



25 MAY 2017
19H – 21H

FARFETCH

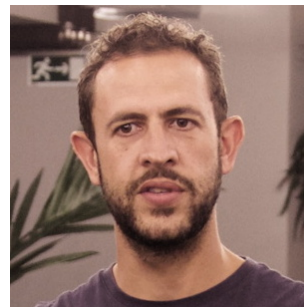
“...there was a comfortable and relaxed environment...”



*Joaquim Baptista
Farfetch*



*Rosário Durão
DesignThynk*



*Daniel Bofill
AcroYoga*



*Laura Goetze
AcroYoga*

The 13th Report

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Invitation (13-May)

Greetings to all technical writers, and to everyone interested in technical writing!

We are excited to announce our 13th formal meeting, sponsored by Farfetch.

- **Thursday, May 25th, 19h00–22h00** (come early).
- **Farfetch Lisbon office.**
- Rua do Instituto Industrial 7 - 3rd floor, 1200-225 Lisboa (a 10m walk from Cais do Sodré).
- **You will have to identify yourself to the security guard on the ground floor.**



Come see Farfetch's new Lisbon office, learn from your fellow speakers, and network over pizza!

Joaquim Baptista (Farfetch): Plain Text with AsciiDocFX

Joaquim shows how the editor AsciiDocFX turns the plain text format AsciiDoc into an insightful drafting tool, even if AsciiDoc falls short as a production writing tool.

Rosário Durão (New Mexico Tech University): Innovate with Security

Rosário shows how risk and crisis communication leads companies to identify and deal with their business risks. Managing risk creates a safe environment that is a prerequisite for innovation, especially in large companies.

Daniel Bofill (SISCOG) and Laura Goetze: Communication within AcroYoga

Daniel and Laura demonstrate their passion for AcroYoga, where movement and play elevates the connection between practitioners to new levels of union and trust.



The participation is free, but subject to room capacity. Please reserve your place at Meetup.com. Feel free to extend this invitation to friends and other interested parties. More interesting participants will improve the learning experience for everyone.

Thanks to our sponsors for all the support: [Farfetch](#) (room and coffee-break), [APCOMTEC](#) (marketing) and [EuroSIGDOC](#) (site).

- Alexandra Albuquerque, APCOMTEC president, info@apcomtec.org
- Carlos Costa, EuroSIGDOC chair, carlos.costa@acm.org
- Joaquim Baptista, EuroSIGDOC vice-chair, px@acm.org

PS: In case you missed it, the 12th Report is available at <http://pxquim.com/files/2017-03-twl-report.pdf>



PPS: Rosário Durão will offer one free registration for her upcoming trainings in Portugal.

See DesignThynk.com for details.

What happened?

The 13th formal meeting was spurred by opportunity. Rosário Durão was passing through Portugal, and the date suddenly emerged as the only option to hear her in Lisbon. Farfetch accepted to host an evening meetup in the new Lisbon office, but required one of the speakers to be from Farfetch itself, which means that Joaquim had to be the second speaker.

The earliest participants arrived at 18h30, so that they had time to tour the amazing views from the terrace.

Most of the participants entered the building through the wrong door, managed to go up to the second or third floor, and got quite confused in front of closed doors. Frantic phone calls ensued.



Ultimately people had to go back to the street and enter the building through the correct door. All this activity made the first presentation start at 19h30.

Joaquim Baptista

Joaquim presented his recent experience and opinions on AsciiDocFX, a freeware editor that provides good facilities to take structured notes.



AsciiDocFX customizes the well-known Atom editor to handle AsciiDoc, a plain text format that is much better than Markdown but still weaker than ReStructured Text. AsciiDoc is readily extensible, and seamlessly incorporates PlantUML drawings, for example.

AsciiDocFX deploys everything needed to convert the text and diagrams into PDF, HTML, and ePub books. The typography is good enough to use without special configuration. Writers can quickly draft documents combining both text and technical diagrams.

However, both the AsciiDocFX editor and the AsciiDoctor parser have their own flaws. These flaws prevent their adoption as a backbone for serious technical writing. Joaquim is moving the Farfetch infrastructure to DITA, but AsciiDocFX earned its place as a technical scratchpad.

Rosário Durão

Shortly after 20h, the audience encouraged Rosário to innovate by presenting in English over slides in Portuguese.

