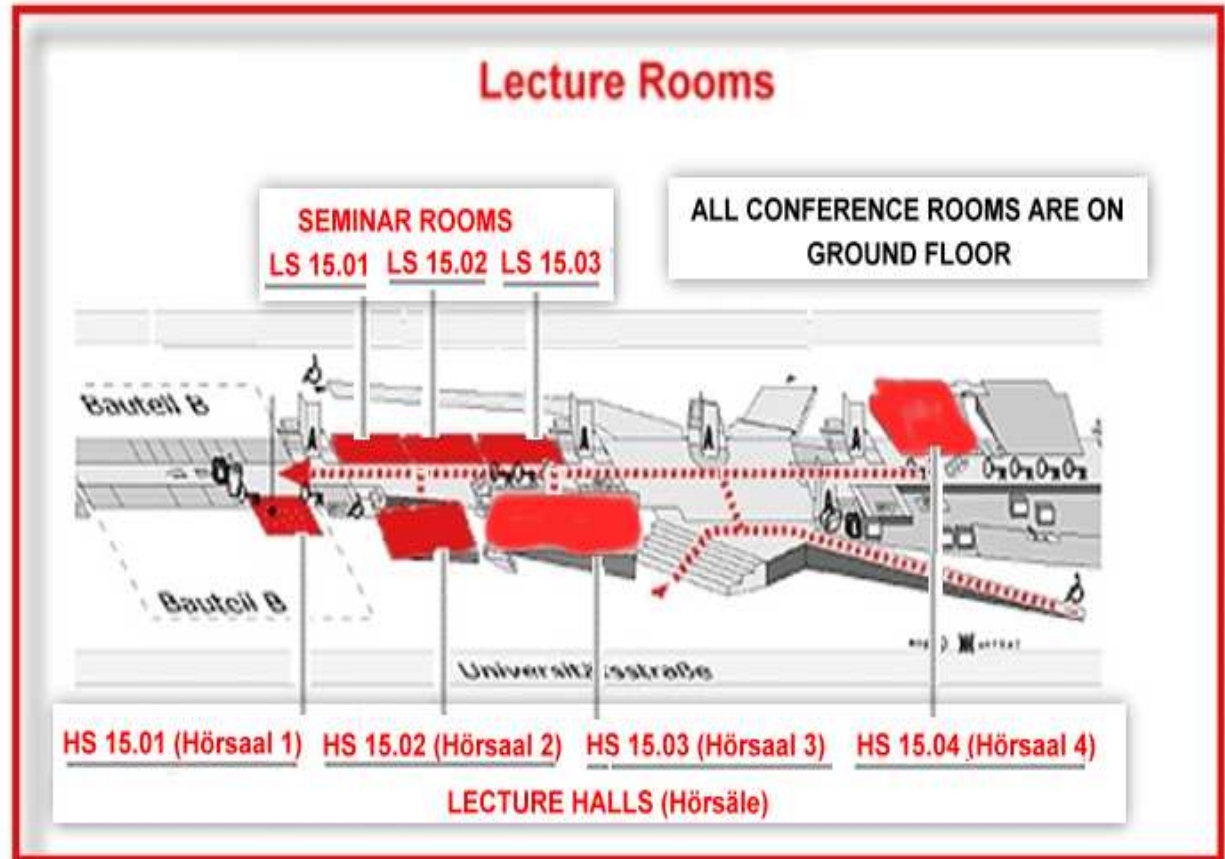


# PLAIN 2017 – 21<sup>st</sup>-23<sup>rd</sup> September 2017, University of Graz, Austria

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

## Program - Time-table (Status: June 10<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 15.01	LS 15.02	LS 15.03
<b>THURSDAY AFTERNOON</b>							
14.00-16.00	<b>1. Workshop:</b> <i>Cathy Basterfield:</i> Improve Communication - Improve Customer Relationships		<b>2. Workshop:</b> <i>Marie Antaya:</i> Teaching Plain Language - Are you a trainer or performance consultant?	<b>3. Workshop:</b> <i>Charlene Haykel:</i> Reducing information overload as part of plain language measures			
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</b> <b>Key notes</b>						
<b>FRIDAY AFTERNOON</b>							
13.30-14.00	<b>SECTION 1: Theory of Plain Language 1:</b> <i>Neil James, Karin Hansson, Kate Harrison Whiteside, Greg Moriarty</i>	<b>SECTION 2: PL Country reports</b> <i>Claire O’Riordan / Clare McNally, Grzegorz Zarzeczny Benedikt Lutz, Vera Gergely</i>	<b>SECTION 3: PL and design</b> <i>Christine Smith, Sejal Patel / Susan Kleimann, Bente Karmann Tranberg</i>	<b>SECTION 4: PL and immigration</b> <i>Chiara Fioravanti / Francesco Romano, Alexander Tokarev</i>			
14.00-14.30							
14.30-15.00							
15.00-15.30							
16.00-16.30	<b>SECTION 1 cont: Theory of Plain Language 2:</b> <i>Frances Gordon, Kathryn Catania / Katherine Spivey, Shelly Davies</i>	<b>Panel 1: Are Plain language techniques applicable across languages?</b> <i>Alexander Tokarev et. al.</i>	<b>SECTION 5: PL and business</b> <i>Sara Räsare, Anne-Marie Chisnall, Cathy Basterfield</i>	<b>Panel 2: Communicating contracts more effectively</b> <i>Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA</i>			
16.30-17.00							
17.00-17.30							
17.30-19.00	<b>PLAIN Association General Meeting</b>						
20.00	<b>Gala Dinner, Schlossberg:</b> <i>Lecture by Joe Kimble</i>						
<b>SATURDAY MORNING</b>							
09.00-10.30	<b>Plenary session</b> <b>Key notes</b>						
