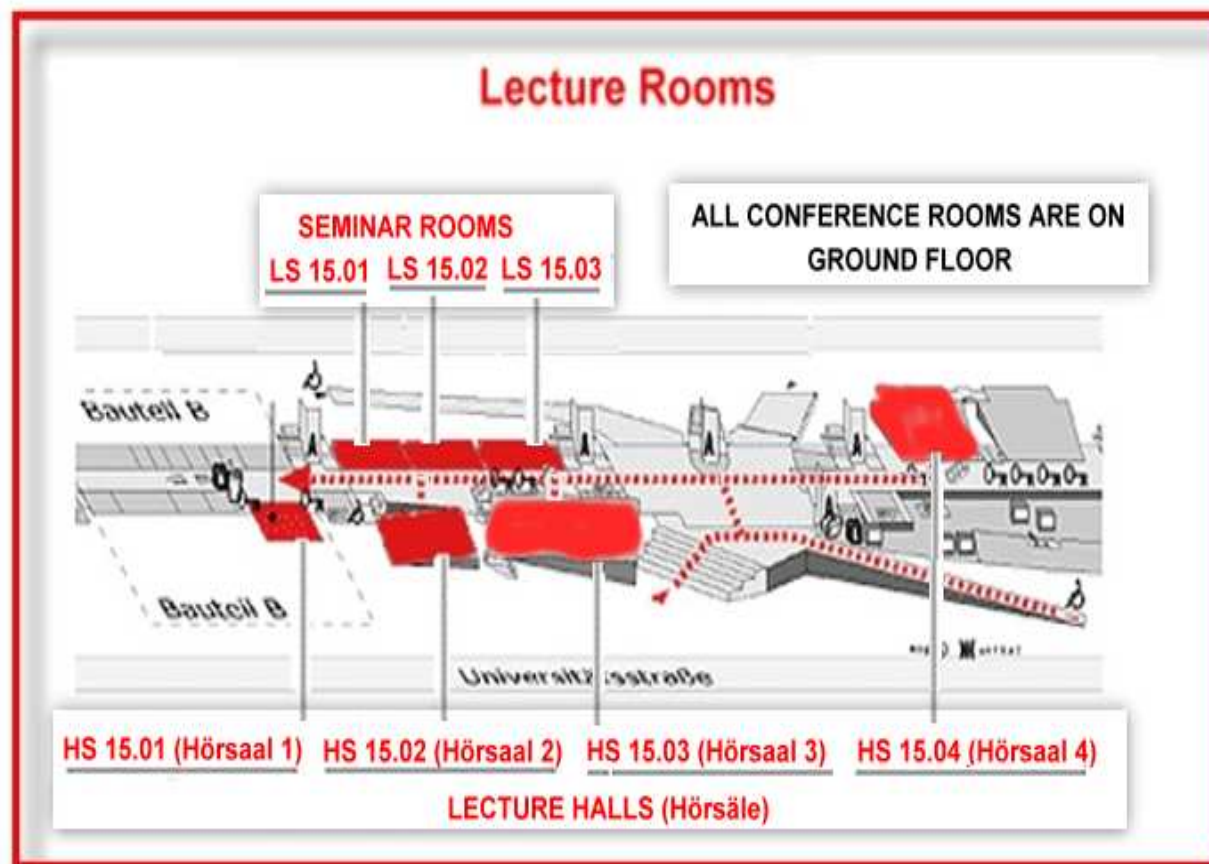
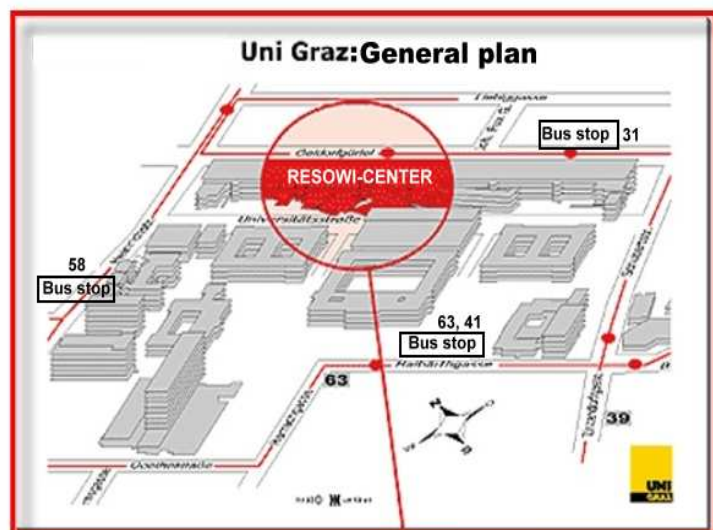