She explained the principles of crisis communication, which requires both planning and courage. Crisis communication must involve the public, establish credibility, and contribute to overcome the crisis.

The planning phase forces the company to identify its operating risks. Accepting and dealing with the operating risks helps to create a safe environment that is a prerequisite for innovation, especially in large companies where internal politics can easily hinder change.



The presentation ended with an open conversation where the audience considered how the principles applied to their own companies.

Daniel Bofill and Laura Goetze

Daniel has been a speaker at Technical Writing meetings since the very beginning, so when he started to take AcroYoga seriously it felt very natural to ask for a demonstration.

Daniel and Laura had been warming up during the presentations, in a space behind the audience. Shortly before 21h, we joined them for the demonstration.

After a short introduction, Daniel and Laura demonstrated the strength and equilibrium required in AcroYoga. More importantly, they explained how the two partners communicate with sight and motion.



AcroYoga requires trusting others physically, which can be quite difficult for some people. AcroYoga can be used to teach trust.

Daniel and Laura demonstrated that trust with another Laura, which was asked to let herself become a pendulum among them. Daniel proceeded to challenge another audience member into a more acrobatic exercise.

The demonstration ended with the lunar part of AcroYoga, where one of the partners cares for the body of the other, which assumes a more passive posture. It became beautifully clear how AcroYoga fosters intimacy between trusting partners.

Pizza break

Farfetch offered pizza and drinks, which was a novelty at Technical Writer meetups.

Pizza made people stick around for an extended networking period of about one hour. People talked and experienced some of the amenities in the new office, including the suspended chair and the signature ball pool renowned for freeing the inner child inside grown ups.



Final words

Usually all participants receive a paper questionnaire, but not this time. It was not before the end of the meeting that dawned on me that I had completely forgotten to bring and distribute the public notes forms. I asked for feedback through email.

Rosário had promised to raffle one free registration for her upcoming trainings in Portugal, but AcroYoga and Pizza apparently made us forget. Later I collected the names of the participants, and Rosário drew two names: Marco Correia and Ana Pinto.

Special thanks to Rosário for once again sharing her knowledge in Lisbon, to Farfetch for hosting the meetup, and to Andreia, Cristina, and Luís for handling all the logistical details.

— Joaquim Baptista, px@acm.org

Joaquim Baptista

Joaquim starts 2017 as a technical writer at Farfetch, after working at Thales Portugal in 2016 on behalf of Altran Portugal. He draws on his extensive experience to offer effective solutions with the sophistication that typically requires a whole team of consultants.

Joaquim Baptista started the documentation team at Altitude Software in 1997. Under his leadership, the team wrote documentation and helps from scratch, then grew to manage translations in 1999, develop a proprietary XML-based documentation system in 2000, champion a company-wide wiki in 2003, adopt the XML DITA standard in 2005, develop training materials in 2006, recreate topic-based writing in 2009, create technical comics in 2013, and conduct ethnographic interviews in 2014.

He adopted and refined agile practices since 2004, and published the 2008 practices at ACM SIGDOC'08 under the name uScrum. He continuously adapts the agile practices to suit the needs of an evolving team and evolving workload.

Before tackling documentation he worked as trainer, programmer, system administrator, and academic researcher.



About Farfetch

FARFETCH

In 2008, José Neves had the vision to connect online shoppers with the best boutiques in the world. Today, Farfetch is a revolutionary tech platform, and the company is worth more than \$1 billion.

From .NET to Data Science, Test Engineering to Agile, Farfetch Porto and Lisbon offices breathe and live technology. It is in Portugal where Farfetch develops all products that amaze customers around the globe. Besides Farfetch.com, they are also home to Black & White, an arm of the company that was set to offer luxury brands access to Farfetch's technological advances within an independent environment, and Store of the Future, a platform that ameliorates customer's experience in boutiques by capturing invaluable customer data and enhancing human interactions between shoppers and sales associates.

Farfetch has available the greatest selection of luxury, giving the best shopping experience to their customers and reshaping the world of retail.

Plain Text with AsciiDocFX



Plain Text with AsciiDocFX

Joaquim Baptista, 25-May-2017

Desktop publishing is not good enough

One Ring to bring them all,
and in the darkness bind them

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Semantic markup

"SGML is designed to make your information last longer
than the systems that created it."

