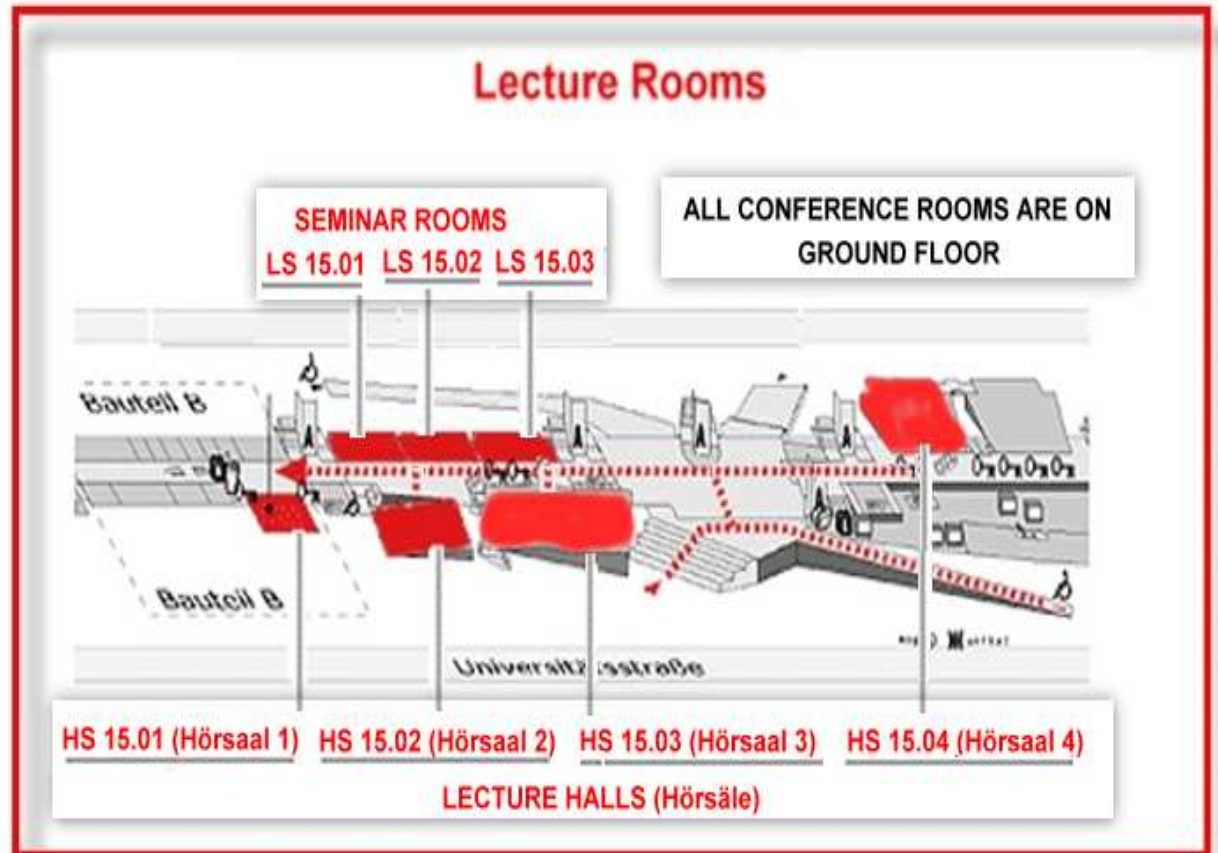
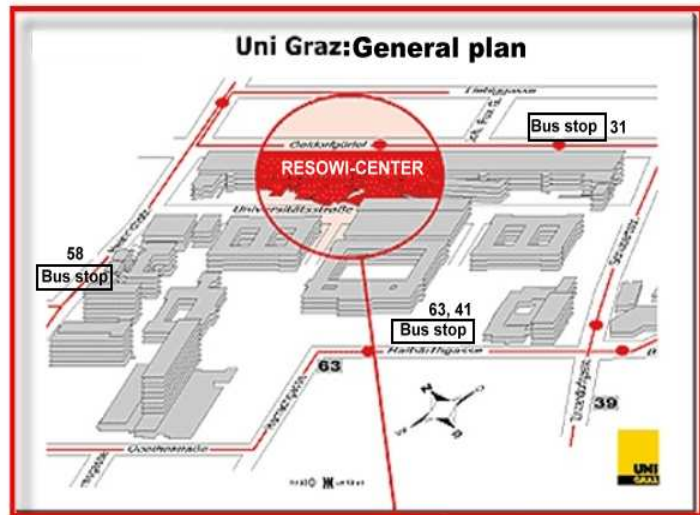