PLAIN 2017 – 21st-23rd September 2017, University of Graz, Austria

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

Program - Time-table (Status: August 13th 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</i>	SECTION 2: PL Country reports <i>Claire O'Riordan 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>	Panel 1: Are Plain Language techniques applicable across languages? <i>Alexander Tokarev et. al.</i>	SECTION 5: PL and business <i>Sara Räsare, Anne-Marie Chisnall, Cathy Basterfield</i>	Panel 2: Communicating contracts more effectively <i>Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA</i>	SECTION 6: PL Software <i>Oliver Haug Wolfgang Kahlig /</i>		
16.30-17.00							
17.00-17.30							
17.30-19.00	PLAIN Association Annual General Meeting						
20.00	Gala Dinner, Schlossberg: <i>Lecture by Joe Kimble</i>						
SATURDAY MORNING							
08.00-09.00			Clarity meeting				
09.00-10.30	Plenary session Key notes						
11.00-11.30	SECTION 7: 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 9: PL success stories <i>Rudolf Muhr / Marlene Peinhopf, Annasara Jaensson; Elsa Castro</i>	SECTION 10: Author Talks <i>Anki Mattson / Sara Rösare, David Daly / Gertrude Daly; Marie Antaya</i>	Panel 4: Plain Science <i>Jana Goldman / Peter West / N.N.:</i> (11.45-12.30)	Panel 3: Simplifying business contracts <i>Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller</i> (11.00-11.45)	
11.30-12.00							
12.00-12.30							
SATURDAY AFTERNOON							
13.30-14.00	SECTION 7 cont.: PL and law 2 <i>Margrethe Kvarenes Günther Schefbeck; Aino Piehl</i>	SECTION 11: PL and Medicine <i>Karel van der Waarde Beate Wiegard / Beate Zschorlich; Sarah Lane / Tara Droog</i>	SECTION 12: PL and training <i>Peter Walton, Frances Gordon</i>	SECTION 13: Easy language <i>Thomas Schindler, Alexander Tokarev, Rosa Margarita Galan Velez</i>	SECTION 14: 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 Martinho						
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 (3 units)
14.00-17.00	2. Marie ANTAYA: Workshop: Teaching Plain Language - Are you a trainer or performance consultant? (3 units)
14.00-17.00	3. Charlene HAYKEL: Workshop: Reducing information overload as part of Plain Language measures (3 units)
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 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: Plain Language and information design: an essential partnership
10.45-11.15	COFFEE BREAK
11.15-11.45	6. Key Note: Gry NERGÅRD: Plain Language in the Norwegian financial services* (Title to be confirmed)
11.45-12.15	7. Key Note: Claudia POBLETE: Plain Language and government administration: Spanish speaking initiative*
12.30-13.30	LUNCH

Friday afternoon/Freitag Nachmittag - September 22nd 2017

	SECTION 1: Lecture Hall HS 15.03 Theory of Plain Language 1 / Theorie der Klarsprache 1 Chair/Vorsitz: Rudolf MUHR	SECTION 2: Lecture Hall HS 15.04 PL Country reports / Länderberichte Chair/Vorsitz: Robert Linsky
13.30-14.00	8. Neil JAMES: Worst words: are they getting worse?	11. Claire O'RIORDAN: 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	12. Grzegorz ZARZECZNY: Plain Polish – a successful project
14.30-15.00	10. Kate Harrison WHITESIDE: The solution to persuading sceptics—training	13. Benedikt LUTZ: From „bürgernah“ to „Leichte Sprache“: Approaches to Plain Language in German speaking countries
15.00-15.30		14. Vera GERGELY: Introducing Plain Language in Hungary