— Charles Goldfarb

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History of semantic markup

- 1969: GML, IBM BookMaster.
- 1974: SGML.
- 1978: TeX.
- 1989: HTML.
- 1985: LaTeX.
- 1990: IBM ID Doc (SGML).
- 1991: DocBook.
- 1994: LinuxDoc.
- 1998: XML.
- 1999: IBM DITA.
- 2004: OASIS DITA.

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```
<!doctype linuxdoc system>
<article opts="sgmlhack">

<title>18 Relatório de Progresso
<subtitle>Intervenções no Serviço de Informática,
    quinzena de 9 a 20 de Julho de 1997
<author>Joaquim Baptista,
    <tt><htmlurl url="mailto:px@acm.org" name="px@acm.org"></tt>
<date>21 de Julho de 1997

<abstract>
Actualizei o sistema operativo da <tt>news/ (Solaris 2.5.1) com
39 patches, mas ainda faltam 3, anunciados mas não disponíveis.

Instalei o <tt>perl5/, o <tt>gzip/ e o <tt>lynx/ na <tt>news/, e
recompilei o INN. Para completar a intervenção, faltou instalar
e testar o INN.
```

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Plain text formats

"Primary objective:
bringing order to amorphous online-distributed data."

— Ian Feldman

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History of plain text formats

- 1992: Setext, TidBITS #100.
- 1995: c2.com wiki.
- 1998: TWiki.
- 2002: MediaWiki, Docutils, Textile, AsciiDoc.
- 2003: Org-mode.
- 2004: Markdown.
- 2009: PlantUML.

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```
## Plain text

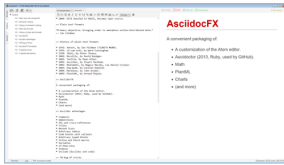
History, TidBITS (1992):

- InfoMac archives and mailing list.
- TidBITS#100 and Setext, 1992, by Ian Feldman
- <http://docutils.sourceforge.net/mirror/setext/setext_concepts_Aug92.etx.txt>
- Easy View, a browser for such texts
```

Markdown • 577 words • 4116 characters

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AsciidocFX



Convenient open source

- Atom editor, customized
- Asciidoctor
- Math
- PlantUML
- Charts
- (and more)

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AsciiDoc advantages

- Admonitions
- Nested lists
- Arbitrary tables
- IDs and cross-references
- Indexes
- Blocks with titles
- Inline and block macros
- Comments
- Code blocks with callouts
- Include (AsciiDoc and code)
- Variables
- If-then-else
- Arbitrary typed blocks

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Used AsciidocFX as quick IDE on Thales and Farfetch

TW bag of tricks

- Comments with writer's notes.
- Admonitions with TODOs.
- Indexes with TODOs, extra navigation.
- `ifdef:: debug[]` with context.
- `ifdef:: notes[]` to hide TODOs.
- PlantUML to draft possible drawings.
- Includes and `ifdef` as poor man's DITA.
- Back-end for generated API docs.

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AsciidocFX homeland

A flexible technical notepad for several domains:

- ReadMe (GitHub).
- DocBook (O'Reilly).
- LaTeX (math).
- Software specs (UML).
- Reports (charts).
- Slides (Reveal, Deck).
- Portable, because Java.

FARFETCH

Crippling AsciiDoc issues

- **Escape hell.**
Escape the escape madness. Because lines and regular expressions:
- **Intrusive comments**
Changes parsing of next line.
- **Include madness**
Last-line, variable scope, context leaks.
- **Hairy conditions**
Spaghetti text.
- For hand-crafted text, annoying.
- For generated text, impossible.

FARFETCH

AsciidocFX misbehaves

- TOC wrong with includes.
- Misterious cache for generated images.
- Builds start failing, requiring relaunch.

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Summary: Mostly usable

AsciiDoc:

- Fairly complete.
- Extensible.
- Fragile at corner cases.

AsciidocFX:

- Open source.
- Convenient.
- Fragile.

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FARFETCH
THE WORLD'S GREATEST SELECTION OF LUXURY

Thanks! Any questions?

Joaquim Baptista, 25-May-2017

Rosário Durão

Rosário Durão is a technical communication faculty member at New Mexico Tech, USA, and founder and principal at Design Thynk, design and communication consultancy group.

An expert in visual and professional communication, Rosário teaches visual communication disciplines to graduate and undergraduate students from all fields. She does consulting and training in information design, nonprofit communication, risk and crisis communication, and design thinking for organizations.

