



Programme

PLAIN's 11th international conference

Improving Customer Relationships

21-23 September 2017

University of Graz, Austria

Hosted by Klarsprache.at Gesellschaft für lesbare Texte

www.klarsprache.at



About this programme

[PLAIN](#) and [Klarsprache.at](#) are delighted to present this online programme of PLAIN's 11th international conference. It has over 60 contributors.

Our 2017 conference presented plain language leaders in countries such as Norway and Sweden as well as interesting and exciting stories of new adopters of plain language in countries like Finland and Hungary. It also shows the progress made in plain language in countries such as Chile, Germany, Belgium and Ireland.

You can also see the first results of PLAIN's international public sector survey conducted in association with Claro. This survey is in three parts. The public's perception of plain language was presented at this conference.

When you study the presentations, you will see just how far plain language has come even since our last excellent [conference](#) in Dublin, Ireland, in 2015.

The focus of PLAIN's 2017 conference was not just writing and designing information using plain language, but also measuring effectiveness of plain language initiatives.

How to view the 2017 presentations

We have provided a link to the presentations, wherever possible.

Copyright notice

Copyright of the presentations belongs to their respective authors. Please use the direct link to the presentations on PLAIN's website if you want to share them with other people. We thank you in advance for complying with this requirement.

PLAIN Board

We hope you enjoy and are inspired by the presentations. We are confident that they will whet your appetite for our [2019 conference](#) in Oslo, Norway! Why not think about contributing a paper for this conference?

Thank you for your support of plain language and of [PLAIN](#).

Thursday / Donnerstag 21 September 2017

14:00-16:30 Workshops

1. **Cathy Basterfield:** [Improve communication – improve customer relationships](#)
2. **Marie Antaya:** [Teaching plain language – are you a trainer or performance consultant?](#)
3. **Charlene Haykel:** [Reducing information overload as part of plain language measures](#)

16:30-18:30 Meeting of the International Plain Language Federation

20:00 Reception with the Mayor of Graz

Friday / Freitag 22 September

09:00-09:45 Opening session and welcome

Dr. Neil James (PLAIN)

Univ.-Prof. Dr. Mag. Markus Steppan (Head of the Institute of Foundations of Law, Law Faculty of Graz University)

Univ. Dr. Prof.i.R. Dr. Rudolf Muhr (Organizing committee)

09:45-10:45 Plenary session 1 / Plenum 1

Chair: Dr. Neil James

4. Ingelin Killengreen: [Plain language work in Norway](#) (keynote)

5. Robert Waller: [Plain language and information design](#): an essential partnership (keynote)

11:15-12:15 Plenary session 2 / Plenum 2

Chair: Dr. Neil James

6. Gry Nergård: [Plain language in the Norwegian financial services](#) (keynote)

7. Claudia Poblete: [Plain language and government administration: Spanish speaking initiative](#) (keynote)

13:30-15:30 Session 1: Theory of Plain Language 1.1 / Theorie der Klarsprache 1.1

Chair: David Daly

8. Neil James: Worst words: are they getting worse?

9. Karin Hannson: Universal plain language – from Sweden to West and East Africa

10. Kate Harrison Whiteside: [The solution to persuading sceptics](#) – training

11. Rosa Margarita Galan Velez: Seven ways to avoid technical words in a digital era

13:30-15:30 Session 2: Plain language country reports / Länderberichte

Chair: Robert Linsky

12. **Claire O’Riordan:** [Using plain English to improve customer relations in Ireland’s public services](#)

13. **Grzegorz Zareczny:** [Plain Polish](#) - a successful project

14. **Benedikt Lutz:** From “bürgernah” to “Leichte Sprache: Approaches to plain language in German speaking countries

15. **Vera Gergely:** [Introducing plain language in Hungary](#)

13:30-15:00 Session 3: Plain Language and design / Klarsprache und Design

Chair: Karel Van Der Waarde

16. **Christine Smith:** [Clarity by design](#)

17. **Sejal Patel / Susan Kleimann:** Balancing information design with organizational constraints in Fannie Mae