# PLAIN 2017 – 21<sup>st</sup>-23<sup>rd</sup> September 2017, University of Graz, Austria

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

Program - Time-table (Status: September 20<sup>th</sup> 2017)

## Location of Venue and Lecture Rooms



## TIME-TABLE - OVERVIEW

Room	HS 15.03	HS 15.04	HS 15.02	HS 15.01	LS 15.03	LS 15.02	LS 15.01
<b>THURSDAY AFTERNOON</b>							
14.00-16.00	<b>3. Workshop:</b> <i>Charlene Haykel:</i> Reducing information overload as part of Plain Language measures		<b>2. Workshop:</b> <i>Marie Antaya:</i> Teaching Plain Language - Are you a trainer or performance consultant?	<b>1. Workshop:</b> <i>Cathy Basterfield:</i> Improve Communication - Improve Customer Relationships			
20.00	<b>Rathaus / City Hall:</b> Hauptplatz: Empfang des Bürgermeisters der Stadt Graz / Reception of the Mayor of Graz						
<b>FRIDAY MORNING</b>							
09.00-12.15	<b>Opening ceremony</b> <b>Plenary session - Key notes</b>						
12.20-13.30							<b>LUNCH</b>
<b>FRIDAY AFTERNOON</b>							
13.30-14.00	<b>SESSION 1.1: Theory of Plain Language 1:</b> <i>Neil James, Karin Hansson, Kate Harrison Whiteside</i>	<b>SESSION 2: PL Country reports</b> <i>Claire O’Riordan Grzegorz Zarzeczny Benedikt Lutz, Vera Gergely</i>	<b>SESSION 3: PL and design</b> <i>Christine Smith, Sejal Patel / Susan Kleimann, Bente Karmann Tranberg</i>	<b>SESSION 4: PL and immigration</b> <i>Chiara Fioravanti / Francesco Romano, Alexander Tokarev</i>	<b>SESSION 5: PL and training</b> <i>Peter Walton, Frances Gordon</i>		
14.00-14.30							
14.30-15.00							
15.00-15.30							
16.00-16.30	<b>SESSION 1 cont: Theory of Plain Language 2:</b> <i>Kathryn Catania / Katherine Spivey, Shelly Davies / Frances Gordon</i>	<b>SESSION 6: PL and business</b> <i>Sara Räsare, Anne-Marie Chisnall, Frances Gordon</i>	<b>Panel 2: Communicating contracts more effectively</b> <i>Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA</i>	<b>Panel 1: Are Plain Language techniques applicable across languages?</b> <i>Alexander Tokarev et. al.</i>	<b>SESSION 7: PL Software</b> <i>Oliver Haug / Wolfgang Kahlig</i>		
16.30-17.00							
17.00-17.30							
17.30-19.00	<b>PLAIN Association Annual General Meeting</b>						
20.00	<b>Gala Dinner, Schlossberg:</b> Lecture by Joe Kimble						
<b>SATURDAY MORNING</b>							
08.00-09.00	<b>Clarity meeting</b>						
09.00-10.30	<b>Plenary session - Key notes</b>						
11.00-11.30	<b>SESSION 8: PL and law 1</b> <i>John F. Wilson, Josiah Fisk, Angela Rae</i>	<b>SESSION 9: PL evaluation</b> <i>Neil James / Susan Kleimann, Heidi Bunæs Eklund; Sanja K. Skaar</i>	<b>SESSION 10: PL success stories</b> <i>Rudolf Muhr / Marlene Peinhopf, Annasara Jaensson; Elsa Castro</i>	<b>SESSION 11: Author Talks</b> <i>Anki Mattson / Sara Rösare, David Daly / Gertrude Daly; Marie Antaya</i>	<b>Panel 3: Simplifying business contracts</b> <i>Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller</i>	<b>Panel 4: Plain Science</b> <i>Jana Goldman / Peter West / Michael French Smith</i>	
11.30-12.00							
12.00-12.30							
						<b>LUNCH</b>	
<b>SATURDAY AFTERNOON</b>							
13.30-14.00	<b>SESSION 8 cont.: PL and law 2</b> <i>Margrethe Kvarenes Günther Schefbeck; Aino Piehl</i>	<b>SESSION 12: PL and Medicine</b> <i>Karel van der Waarde Beate Wiegard / Beate Zschorlich; Sarah Lane / Tara Droog</i>	<b>SESSION 13: Easy language</b> <i>Thomas Schindler, Alexander Tokarev, Rosa Margarita Galan Velez</i>	<b>SESSION 14: Linguistic aspects of PL</b> <i>Ingrid Olson, Víctor Gonzalez-Ruiz, Joanna M. Richardson</i>			
14.00-14.30							
14.30-15.00							
15.30-16.00	<b>Key note:</b> Miguel Martinho						
16.00-16.30	<b>Farewell address</b>						
09.00-17.00	<b>Sunday / Sonntag, 24th 2017: Trip to Weinstraße / Ausflug zur Weinstraße</b>						