Friday afternoon/Freitag Nachmittag - September 22nd 2017

	SECTION 3: Lecture Hall 15.02 PL and design / PL und Design Vorsitz/Chair: Karel VAN DER WAARDE	SECTION 4: Lecture Hall HS 15.01 PL and immigration / PL und Immigration Vorsitz/Chair: Benedikt LUTZ
13.30-14.00	15. Christine SMITH: Clarity by Design	18. Alexander TOKAREV: "Refugees welcome" – The Impact of Living Plain Language in North-Rhine-Westphalia (Germany)
14.00-14.30	16. Sejal PATEL / Susan KLEIMANN: Balancing Information Design with Organizational Constraints in Fannie Mae	19. 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	17. 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**

	SECTION 1 cont: Lecture Hall HS 15.03 Theory of Plain Language 2 / Theorie der Klarsprache 2 - Vorsitz/Chair: Marlene PEINHOPF	SECTION 6: Lecture Hall 15.02 PL and Business / Klarsprache und Wirtschaft Chair: Deborah S. BOSLEY
16.00-16.30	20. Kathryn CATANIA / Katherine SPIVEY: The Ups and Downs of Promoting Plain Language: Updates from the U.S. Plain Language Action and Information Network	23. Sara RÖSARE: To make Plain Language a part of your tone-of-voice – experiences from a Swedish insurance company
16.30-17.00	21. Frances GORDON: Plain Language practitioners need to learn about modular content - luckily we have a headstart	24. Anne-Marie CHISNALL: Empowering you – making the most of your untapped business intelligence
17.00-17.30	22. Shelly DAVIES: Plain isn't bland! Making Plain Language more appealing!	25. Cathy BASTERFIELD: Who is my Customer?

	SECTION 6: Seminar room 15.01 PL Software / Klarsprache Software Chair: Ingrid OLSSON	
16.00-16.30	26. Oliver HAUG: Einfache Sprache in einer komplexen Welt: Erfolgsfaktor Verständlichkeit / TEXTLAB Software for corporate language improvement	
16.30-17.00	27. Wolfgang Kahlig: The visualisation of complex legal matters via computer – The Austrian tenancy law as an example	
	Panel 1: Lecture Hall HS 15.04 Chair: Alexander TOKAREV	Panel 2: Lecture Hall HS 15.01 Chair: Tetiana TSYGANKOVA
16.00-17.30	28. Alexander TOKAREV / Anki MATTSON / Margrethe KVARENES / Vera GERGELY / Claudia Poblete OLMEDO: Are Plain Language techniques applicable across languages? A panel to compare and discuss different approaches to Plain Language	29. Helena HAAPIO / Marika SALO / Tetiana TSYGANKOVA: Communicating contracts more effectively

	PLAIN General Meeting / Social program/Rahmenprogramm: Friday evening/Freitag Abend - September 22nd 2017
17.30-19.00	PLAIN Association annual general meeting (AGM) Lecture Hall HS 15.03
20.00	Gala dinner on Schlossberg/Castle hill
	30. 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
08.00-09.00	Clarity member meeting / Treffen der Mitglieder von CLARITY (HS 15.02)
Plenary session/Plenum 2 – Key notes: Chair: Rudolf Muhr	
09.00-09.30	31. 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	32. Key Note: Peter BYDLINSKI: Die Neufassung des österreichischen Code Civil – ABGB / Rewriting the Austrian Code Civil - ABGB
10.00-10.30	33. Key Note: Christiane MAAß: 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 7: Lecture Hall HS 15.03 PL and law 1 / Klarsprache und Recht 1 Chair: Joe KIMBLE	SECTION 8: Lecture Hall HS 15.04 PL Evaluation / Evaluierung von Klarsprache Chair: Claire O’RIORDAN
11.00-11.30	34. John F. WILSON: Clear Laws for small countries	37. Neil JAMES / Susan KLEIMANN: Will it work? Evaluating Plain Language communication
11.30-12.00	35. 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	38. Heidi BUNÆS EKLUND: User involvement and impact measurement – two sides of the same coin?
12.00-12.30	36. Angela RAE: Drafting by committee: challenges when litigation documents are prepared by large groups of lawyers	39. Sanja K. SKAAR: Measuring the effects of Plain Language work – Success stories from Norway