Rosário uses active learning and design thinking methods in dynamic hands-on trainings both at the university and in workshops with practicing professionals.



About DesignThynk

DesignThynk provides consultancy and training for organizations across the globe. We work with our clients to help them overcome the challenges of innovation and safety with confidence and tranquility.

We specialize in live training and consulting on

- information design (ID)
- risk and crisis communication (RCC)
- design thinking for organizations (DTO)

Our hands-on, active-learning techniques allow our clients to immediately apply the techniques and methods delivered during the course to their ongoing communication problems.

And our follow-up support and consulting ensure the continuous improvement of our clients and their organizations.

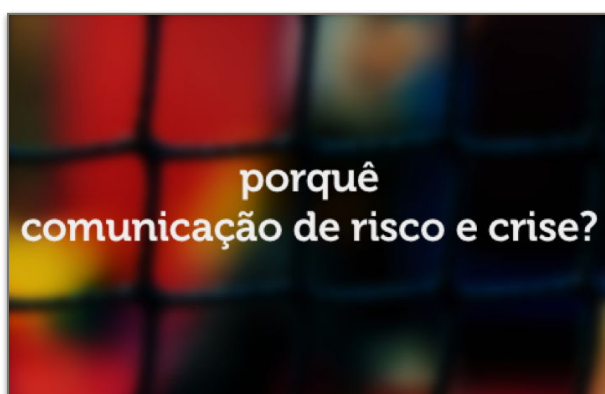
Inovar com segurança



"Rosário shows how risk and crisis communication leads companies to identify and deal with their business risks."

Managing risk creates a safe environment that is a prerequisite for innovation, especially in large companies."

Joaquim Baptista, MeetUp description



The global risks report 2017

1. Crescimento e reforma económicos
2. Reconstrução de comunidades
3. Gestão da disrupção tecnológica
4. Reforçar a cooperação global
5. Acelerar as ações sobre a mudança climática

World Economic Forum

<https://www.weforum.org/agenda/2017/01/these-are-the-most-likely-global-risks-2017>



Problemas das crises para as instituições

- **Inesperadas.**
- Potencialmente **fora do controlo.**
- **Disruptivas.**
- **Resposta imediata.**
- Potencialmente **prejudiciais.**
- **Percepções** distorcidas ou incorretas.

princípios da comunicação de risco e crise

7 regras cardinais da comunicação de risco

1. Aceitar o público e envolver-o como um parceiro.
2. Planear cuidadosamente e avaliar os esforços.
3. Escutar as preocupações das pessoas das comunidades envolvidas e afetadas.
4. Ser honesto, franco e aberto.
5. Trabalhar com outras fontes credíveis.
6. Ir ao encontro das necessidades dos media.
7. Comunicar com clareza e compaixão.

[Trad.] Covello e Allen, http://www.epa.gov/CARE/library/7_cardinal_rules.pdf

Nas crises

Ser o primeiro a dar a informação.

Dar a informação correta.

Ser credível.

Ser empático.

Promover a ação.

Mostrar respeito pelas pessoas.

comunicação de risco e crise

comunicação (estratégica) de risco

Mensagem

- compreender para agir
- informativa e persuasiva.

meio.

público.

ciclo da comunicação de risco e crise

comunicação de risco / preparação para a crise

(estratégica)



comunicação de/na crise

(inesperada -> resposta imediata)



successão da crise

(avaliação e estratégia)

comunicação de risco - processo

- Identificação riscos e públicos alvo.
- Equipa e porta-voz.
- Informação.
- Mensagens.
- Comunicação.
- Informar.
- Respostas.
- Controlar.
- Registo.
- Imprensa.

help "Risk and Crisis Communications"
"When Things Go Wrong"

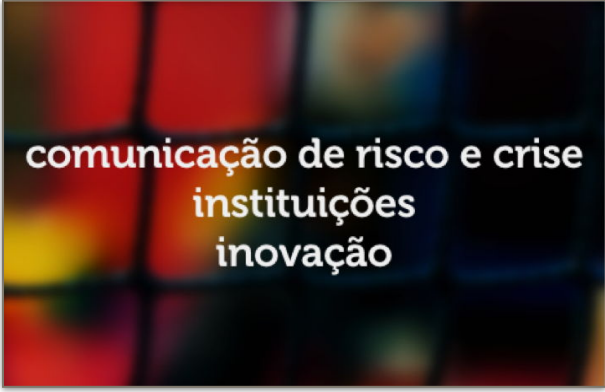
- Factos!
- Ser ativo (não reativo).
- Informação.
- Rumores.
- Centralização.
- Calma e simpatia.