## Program - Time-table - Details

**Thursday/Donnerstag, September 21<sup>st</sup> 2017**

**Seminar rooms 15.01-15.03 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
14.00-16.30	<b>01. Cathy BASTERFIELD:</b> Workshop: Improve Communication - Improve Customer Relationships (3 units) ( <b>Lecture Hall 15.01</b> )
14.00-13.30	<b>02. Marie ANTAYA:</b> Workshop: Teaching Plain Language - Are you a trainer or performance consultant? (3 units) ( <b>Lecture Hall 15.02</b> )
14.00-16.30	<b>03. Charlene HAYKEL:</b> Workshop: Reducing information overload as part of Plain Language measures (3 units) ( <b>Lecture Hall 15.03</b> )
16.30-18.00	<b>Meeting of the International Plain Language Federation (Seminar Room LS 15.03)</b>
<b>20.00</b>	<b>Rathaus / City Hall: Empfang des Bürgermeisters der Stadt Graz / Reception of the Mayor of Graz</b>

**Friday/Freitag, September 22<sup>nd</sup> 2017**

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

08.00-10.00	<b>Registration</b> – All participants at the Conference Venue RESOWI-Zentrum, Universitätsstraße 15, 8010 Graz
09.00-09.30	<b>Opening ceremony / Eröffnung</b> - Welcome address by the organizing committee / Begrüßung durch das Organisationskomitee President of PLAIN <b>Dr. Neil JAMES</b> and the president of Klarsprache.at <b>Prof. Dr. Rudolf MUHR</b>
09.30-09.45	<b>Welcome address by Univ.-Prof. Dr. Mag. Markus STEPPAN</b> (Head of the Institute of Foundations of Law, Law Faculty of Graz University)(in German - Translation provided)

**PLENARY SESSION 1/PLENUM 1 – Lecture Hall / Hörsaal 15.03, RESOWI-Centre, Ground Floor, Section B**

**KEY NOTES 1: Chair/Vorsitz: Neil James**

09.45-10.15	<b>04. Key Note: Ingelin KILLENGREEN:</b> Plain Language work in Norway (in English - Translation provided)
10.15-10.45	<b>05. Key Note: Robert WALLER:</b> Plain Language and information design: an essential partnership (in English - Translation provided)
10.45-11.15	COFFEE BREAK
11.15-11.45	<b>06. Key Note: Gry NERGÅRD:</b> Plain Language in the Norwegian financial sector (Title to be confirmed) (in English - Translation provided)
11.45-12.15	<b>07. Key Note: Claudia POBLETE:</b> Plain language in the academy and the Chilean public service: an ongoing process (in English - Translation provided)
12.30-13.30	LUNCH