	SECTION 9: Lecture Hall HS 15.02 PL success stories 1 / Klarsprache Erfolgsgeschichten 1 Chair: Claudia Poblete	SECTION 10: Lecture Hall 15.01 Author Talks / Buchpräsentationen Chair: Cathy BASTERFIELD
11.00-11.30	40. Rudolf MUHR / Marlene PEINHOPF: Clear language in the kindergarten - Improving customer satisfaction in the public domain	43. Anki MATTSON / Sara RÖSARE: Mission: Revision. A book about improving texts written by others
11.30-12.00	41. Annasara JAENSSON: Introducing a new grant to new target groups – experiences from inside The Swedish National Board of Student Aid	44. David DALY / Gertrude DALY: Plain English for Doctors and Other Medical Scientists
12.00-12.30	42. Elsa CASTRO: Social Security – Using Plain Language to promote the exercise of citizenship	45. Marie ANTAYA: Eclectic Writing Series - Author Submission

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

12.30-13.30	LUNCH
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Saturday afternoon/Samstag Nachmittag - September 23rd 2017

**SECTION 7 cont.: Lecture Hall HS 15.03
PL and law 2 / Klarsprache und Recht 2**

Chair: John F. WILSON

13.30-14.00	48. Margrethe KVARENES: In awe of the law – legal rewriting from a language expert’s perspective
14.00-14.30	49. Günther SCHEFBECK: Legal Language and Legal Taxonomy - Experiences and Requirements
14.30-15.00	50. Aino PIEHL: A Plain Language website for legal Drafters

**SECTION 11: Lecture Hall HS 15.04
PL and Medicine / Klarsprache und Medizin**

Chair: Karin HANSSON

51. Karel VAN DER WAARDE: Plain Language in health: Can understandable information improve the use of medicines by patients?
52. Beate WIEGARD / Beate ZSCHORLICH: “Head lice: Nothing to be ashamed of” – Evidence-based health information for hard-to-reach target groups
53. Sarah LANE / Tara DROOG: Men’s Cancer Prevention and Health Literacy

**SECTION 12: Lecture Hall HS 15.02
PL and training / Klarsprache und Ausbildung**

Vorsitz/Chair: Christine SMITH

13.30-14.00	54. Peter WALTON: The Plain Language Certificate Program –one of the world’s only university programs in English Plain Language
14.00-14.30	55. Frances GORDON: How to localise Plain Language training programmes in diverse cultures and languages

**SECTION 13: Lecture Hall HS 15.01
Easy language / Einfache Sprache**

Chair: Christiane MAAS

56. Thomas SCHINDLER et. al.: An important new lay language document: Lay summaries of clinical study results
57. Alexander TOKAREV: How to Make Reading Fun – An Appeal for Using Plain Language - News in Language Education
58. Rosa Margarita GALAN VELEZ: Seven ways to avoid technical words in a digital era

**SECTION 14: Klarsprache: LS 15.01
Linguistic aspects of PL / Linguistische Aspekte der**

Chair: Jana Goldman

13.30-14.00	59. Ingrid OLSSON: He or she or hen – the birth and establishing of a gender neutral pronoun in Swedish
14.00-14.30	60. Joanna M. RICHARDSON: Gender Neutral Pronouns in English: Is Singular They Here to Stay?
14.30-15.00	61. Víctor GONZÁLEZ-RUIZ: 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 23rd 2017

Lecture Hall 15.03 Chair: Neil James / Rudolf Muhr

15.30-16.00	62. Miguel Martinho: Plain Language in the public sector: first findings of an international survey
16.00-16.30	63. 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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Sunday/Sonntag, September 24th 2017: TRIP to Weinstraße

9.00-17.00	
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