comunicação de crise

- "On the record".
- "Não sei, mas vou procurar."
- Entidades oficiais.
- Inventariação.

successão da crise

- Porquê?
- Avaliar.
- Examinar.



comunicação de risco e crise instituições inovação

Aplicação

- Quais são os principais riscos que a sua instituição enfrenta?
- O que faria para melhorar a comunicação de risco e crise na sua instituição?
- Como vê a relação entre a comunicação de risco e crise e a necessidade de inovação constante?

Daniel Bofill and Laura Goetze

Daniel and Laura have embraced their passion for AcroYoga, where movement and play elevates the connection between practitioners to new levels of union and trust.



About AcroYoga

Communication+Trust+Balance+Connection = Community

AcroYoga blends the wisdom of yoga, the dynamic power of acrobatics, and the loving kindness of healing arts.

AcroYoga elevates the connection between you and others through movement, connection, and play.

Acro in Greek means high, or elevated. Yoga in Sanskrit commonly translates to notions of union, or joining.

The experience of taking flight with AcroYoga instantly dissolves fears and invites practitioners to tap into new and infinite possibilities of communication, trust, and union.

Communication with AcroYoga





Public notes

The notes below combine the solitary email answer with feedback offered at meetup.com.

Dini's Carvalho

Comments? Very pleasant first meet. Look forward to meeting everyone soon.

Paula Vaz

Comments? It was really good to be back at TW meetings. This one was really good and I'm looking forward for the next one. Thank you everyone for the great moments.

Pedro Silva

Comments? Good meeting with yoga too! AsciiDocFX is good for draft work. Not using it in production. — Joaquim dixit

Rui Costa

Comments? Great to take part in another round of learning, sharing and networking.

- @Joaquim: thanks for bringing AsciiDocFX over. While not industrial strength, it still looks good for "quick&dirty" prototyping. 'Gonna try my hand at it soon.
- @Rosário: great to see you too — and great delivery in raising awareness to an increasingly important topic. Alas, the allotted time was short, so aspects such as ethnic, national or organizational culture could not be addressed.
- @Daniel&Laura: thank you for a beautiful moment. I comfortably got some quiet, reflective moments while you had all the effort. Namaste!
- @Farfetch: thanks for the pizza and drinks, the venue and letting it all happen.
- @everyone: thanks for great, insightful conversation and thoughts. You helped me without perhaps realizing it.
- @Universe: for some reason, I had to sign up again...

Rui Rodrigues

Email? rui.rodrigues18@hotmail.com

Comments? I think the meeting was well done. Issues of different natures were presented and I think that was a strong point of the event, because it was able to capture the constant attention of the public and make it more dynamic. Besides that, there was a comfortable and relaxed environment of the space and also among the attendees, which was very good.

Like? Mainly the relaxed environment felt and the diversity of the topics covered, especially the yoga issue.

Improve? Just for fun...put a paper in the wall indicating the right door to enter. Now more seriously, I have no idea of what could be done to improve the meeting because I liked everything. Maybe it could be more publicized.

Institutional support

About EuroSIGDOC

EuroSIGDOC is an ACM SIGDOC European chapter.

SIGDOC is the Association for Computing Machinery's Special Interest Group (SIG) on the Design of Communication (DOC).

EuroSIGDOC is a group of researchers and practitioners wanting to pursue the SIGDOC mission in a European context.

Like SIGDOC, EuroSIGDOC focuses on the design of communication as it is taught, practiced, researched, and conceptualized in various fields, including technical communication, software engineering, information architecture and usability.



Since 2010, EuroSIGDOC sponsored the following events:

- OSDOC 2010 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2010);
- OSDOC 2011 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2011);
- OSDOC 2012 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2012);
- OSDOC 2013 — Workshop Open Source and Design of Communication (eurosigdoc.acm.org/osdoc2113);
- ISDOC 2012 — Workshop Information Systems and Design of Communication (eurosigdoc.acm.org/isdoc2012);
- ISDOC 2013 — International Conference on Information Systems and Design of Communication (eurosigdoc.acm.org/isdoc2013)
- ISDOC 2014 — International Conference on Information Systems and Design of Communication (eurosigdoc.acm.org/isdoc2014)

Several seminars were sponsored by EuroSIGDOC (eurosigdoc.acm.org/seminars.html), and now the TWL (Technical Writers @ Lisbon).