18. **Bente Karmann Tranberg:** [Tax and plain language](#) – guiding citizens to information, understanding and mastering of the digital tax-system

13:30-15:30 Session 4: Plain language and immigration / Klarsprache und Immigration

Chair: Anki Mattson

19. **Alexander Tokarev:** "Refugees welcome" -The impact of living plain language in North-Rhine-Westphalia (Germany)

20. **Chiara Fioravanti / Francesco Romano:** [A proposal for tools and methods to increase the use of plain language in administrative procedures about immigration](#)

13:30-14:30 Session 5: Plain Language and training / Klarsprache und Ausbildung

Chair: Susan Kleimann

21. **Peter Walton:** The plain language certificate program – one of the world’s only university programs in English plain language

22. **Frances Gordon:** How to localise Plain Language training programmes in diverse cultures and languages **Cancelled**

16:00-17:30 Session 1 cont.: Theory of plain language 1.2 / Theorie der Klarsprache 1.2

Chair: Marlene Peinhoff

23. Kathryn Catania | Katherine Spivey: [The ups and downs of promoting plain language](#): Updates from the U.S. Plain Language Action and Information Network

24. Frances Gordan: Plain language practitioners need to learn about modular content - luckily we have a head start **Cancelled**

25. Shelly Davies: [Plain isn't bland!](#) Making plain language more appealing!

16:00-17:30 Session 6: Plain language and business / Klarsprache und Wirtschaft

Chair: Miguel Martinho

26. Sara Rösare: [To make plain language a part of your tone-of-voice](#) – experiences from a Swedish insurance company

27. Anne-Marie Chisnall: [Empowering You – making the most of your untapped business intelligence](#)

28. Cathy Basterfield: [Who is the customer?](#)

16:00-17:30 Session 7: Plain language software / Klarsprache Software

Chair: Benedict Lutz

29. Oliver Haug: Einfache Sprache in einer komplexen Welt: Erfolgsfaktor Verständlichkeit / TEXTLAB Software for corporate language improvement

30. Wolfgang Kahlig: [Visualisierung komplexer Gesetze](#)

16:00-17:30 Panel / Diskussionsrunde 1:

Chair: Anki Mattson

31. Anki Mattson / Alexander Tokarev / 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

16:00-17:30 Panel / Diskussionsrunde 2:


Chair: Tetiana Tsygankova

32. Tetiana Tsygankova / Helena Haapio / Marika Salo: [Communicating contracts more effectively](#)

**17:30-19:00 PLAIN's Annual General Meeting (AGM) /
Generalversammlung der PLAIN**

**20:00 Gala dinner and keynote, Schlossberg Restaurant / Castle Hill
Restaurant**

33. Joseph Kimble: Myths and misconceptions about plain language: A 30-year collection (keynote)



Saturday / Samstag 23 September

08:00-09:00 Clarity member meeting / Treffen der Mitglieder von Clarity

09:00-10:30 Plenary Session 3 / Plenum 3:

Chair: Rudolf Muhr

34. Markus Nussbaumer: [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? (keynote)

35. Peter Bydlinski: [Die Neufassung des österreichischen Code Civil – ABGB](#) / Rewriting the Austrian Code Civil – ABGB (keynote)

36. Christiane Maaß: [Verständlichkeit durch Leichte Sprache in Justiz und Verwaltung](#) / The German Easy to Read Concept „Leichte Sprache“ in legal communication (keynote)

11:00-12:30 Session 8.1: PL and law 1 / Klarsprache und Recht 1

Chair: Günther Schefbeck

37. John F. Wilson: [Clear laws for small countries](#)

38. 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

39. Angela Rae: [Drafting by committee](#): challenges when litigation documents are prepared by large groups of lawyers

11:00-12:30 Session 9: Plain language evaluation / Evaluation von Klarsprache

Chair: Claire O'Riordan

40. Neil James / Susan Kleimann: Will it work? Evaluating plain language communication

41. Heidi Bunæs Eklund: [User involvement and impact measurement](#) – two sides of the same coin?

42. Sanja K. Skaar: [Measuring the effects of plain language work](#) – success stories from Norway

11:00-12:30 Session 10: Plain language success stories / Klarsprache Erfolgsgeschichten