11.00-11.30	<b>SECTION 6: PL and law 1</b> <i>John F. Wilson, Josiah Fisk, Angela Rae</i>	<b>SECTION 7: PL evaluation</b> <i>Neil James / Susan Kleimann, Heidi Bunæs Eklund; Sanja K. Skaar</i>	<b>SECTION 8: PL success stories</b> <i>Rudolf Muhr / Marlene Peinhopf, Annasara Jaensson; Elsa Castro</i>	<b>SECTION 9: Author Talks</b> <i>Anki Mattson / Sara Rösare, David Daly / Gertrude Daly; Marie Antaya</i>	<b>Panel 4: Plain Science</b> <i>Jana Goldman / Peter West / N.N.:</i> (11.45-12.30)	<b>Panel 3: Simplifying business contracts</b> <i>Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller</i> (11.00-11.45)	
11.30-12.00							
12.00-12.30							
<b>SATURDAY AFTERNOON</b>							
13.30-14.00	<b>SECTION 6 cont.: PL and law 2</b> <i>Margrethe Kvarenes Günther Schefbeck; Aino Piehl</i>	<b>SECTION 10: PL and Medicine</b> <i>Karel van der Waarde Beate Wiegard / Beate Zschorlich; Sarah Lane / Tara Droog</i>	<b>SECTION 11: PL and training</b> <i>Peter Walton, Frances Gordon</i>	<b>SECTION 12: Easy language</b> <i>Alexander Tokarev, Rosa Margarita Galan Velez</i>	<b>SECTION 13: Linguistic aspects of PL</b> <i>Ingrid Olsson, Víctor GONZÁLEZ-RUIZ, Joanna M. RICHARDSON</i>		
14.00-14.30							
14.30-15.00							
15.30-16.00	<b>Key note: N. N.</b>						
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**

**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	<b>1. Cathy Basterfield:</b> Workshop: Improve Communication - Improve Customer Relationships
14.00-17.00	<b>2. Marie Antaya:</b> Workshop: Teaching Plain Language - Are you a trainer or performance consultant?
14.00-17.00	<b>3. Charlene Haykel:</b> Workshop: Reducing information overload as part of plain language measures
<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 Dr. Neil James and the president of Klarsprache.at Univ. Prof. Dr. Rudolf Muhr
09.30-09.45	<b>Welcome address</b> 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	<b>4. Key Note: Ingelin Killengreen:</b> Plain Language work in Norway
10.15-10.45	<b>5. Key Note: Robert Waller:</b> Plain language and information design: an essential partnership
10.45-11.15	COFFEE BREAK
11.15-11.45	<b>6. Key Note: N.N.:</b> Financial services and PL*
11.45-12.15	<b>7. Key Note: Claudia Poblete:</b> PL and government administration: Spanish speaking initiative*
12.30-13.30	LUNCH