**Friday afternoon/Freitag Nachmittag - September 22<sup>nd</sup> 2017**

	<b>SESSION 1: Lecture Hall HS 15.03 Theory of Plain Language 1.1-Theorie der Klarsprache 1.1 Chair/Vorsitz: David DALY</b>	<b>SESSION 2: Lecture Hall HS 15.04 PL Country reports / Länderberichte Chair/Vorsitz: Robert LINSKY</b>
13.30-14.00	<b>08. Neil JAMES:</b> Worst words: are they getting worse?	<b>12. Claire O'RIORDAN:</b> Using Plain English to improve customer relations in Ireland's public services
14.00-14.30	<b>09. Karin HANSSON:</b> Universal Plain Language – from Sweden to West and East Africa	<b>13. Grzegorz ZARZECZNY:</b> Plain Polish – a successful project
14.30-15.00	<b>10. Kate Harrison WHITESIDE:</b> The solution to persuading sceptics—training	<b>14. Benedikt LUTZ:</b> From „bürgernah“ to „Leichte Sprache“: Approaches to Plain Language in German speaking countries
15.00-15.30	<b>11. Rosa Margarita GALAN VELEZ:</b> Seven ways to avoid technical words in a digital era	<b>15. Vera GERGELY:</b> Introducing Plain Language in Hungary

**Friday afternoon/Freitag Nachmittag - September 22<sup>nd</sup> 2017**

	<b>SESSION 3: Lecture Hall 15.02</b> <b>PL and design / PL und Design</b> <b>Vorsitz/Chair: Karel VAN DER WAARDE</b>	<b>SESSION 4: Lecture Hall HS 15.01</b> <b>PL and immigration / PL und Immigration</b> <b>Vorsitz/Chair: Anki MATTSON</b>
13.30-14.00	<b>16. Christine SMITH:</b> Clarity by Design: creating loyal customers through creative collaborations	<b>19. Alexander TOKAREV:</b> "Refugees welcome" – The Impact of Living Plain Language in North-Rhine-Westphalia (Germany)
14.00-14.30	<b>17. Sejal PATEL / Susan KLEIMANN:</b> Balancing Information Design with Organizational Constraints in Fannie Mae	<b>20. Chiara FIORAVANTI / Francesco ROMANO:</b> A proposal for tools and methods to increase the use of Plain Language in administrative procedures about immigration
14.30-15.00	<b>18. Bente KARMANN TRANBERG:</b> Tax and Plain-language - guiding citizens to information, understanding and mastering of the digital tax-system	
	<b>SESSION 5: Seminar room, LS 15.03</b> <b>PL and training / Klarsprache und Ausbildung</b> <b>Vorsitz/Chair: Susan KLEIMANN</b>	
13.30-14.00	<b>21. Peter WALTON:</b> The Plain Language Certificate Program –one of the world's only university programs in English Plain Language	
14.00-14.30	<b>22. Frances GORDON:</b> How to localise Plain Language training programmes in diverse cultures and languages (Cancelled)	
15.30-16.00	<b>COFFEE BREAK</b>	
	<b>SESSION 1 cont: Lecture Hall HS 15.03</b> <b>Theory of Plain Language 1.2 / Theorie der Klarsprache 1.2</b> <b>Vorsitz/Chair: Marlene PEINHOPF</b>	<b>SESSION 6: Lecture Hall 15.04</b> <b>PL and Business / Klarsprache und Wirtschaft</b> <b>Chair: Miguel MARTINHO</b>
16.00-16.30	<b>23. Kathryn CATANIA / Katherine SPIVEY:</b> The Ups and Downs of Promoting Plain Language: Updates from the U.S. Plain Language Action and Information Network	<b>26. Sara RÖSARE:</b> To make Plain Language a part of your tone-of-voice – experiences from a Swedish insurance company
16.30-17.00	<b>24. Shelly DAVIES:</b> Plain isn't bland! Making Plain Language more appealing!	<b>27. Anne-Marie CHISNALL:</b> Empowering you — making the most of your untapped business intelligence
17.00-17.30	<b>25. Frances GORDON:</b> Plain Language practitioners need to learn about modular content - luckily we have a headstart (Cancelled)	<b>28. Cathy BASTERFIELD:</b> Who is my Customer?
16.00-16.30	<b>SESSION 7: Seminar room LS 15.03</b> <b>PL Software / Klarsprache Software</b> <b>Chair: Benedikt LUTZ</b>	<b>Panel 1: Lecture Hall HS 15.01</b> <b>Chair: Anki MATTSON</b>
16.00-16.30	<b>29. Oliver HAUG:</b> Einfache Sprache in einer komplexen Welt: Erfolgsfaktor Verständlichkeit / TEXTLAB Software for corporate language improvement	<b>31. Anki MATTSON / Alexander TOKAREV / Margrethe KVARENES / Vera GERGELY / Claudia Poblete OLMEDO:</b> Are Plain Language techniques applicable across languages? A panel to compare and discuss different approaches to Plain Language
16.30-17.00	<b>30. Wolfgang KAHLIG:</b> The visualisation of complex legal matters via computer – The Austrian tenancy law as an example	