— EuroSIGDOC Board

About APCOMTEC

APCOMTEC: uma associação interdisciplinar

Desde a sua criação, em 2006, que a APCOMTEC, Associação Portuguesa para a Comunicação Técnica, com sede na UA, tem vindo a promover e divulgar a prática profissional, formativa e de investigação em Comunicação Técnica (CT), em Portugal. Nos últimos anos, procurou dar a conhecer o seu trabalho e divulgar esta área, recente em contexto nacional, tanto através da formação, da organização de eventos, das redes sociais e da Newsletter

Missão e objetivos

AAPCOMTEC tem por missão o desenvolvimento, a promoção e a representação da Comunicação Técnica em Portugal, bem como dos respetivos profissionais.

Dos objetivos dos atuais órgãos sociais fazem parte o diálogo próximo entre o meio académico e o meio empresarial, a promoção da interdisciplinaridade inerente à CT, nomeadamente com a Tradução, a Terminologia, a Engenharia Informática e a Divulgação de Ciência, bem como o fortalecimento da presença e o reconhecimento da CT a nível nacional e europeu. AAPCOMTEC é associada da TCeurope – associação que representa os interesses da comunidade de Comunicação Técnica a nível europeu.

O que temos feito

Enquanto agente divulgador e mediador de experiências, conhecimento, informação, produtos e serviços sobre e de Comunicação Técnica, a APCOMTEC tem dinamizado eventos de informação e formação em CT, nomeadamente através das suas Jornadas e do Colóquio Internacional de Comunicação Técnica 2012.

Foram três as **Jornadas** já organizadas em diferentes pontos do país, desde 2011: no DLC/UA, sobre Comunicação Profissional e Design de Informação, na ESTGA, dedicada à Comunicação Profissional e Planeamento na Documentação Técnica, e no ISCAP, coorganizada com o Centro Multimédia de Línguas (CML), sob o tema “Comunicação Técnica: como traduzir negócios em sucesso”.

O objetivo destas Jornadas consistia em reunir especialistas e profissionais, na área da Comunicação Técnica (CT), e dar a conhecer o seu trabalho a futuros especialistas, indo assim ao encontro dos próprios objetivos da APCOMTEC.

Quanto ao **Colóquio Internacional de Comunicação Técnica 2012**, constituído por um Pré-colóquio sobre «Sustentabilidade em Comunicação Técnica» e o Colóquio TCeurope 2012 «Technical Communication and Readership», este teve lugar no Departamento de Línguas e Culturas da U. Aveiro em abril de 2012.

O Pré-colóquio permitiu debater acerca da estreita relação entre a Comunicação Técnica, a Terminologia, a Tradução e a Engenharia Informática, que inegavelmente contribui para um desenvolvimento mais preciso, adequado e eficaz, assim como para a criação de documentação mais personalizada e intuitiva.

Quanto ao Colóquio TCeurope, o seu objetivo foi fornecer uma visão geral do estado-da-arte de um tópico tão vasto e desafiante como é o público-alvo em Comunicação Técnica, bem como explorar os diferentes e emergentes meios de comunicação aqui utilizados, trocar informação relativa à comunicação técnica e às suas aplicações, avaliar as vantagens e desvantagens dos diversos formatos de edição e produção, assim como as utilizações, as necessidades e as exigências provenientes da e-sociedade.

Este conjunto de eventos contribuiu certamente para o crescimento da associação, tanto a nível do número dos seus associados como da projeção que conseguiu dar a esta área recente do conhecimento, tendo-se este último facto refletido nos inúmeros contactos de qualidade que a APCOMTEC teve com as **empresas e instituições**, essencialmente a nível nacional.

Já a nível europeu, o esforço da associação em manter a ligação à **TCeurope** tornou-se particularmente profícuo aquando da organização conjunta do evento internacional antes mencionado, assim com nas reuniões de trabalho subsequentes, tendo a última acontecido em Bruxelas, em abril de 2013, onde a APCOMTEC esteve presente.



About Farfetch

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