

# Conference Guide

**CONTENT STRATEGY  
FORUM 2010**  
15-16 APRIL 2010

**PARIS**



**FIAP Jean Monnet, 30 rue Cabanis, 75014 PARIS**

## WELCOME, BIENVENUE



Bienvenue à Paris and Welcome to Content Strategy Forum 2010, the first ever public conference focused solely on the emerging field of content strategy.



Since we began planning this event almost a year ago, we've seen some significant developments in the field, including the creation of a Content Strategy Europe community on Google Groups, numerous content strategy Meetups on both sides of the Atlantic, and content strategy tracks at several major professional events. Our keynote speaker Rahel Bailie recently helped set up the STC Content Strategy SIG, already one of the Society's most popular special interest groups.

Clearly the message is spreading fast among content folks in technical communication, and it's great to see this interaction taking place between technical communicators, content strategists, usability experts, translators, content marketers, and business analysts.

By attending Content Strategy Forum 2010, you are joining the conversation in its very early stages. By asserting that content strategy is the intersection of business analysis, user experience, and content development, we are laying claim to a profound change in the way we treat content. But, as Kristina Halvorson will proclaim in her Friday post-lunch keynote, our content processes and products will only evolve if we commit to open, regular communication within our own community.

We are confident that Content Strategy Forum 2010 will be a catalyst for bigger things to come in Europe. You will have plenty of opportunities over the next two days to connect and interact with your peers and we hope that by Friday evening you too will be banging the big drums for content strategy!

Stuart Culshaw  
President, STC France

CJ Walker  
President, STC TransAlpine

### Conference Planning Committee

**Stuart Culshaw, Conference Manager**

**CJ Walker, Sponsorship Manager**

**Destry Wion, Program Manager**

**Robert Adlington, Conference Treasurer**

#### STC France Board

- ◆ Stuart Culshaw, President
- ◆ Violaine Truck, VP Programs
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## ABOUT THE ORGANIZERS

Content Strategy Forum 2010 is organized by the France and TransAlpine Chapters of the Society for Technical Communication (STC).

STC is an individual membership organization dedicated to advancing the arts and sciences of technical communication. Its 14,000 members include technical writers and editors, content developers, documentation specialists, technical illustrators, instructional designers, academics, information architects, usability and human factors professionals, visual designers, Web designers and developers, and translators - anyone whose work makes technical information available to those who need it.

Society membership provides opportunities for ongoing learning and professional networking. Through the efforts of a small, full-time staff and a large network of volunteers, STC promotes the public welfare by educating its members and industry about issues concerning technical communication.



STC France was the first STC chapter founded in Europe in 1991 and is entirely volunteer-run by and for its members.

We are registered as a non-profit association governed by the French law of 1901 and currently have around 60 members.

Our mission is to encourage and support technical communicators living and/or working in France. We do this by:

- ◆ organizing seminars, training sessions, and regular networking meetings
- ◆ promoting the technical communication profession to companies and offering a free job vacancy listing service
- ◆ encouraging and participating in the development of academic and professional programmes in the field of technical communications

We recently created a student mentoring program in collaboration with the Université Paris Diderot.

Find STC France online at [www.stcfrance.org](http://www.stcfrance.org) and follow us on Twitter (@stcfrance).



The TransAlpine Chapter (TAC) of the STC has a membership of English speaking technical communicators who live and work in central Europe. These members develop information products in a variety of European languages, including English.

TAC's Mission:

- ◆ To provide the opportunity to share cross-cultural experiences in technical communication.
- ◆ To support members in promoting the profession in countries where it is not widely recognized.
- ◆ To offer educational activities that encourage and support the professional growth of TAC constituents.

TAC Chapter conferences and workshops focus on cutting-edge technical communication topics and trends, often featuring world-known experts, and always providing lots of opportunities for networking.

Our events are open to non-members, but TAC members receive substantial discounts.