16.00-17.30	<b>Panel 2: Lecture Hall HS 15.02</b> <b>Chair: Tetiana TSYGANKOVA</b>	
16.00-17.30	<b>32. Tetiana TSYGANKOVA / Helena HAAPIO / Marika SALO:</b> Communicating contracts more effectively	
17.30-19.00	<b>PLAIN Association annual general meeting (AGM) Lecture Hall HS 15.03</b>	
20.00	<b>Social program/Rahmenprogramm: Friday evening/Freitag Abend - September 22<sup>nd</sup> 2017: Gala dinner on Schlossberg / Castle hill</b>	
20.15	<b>33. Keynote: Joe KIMBLE:</b> Myths and Misconceptions About Plain Language: A 30-Year Collection	

### Saturday/Samstag, September 23<sup>rd</sup> 2017

08.00-10.00	Registration	
08.00-09.00	<b>Clarity member meeting / Treffen der Mitglieder von CLARITY Lecture Hall/Hörsaal 15.02</b>	
<b>PLENARY SESSION 3 / PLENUM 3: Lecture Hall/Hörsaal 15.03, RESOWI-Centre, Ground Floor, Section B</b> <b>Key notes: Chair / Vorsitz: Rudolf Muhr</b>		
09.00-09.30	<b>34. Key Note: Markus NUSSBAUMER:</b> Verständliche Gesetze: Wozu, für wen, mit welchen Mitteln und in welchem Verfahren? / Comprehensible laws: What for? Whom for? Achieved by what means and which methods? (in German - Translation service provided)	
09.30-10.00	<b>35. Key Note: Peter BYDLINSKI:</b> Die Neufassung des österreichischen Code Civil – ABGB / Rewriting the Austrian Code Civil – ABGB (in German - Translation provided)	
10.00-10.30	<b>36. Key Note: Christiane MAAß:</b> Verständlichkeit durch Leichte Sprache in Justiz und Verwaltung / The German Easy to Read Concept „Leichte Sprache“ in legal communication (in German – Translation provided)	
10.30-11.00	COFFEE BREAK	

### Saturday morning/Samstag Vormittag, September 23<sup>rd</sup> 2017

	<b>SESSION 8.1: Lecture Hall HS 15.03</b> <b>PL and law 1 / Klarsprache und Recht 1</b> <b>Chair: Joe KIMBLE</b>	<b>SESSION 9: Lecture Hall HS 15.04</b> <b>PL Evaluation / Evaluierung von Klarsprache</b> <b>Chair: Claire O'RIORDAN</b>
11.00-11.30	<b>37. John F. WILSON:</b> Clear Laws for small countries	<b>40. Neil JAMES / Susan KLEIMANN:</b> Will it work? Evaluating Plain Language communication
11.30-12.00	<b>38. Josiah FISK:</b> 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	<b>41. Heidi BUNÆS EKLUND:</b> User involvement and impact measurement – two sides of the same coin?
12.00-12.30	<b>39. Angela RAE:</b> Drafting by committee: challenges when litigation documents are prepared by large groups of lawyers	<b>42. Sanja K. SKAAR:</b> Measuring the effects of Plain Language work – Success stories from Norway

	<b>SESSION 10: Lecture Hall HS 15.02</b> <b>PL success stories 1 / Klarsprache Erfolgsgeschichten</b> <b>Chair: Claudia POBLETE</b>	<b>SESSION 11: Lecture Hall HS 15.01</b> <b>Author Talks / Buchpräsentationen</b> <b>Chair: Cathy BASTERFIELD</b>
11.00-11.30	<b>43. Rudolf MUHR / Marlene PEINHOPF:</b> Clear language in the kindergarten - Improving customer satisfaction in the public domain	<b>46. Anki MATTSON / Sara RÖSARE:</b> Mission: Revision. A book about improving texts written by others
11.30-12.00	<b>44. Annasara JAENSSON:</b> Introducing a new grant to new target groups – experiences from inside The Swedish National Board of Student Aid	<b>47. David DALY / Gertrude DALY:</b> Plain English for Doctors and Other Medical Scientists
12.00-12.30	<b>45. Elsa CASTRO:</b> Social Security – Using Plain Language to promote the exercise of citizenship	<b>48. Marie ANTAYA:</b> Eclectic Writing Series - Author Submission



