




With the advancing globalisation of industries, technologies, and marketplaces, dealing with Europe-specific issues is increasingly important for technical communicators. Some challenges include:

- ★ **Working in diverse cultures and languages** (and perhaps different versions of English). Many of our members aren't based in English-speaking countries.

Designing an online form to be used internationally? There are around 130 different address formats used in the world today and about 35 different personal name formats. <http://bit.ly/Jm4MvC>

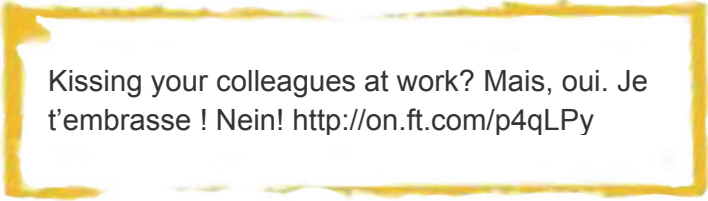
€ **Ensuring conformity with a changing regulatory environment.** Many European Union (EU) directives impact directly on our documentation.



Did you know there's a European standard for 'Cork removal devices'? Play this game to find out about it. <http://bit.ly/h5yWKC>

★ **Producing documentation in many languages across several cultures.** We have to consider the language and cultural demands of our market, for legal and marketing reasons, and to decide how best to write, localise and distribute our documentation.

★ **Working in several countries.** Thanks to the EU's open borders, is an option, particularly if you're a contractor with an EU passport. This means dealing with practicalities, even unwanted surprises, despite the openness.



Kissing your colleagues at work? Mais, oui. Je t'embrasse ! Nein! <http://on.ft.com/p4qLPy>

Yesterday and Today

The STC Europe SIG was founded by Jennifer O'Neill and David Farbey in 2007-2008. The SIG was formed to provide an online community for those who wished to discuss globalisation and localisation in the European context. The SIG has gradually matured into what it is today: a place where technical communicators across the globe come to share thoughts, ideas, and strategies on European technical writing issues.

The SIG seeks to complement the activities of the STC geographical communities and to establish a dialogue with other relevant European organisations. Collaboration and sharing is what we need to meet the challenges and opportunities of working across Europe.

“If I'm selling to you, I speak your language.

If I'm buying, dann müssen Sie Deutsch sprechen (then you must speak German).”

Willy Brandt, former German Chancellor

Activities

Once a month, we hold online “watercooler chats” for our members. This is our virtual water cooler where we can chat by phone and web on the numerous topics that impact our work internationally – with a European perspective. International phone numbers are provided to call in. It's free.

Some of the topics we've discussed are:

- Localisation style guides.
- Terminology management best practices.
- Job hunting – nationally and internationally.
- Politics at work – How to deal with it?
- Doing more with less when translating manuals – let's talk money.

We share ideas and ask questions on our members' discussion list.

Follow us!

Everyone can follow us on our blog – stc-europe.org –

Follow us on – [@stceusig](https://twitter.com/stceusig).

Join us!

Network with a group of your peers – professionals who are interested in and involved with the European marketplace!

Join the STC Europe SIG by using the “SIG/Chapter membership change form” available at <http://stc.org/membership/join-or-renew-now>

Questions? Contact us!

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