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

	<b>SECTION 1: Lecture Hall HS 15.03 Theory of Plain Language 1 / Theorie der Klarsprache 1 Chair/Vorsitz: Rudolf MUHR</b>	<b>SECTION 2: Lecture Hall HS 15.04 PL Country reports / Länderberichte Chair/Vorsitz: Robert Linsky</b>
13.30-14.00	<b>8. Neil JAMES:</b> Worst words: are they getting worse?	<b>12. Claire O'RIORDAN / Clare MCNALLY:</b> Using Plain English to improve customer relations in Ireland's public services
14.00-14.30	<b>9. 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. Greg MORIARTY:</b> But we don't want to dumb it down	<b>15. Vera GERGELY:</b> Introducing plain language in Hungary

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

	<b>SECTION 3: Lecture Hall 15.02 PL and design / PL und Design Vorsitz/Chair: Karel VAN DER WAARDE</b>	<b>SECTION 4: Lecture Hall HS 15.01 PL and immigration / PL und Immigration Vorsitz/Chair: Benedikt LUTZ</b>
13.30-14.00	<b>16. Christine SMITH:</b> Clarity by Design	<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>21. Deborah S. BOSLEY:</b> How To Make The Business Case For Plain Language

15.30-16.00 **COFFEE BREAK**

	<b>SECTION 1 cont: Lecture Hall HS 15.03 Theory of Plain Language 2 / Theorie der Klarsprache 2 - Vorsitz/Chair: Marlene PEINHOPF</b>	<b>SECTION 5: Lecture Hall 15.02 PL and Business / Klarsprache und Wirtschaft Chair: Margrethe KVARENES</b>
16.00-16.30	<b>22. 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>25. 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>23. Frances GORDON:</b> Plain language practitioners need to learn about modular content - luckily we have a headstart	<b>26. Anne-Marie CHISNALL:</b> Empowering you – making the most of your untapped business intelligence
17.00-17.30	<b>24. Shelly DAVIES:</b> Plain isn't bland! Making plain language more appealing!	<b>27. Cathy BASTERFIELD:</b> Who is my Customer?
17.30-19.00	PLAIN Association general meeting (AGM)	

	<b>Panel 1: Lecture Hall HS 15.04 Chair: Alexander TOKAREV</b>	<b>Panel 2: Lecture Hall HS 15.01 Chair: Tetiana TSYGANKOVA</b>
16.00-17.30	<b>28. Alexander TOKAREV / Anki MATTSOEN / 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	<b>29. Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA:</b> Communicating contracts more effectively

<b>Social program/Rahmenprogramm: Friday evening/Freitag Abend - September 22<sup>nd</sup> 2017</b>	
20.00	Gala dinner Schlossberg <b>30. Joe KIMBLE:</b> Myths and Misconceptions About Plain Language: A 30-Year Collection

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

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

08.00-10.00	Registration
<b>Plenary session/Plenum 2 – Key notes: Chair: Rudolf Muhr</b>	
09.00-09.30	<b>31. Key Note: Markus NUSSBAUMER:</b> 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	<b>32. Key Note: Peter BYDLINSKI:</b> Die Neufassung des österreichischen Code Civil – ABGB / Rewriting the Austrian Code Civil - ABGB
10.00-10.30	<b>33. Key Note: Christiane MAAß:</b> 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 23<sup>rd</sup> 2017**

	<b>SECTION 6: Lecture Hall HS 15.03 PL and law 1 / Klarsprache und Recht 1 Chair: Joe KIMBLE</b>	<b>SECTION 7: Lecture Hall HS 15.04 PL Evaluation / Evaluierung von Klarsprache Chair: Claire O'RIORDAN</b>
11.00-11.30	<b>34. John F. WILSON:</b> Clear Laws for small countries	<b>37. Neil JAMES / Susan KLEIMANN:</b> Will it work? Evaluating plain language communication
11.30-12.00	<b>35. 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>38. Heidi BUNÆS EKLUND:</b> User involvement and impact measurement – two sides of the same coin?
12.00-12.30	<b>36. Angela RAE:</b> Drafting by committee: challenges when litigation documents are prepared by large groups of lawyers	<b>39. Sanja K. SKAAR:</b> Measuring the effects of plain language work – Success stories from Norway