	<b>PANEL 3: Seminar room LS 15.03</b>	<b>PANEL 4: Seminar Room LS 15.02</b>
	<b>Chair: Robert WALLER</b>	<b>Chair: Jana GOLDMAN</b>
11.00-12.30	<b>49. Robert WALLER / Helena HAAPIO / Stefania PASSERA / Jenny WALLER:</b> Simplifying business contracts: language and design working together	<b>50. Jana GOLDMAN / Peter WEST / Michael FRENCH SMITH.:</b> Plain Science

12.30-13.30	<b>LUNCH</b>
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<b>Saturday afternoon/Samstag Nachmittag - September 23<sup>rd</sup> 2017</b>	
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	<b>SESSION 8 cont.: Lecture Hall HS 15.03</b> <b>PL and law 2 / Klarsprache und Recht 2</b> <b>Chair: John F. WILSON</b>	<b>SESSION 12: Lecture Hall HS 15.04</b> <b>PL and medicine / Klarsprache und Medizin</b> <b>Chair: Karin HANSSON</b>
13.30-14.00	<b>51. Margrethe KVARENES:</b> In awe of the law – legal rewriting from a language expert’s perspective	<b>54. Karel VAN DER WAARDE:</b> Plain Language in health: Can understandable information improve the use of medicines by patients?
14.00-14.30	<b>52. Günther SCHEFBECK:</b> Legal Language and Legal Taxonomy - Experiences and Requirements	<b>55. Beate WIEGARD / Beate ZSCHORLICH:</b> “Head lice: Nothing to be ashamed of” – Evidence-based health information for hard-to-reach target groups
14.30-15.00	<b>53. Aino PIEHL:</b> A Plain Language website for legal Drafters	<b>56. Sarah LANE / Tara DROOG:</b> Men’s Cancer Prevention and Health Literacy

	<b>SESSION 13: Lecture Hall HS 15.02</b> <b>Easy language / Einfache Sprache</b> <b>Chair: Christiane MAAß</b>	<b>SESSION 14: Lecture Hall HS 15.01</b> <b>Linguistic aspects of PL / Linguistische Aspekte der Klarsprache</b> <b>Chair: Jana GOLDMAN</b>
13.30-14.00	<b>57. Thomas SCHINDLER et. al.:</b> An important new lay language document: Lay summaries of clinical study results	<b>60. Ingrid OLSSON:</b> He or she or hen – the birth and establishing of a gender neutral pronoun in Swedish
14.00-14.30	<b>58. Alexander TOKAREV:</b> How to Make Reading Fun – An Appeal for Using Plain Language - News in Language Education	<b>61. Joanna M. RICHARDSON:</b> Gender Neutral Pronouns in English: Is Singular They Here to Stay?
14.30-15.00	<b>59. Walburga FRÖHLICH:</b> Capito Leicht Lesen – aus der Praxis für die Praxis / Capito – easy to read. Practical experiences.	<b>62. Víctor GONZÁLEZ-RUIZ:</b> The excess of nouns in legal texts and its impact on comprehensibility: the case of Spanish legal translations

15.00-15.30	<b>COFFEE BREAK</b>
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<b>SESSION 15: Closing Session/Abschlusssitzung: Saturday afternoon / Samstag Nachmittag, September 23<sup>rd</sup> 2017</b>	
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	<b>Lecture Hall 15.03 Chair: Neil James / Rudolf Muhr / Marlene PEINHOPF</b>	
15.30-16.00	<b>63. Key Note: Miguel MARTINHO:</b> Plain Language in the public sector: first findings of an international survey	
16.00-16.30	<b>64. Farewell address by the organizing committee / Verabschiedung durch das Organisationskomitee</b>	

<b>Social program/Rahmenprogramm: Saturday evening / Samstag Abend - September 23<sup>rd</sup> 2017</b>	
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17.30-18.30	Guided tour through the old town of Graz
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9.00-17.00	<b>Sunday/Sonntag, September 24<sup>th</sup> 2017: TRIP to Weinstraße / Styrian Wine Road</b>
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