / Linguistische Aspekte der Klarsprache: LS 15.01 Chair: Jana Goldman	
13.30-14.00	57. Ingrid OLSSON: He or she or hen – the birth and establishing of a gender neutral pronoun in Swedish
14.00-14.30	58. Víctor GONZÁLEZ-RUIZ: The excess of nouns in legal texts and its impact on comprehensibility: the case of Spanish legal translations
14.30-15.00	59. Joanna M. RICHARDSON: Gender Neutral Pronouns in English: Is the Singular They Here to Stay?

15.00-15.30	COFFEE BREAK
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Closing Session/Abschlusssitzung: Saturday afternoon/Samstag Nachmittag, September 23rd 2017

Lecture Hall 15.03 Chair: Rudolf Muhr	
15.30-16.00	60. N.N: PLAIN’s major international survey project from the 4 pilot countries
16.00-16.30	Farewell address by the organizing committee / Verabschiedung durch das Organisationskomitee

Social program/Rahmenprogramm: Saturday evening/Samstag Abend - September 23rd 2017

17.30-18.30	Guided tour through the old town of Graz
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9.00-17.00	Sunday/Sonntag, September 24th 2017: TRIP to Weinstraße
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