Chair: Claudia Poblete

43. Rudolf Muhr / Marlene Peinhopf: [Clear language in the kindergarten](#) - Improving customer satisfaction in the public domain

44. Annasara Jaensson: Introducing a new grant to new target groups – experiences from inside the Swedish National Board of Student Aid

45. Elsa Castro: Social Security – Using plain language to promote the exercise of citizenship

11:00-12:30 Session 11: Plain language author talks / Buchpräsentationen

Chair: Cathy Basterfield

46. Anki Mattson / Sara Rösare: Mission: Revision. A book about improving texts written by others

47. David Daly / Gertrude Daly: [Plain English for doctors and other medical scientists](#)

48. Marie Antaya: Eclectic Writing Series – author submission

11:00-12:30 Panel 3 / Diskussionrunde 3

Chair: Robert Waller

49. Robert Waller / Helena Haapio / Stefania Passera / Jenny Waller: Simplifying business contracts: language and design working together

11:00-12:30 Panel 4 / Diskussionsrunde 4

Chair: Jana Goldman

50. Jana Goldman / Peter West / Michael French Smith: Plain Science

13:30-15:00 Session 8.2 Plain language and law 2 / Klarsprache und Recht 2

Chair: John F. Wilson

51. Margrethe Kvarenes: [In awe of the law](#) – legal rewriting from a language expert's perspective

52. Günther Schefbeck: Legal language and legal taxonomy – experiences and requirements

53. Aino Piehl: [A plain language website for legal drafters](#)

13:30-15:00 Session 12: Plain language and medicine / Klarsprache und Medizin

Chair: Karin Hansson

54. Karel Van Der Waarde: [Plain language in health](#): Can understandable information improve the use of medicines by patients?

55. Beate Wiegard / Beate Zschorlich: “Head lice: Nothing to be ashamed of” – Evidence-based health information for hard-to-reach target groups

56. Sarah Lane / Tara Droog: [Men’s cancer prevention and health literacy](#)

13:30-15:00 Session 13: Easy language / Einfache Sprache

Chair: Christian Maaß

57. Thomas Schindler et al.: [An important new lay language document](#): Lay summaries of clinical study results

58. Alexander Tokarev: How to make reading fun – an appeal for using plain language – news in language education

59. Walburga Fröhlich: Capito Leicht Lesen – aus der Praxis für die Praxis / Capito – easy to read. Practical experiences

13:30-15:00 Session 14: Linguistic aspects of plain language / Linguistische Aspekte der Klarsprache

Chair: Jana Goldman

60. Ingrid Olsson: [He or she or hen](#) – the birth and establishing of a gender neutral pronoun in Swedish

61. Joanna M. Richardson: [Gender neutral pronouns in English](#): Is singular they here to stay?

62. Víctor González-Ruiz: [The excess of nouns in legal texts and its impact on comprehensibility](#): the case of Spanish legal translations

15.30-16.30 Closing session

Chairs: Dr. Neil James / Rudolf Muhr / Marlene Peinhopf

63. Miguel Martinho: [Plain language in the public sector: first findings of an international survey](#) (keynote)

64. Farewell address by the organizing committee / Verabschiedung durch das Organisationskomitee

Conference sponsors

Many thanks to PLAIN's conference sponsors:

- Plain English Foundation (Australia)
- Das Land Steiermark
- The Office of the Mayor of Graz
- International Institute for Information Design
- Press. Here. Plain. Science.

2019 conference

It is never too early to plan for our next conference which will be in Oslo, Norway in 2019. Its theme will be **Clear Communication – Clear Results**. This conference will cover areas like:

- Clear digital services
- User involvement
- Leaders in plain language
- Facts and numbers

The call for papers will be in September 2018, but we invite you to mail your ideas and suggestions about PLAIN's 2019 conference to: Plain2018oslo@difi.no

To view the conference website, please visit: www.plain2019oslo.org