	<b>SECTION 8: Lecture Hall HS 15.02 PL success stories 1 / Klarsprache Erfolgsgeschichten 1 Chair: Claudia Poblete</b>	<b>SECTION 9: Lecture Hall 15.01 Author Talks / Buchpräsentationen Chair: Cathy BASTERFIELD</b>
11.00-11.30	<b>40. Rudolf MUHR / Marlene PEINHOPF:</b> Clear language in the kindergarten - Improving customer satisfaction in the public domain	<b>43. Anki MATTSON / Sara RÖSARE:</b> Mission: Revision. A book about improving texts written by others
11.30-12.00	<b>41. Annasara JAENSSON:</b> Introducing a new grant to new target groups – experiences from inside The Swedish National Board of Student Aid	<b>44. David DALY / Gertrude DALY:</b> Plain English for Doctors and Other Medical Scientists
12.00-12.30	<b>42. Elsa CASTRO:</b> Social Security – Using plain language to promote the exercise of citizenship	<b>45. Marie ANTAYA:</b> Eclectic Writing Series - Author Submission

	<b>Panel 3: Seminar Room LS 15.01 Chair: Robert WALLER</b>	<b>Panel 4: Seminar Room LS 15.02 Chair: Jana GOLDMAN</b>
11.00-11.45 11.45-12.30	<b>46. Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller:</b> <i>Simplifying business contracts: language and design working together</i>	<b>47. Jana Goldman / Peter West / N.N.:</b> Plain Science

12.30-13.30	<b>LUNCH</b>
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**Saturday afternoon/Samstag Nachmittag - September 23<sup>rd</sup> 2017**

SECTION 6 cont.: Lecture Hall HS 15.03 PL and law 2 / Klarsprache und Recht 2 Chair: Markus NUSSBAUMER		SECTION 10: Lecture Hall HS 15.04 PL and Medicine / Klarsprache und Medizin Chair: Karin HANSSON
13.30-14.00	<b>48. Margrethe KVARENES:</b> In awe of the law – legal rewriting from a language expert’s perspective	<b>51. Karel VAN DER WAARDE:</b> Plain language in health: Can understandable information improve the use of medicines by patients?
14.00-14.30	<b>49. Günther SCHEFBECK:</b> Legal Language and Legal Taxonomy - Experiences and Requirements	<b>52. 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>50. Aino PIEHL:</b> A plain language website for legal Drafters	<b>53. Sarah LANE / Tara DROOG:</b> Men’s Cancer Prevention and Health Literacy

SECTION 11: Lecture Hall HS 15.02 PL and training / Klarsprache und Ausbildung Vorsitz/Chair: Christine SMITH		SECTION 12: Lecture Hall HS 15.01 Easy language / Einfache Sprache Chair: Christiane MAAS
13.30-14.00	<b>54. Peter WALTON:</b> The Plain Language Certificate Program –one of the world’s only university programs in English plain language	<b>56. Alexander TOKAREV:</b> How to Make Reading Fun – An Appeal for Using Plain Language - News in Language Education
14.00-14.30	<b>55. Frances GORDON:</b> How to localise plain language training programmes in diverse cultures and languages	<b>57. Rosa Margarita GALAN VELEZ:</b> Seven ways to avoid technical words in a digital era

SECTION 13: Klarsprache: LS 15.01 Linguistic aspects of PL / Linguistische Aspekte der Chair: Jana Goldman	
13.30-14.00	<b>58. Ingrid OLSSON:</b> He or she or hen – the birth and establishing of a gender neutral pronoun in Swedish
14.00-14.30	<b>59. Joanna M. RICHARDSON:</b> Gender Neutral Pronouns in English: Is Singular They Here to Stay?
14.30-15.00	<b>60. 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 COFFEE BREAK

**Closing Session/Abschlusssitzung: Saturday afternoon / Samstag Nachmittag, September 23<sup>rd</sup> 2017**

Lecture Hall 15.03 Chair: Neil James / Rudolf Muhr	
15.30-16.00	<b>61. Miguel Martinho:</b> Plain language in the public sector: first findings of an international survey
16.00-16.30	Farewell address by the organizing committee / Verabschiedung durch das Organisationskomitee

**Social program/Rahmenprogramm: Saturday evening / Samstag Abend - September 23<sup>rd</sup> 2017**

17.30-18.30	Guided tour through the old town of Graz
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**Sunday/Sonntag, September 24<sup>th</sup> 2017: TRIP to Weinstraße**

9.00-17.00	
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