Find TAC online at [www.stc-transalpine.org](http://www.stc-transalpine.org)

## SCHEDULE AT A GLANCE - THURSDAY

### WORKSHOPS

08:30-09:00	Registration and Coffee		
09:00-12:30	<b>Content Strategy: Purpose and Practice</b> Kristina Halvorson <i>Brain Traffic</i>	<b>Content Analysis</b> Rachel Lovinger <i>Razorfish</i>	Karen McGrane <i>Bond Art + Science</i>
12:30-14:00	Lunch - Francilien Restaurant (1st floor)		
14:00-17:30	<b>Practical Applications of Content Strategy in the Workplace</b> Rahel Anne Bailie <i>Intentional Design, Inc.</i>	<b>The Evolution of Content</b> Elizabeth McGuane <i>iQ Content</i>	Randall Snare <i>iQ Content</i>
19:30-22:30	River Boat Dinner Cruise		

### THURSDAY EVENING CRUISE

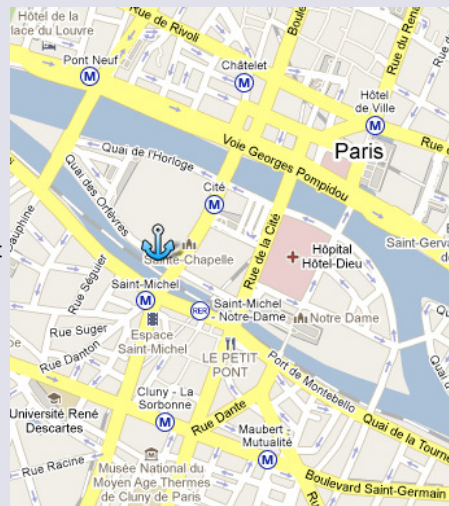
Bienvenue à bord ! For those who signed up, join our speakers and fellow conference-goers for an evening cruise on the river Seine with a delicious bistrot meal and splendid views of Paris' most famous monuments.

**IMPORTANT:** Plan to be at the Pont St Michel landing stage (Quai des Orfèvres) on Ile de la Cité by 7.15pm. The boat is called "Paris en Scène".

Priority boarding starts at 7.30pm. Cruise departs at 8pm sharp, returning at 9.00pm.  
 Second departure at 9.30pm, returning at 10.30pm.

**Getting there:**

- Metro line 4, RER line C (St Michel station)
- RER line B (St Michel-Notre Dame station)
- Bus 21, 38, 85, 96 (Cité/Palais de justice),
- Bus 24 (Pont Saint-Michel/Quai des Orfèvres),
- Bus 27 (Pont Neuf/Quai des Orfèvres).



## SCHEDULE AT A GLANCE - FRIDAY

08:00-09:00	Registration and Coffee		
09:00-09:10	Welcome Remarks		
09:10-09:50	<b>Morning Keynote: Rahel Anne Bailie, Intentional Design, Inc.</b> Content Strategy: A Framework for Managing Content throughout its Lifecycle		
10:00-10:45	<b>Evaluating Content: A Corporate Essential and a Content Strategy Foundation Stone</b> Clare O'Brien <i>CDA</i>	<b>Content Strategy and Information Architecture in Europe and European Projects</b> Sylvie Daumal <i>Duke Razorfish</i>	<b>In Plain Language and In Plain Sight Around the Globe</b> Deborah Bosley <i>The Plain Language Group</i>
10:45-11:15	Break	Exhibitor/Student Showcase	<b>Sponsor Spotlight: QUARK</b>
11:15-12:00	<b>A "Do It Yourself" Guide to Content Strategy</b> Jonathan Kahn <i>Together London</i>	<b>Do we "Speak" Content Strategy in France?</b> Muriel Vandermeulen <i>We Are the Words</i>	<b>Exploring Editorial Strategy</b> Jeff MacIntyre <i>Predicate</i>
12:00-14:00	Lunch	Book Raffle	
14:00-14:40	<b>Afternoon Keynote: Kristina Halvorson, Brain Traffic</b> Banging the Big Drums		
14:50-15:35	<b>Designing a Holistic Customer Experience</b> Joyce Hostyn <i>Open Text</i>	<b>Localisation in Your Content Strategy</b> Kenneth Yau <i>Baddit Ltd.</i>	<b>Content Analysis: Know Thy Content</b> Colleen Jones <i>Content Science</i>
15:35-16:05	Break	Exhibitor/Student Showcase	<b>Sponsor Spotlight: QUARK</b>
16:05-16:50	<b>The Writing on the Wall: Content Strategy at Facebook</b> Sarah Cancilla <i>Facebook</i>	<b>There's No Semantic Web without Content and Data</b> Rachel Lovinger <i>Razorfish</i>	<b>Mobile Content: The Return of Shovelware?</b> Erin Scime <i>HUGE</i>
17:00-18:30	<b>Panel Session: Content Strategy in Europe</b> Jeff MacIntyre (moderator) Clare O'Brien, Sylvie Daumal, Jonathan Kahn, Elizabeth McGuane		
18:30-19:00	Exhibitor/Student Showcase		
19:00-20:00	Closing Cocktail and Chocolate Raffle		

## KEYNOTE SPEAKERS

### **Morning Keynote: Rahel Anne Bailie**

#### **"Content Strategy: A Framework for Managing Content throughout its Lifecycle"**



Rahel Anne Bailie, founder of Vancouver, BC-based Intentional Design Inc, is a content strategist who brings to her work a diverse skill set that spans the fields of content development, content management, and user experience, to help organizations articulate their strategic content needs.

Rahel was the principal organizer and Chair of the Content Convergence and Integration 2008 conference. She is a Fellow of the Society of Technical Communication, and holds memberships in related professional associations, such as CM Pros, UPA, and IAI.



### **Afternoon Keynote: Kristina Halvorson**

#### **"Banging the Big Drums"**



Kristina Halvorson is founder and president of Brain Traffic, a Minneapolis-based agency specializing in content strategy and writing for websites. Kristina speaks regularly to audiences around the world about how to deliver useful, usable content online, where and when customers need it most.

She has appeared as a featured speaker at Web 2.0 Expo, IA Summit, Future of Web Apps, An Event Apart, Voices That Matter, Online Marketing Summit, SXSW Interactive, and j. boye. Kristina is the author of Content Strategy for the Web (New Riders, August 2009).

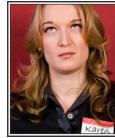


## SESSION SPEAKERS



Rachel Lovinger

razorfish.



Karen McGrane

bondart+science



Elizabeth McGuane

iqcontent



Randall Snare

iqcontent



Clare O'Brien

CDA  
Content Delivery  
& Analytics



Sylvie Daumal

duke  
A Pearson Company



Deborah Bosley

THE  
PLAIN LANGUAGE  
GROUP



Jonathan Kahn

together



Muriel Vandermeulen

WAV  
We Are the Words



Jeff MacIntyre

PRE  
DIC  
ATE



Joyce Hostyn

OPEN TEXT  
The Content Experts



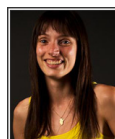
Kenneth Yau

BADDIT LTD



Colleen Jones

content  
science



Erin Scime

HUGE



Sarah Cancilla

facebook

## WORKSHOPS—THU, 15 APRIL

### **Content Strategy: Purpose and Practice**

Kristina Halvorson, *Brain Traffic*

**09:00-12:30**

In this workshop, we'll learn how to:

- ◆ Integrate content strategy responsibilities into your current web content role using a repeatable methodology
- ◆ Conduct a quantitative and qualitative content audit
- ◆ Structure content strategy documentation
- ◆ Implement techniques for getting stakeholders to understand and align on the business value of content strategy

This workshop is for anyone who's convinced that great content is central to a successful user experience and wants the tools to make it happen: Marketers, web editors and writers, user experience designers, information architects, product managers, and anyone else who deals with web content.

### **Content Analysis**

Karen McGrane, *Bond Art + Science* - Rachel Lovinger, *Razorfish*

**09:00-12:30**

This workshop will provide structure and techniques for auditing and analyzing content. Karen McGrane and Rachel Lovinger will describe the kinds of things you need to know about content, explain the practices used to get the answers, and discuss the kinds of decisions that will be influenced by this information. These are skills that will help content strategy professionals add incredible value to any web development project.

### **The Evolution of Content**

Elizabeth McGuane, *iQ Content* - Randall Snare, *iQ Content*

**14:00-17:30**

Against the backdrop of the evolution of content in the UX industry, we'll look at how our content development process has evolved over the last two years – and how our entire design process has changed because of it. Using practical examples from projects we've run, we'll show how integrating content at the core of the design process has strengthened every part of the project – from information architecture, to interaction design, to coding and analytics – as well as improving the way we work.

We will show how to effectively make content the foundation of the design process, using hands on practical exercises that mirror a project from start to finish. We will also talk specifically about the growing role of content strategy in the field and how it needs to integrate with other parts of the UX industry.

### **Practical Applications of Content Strategy in the Workplace**

Rahel Anne Bailie, *Intentional Design, Inc.*

**14:00-17:30**

During this workshop, participants will learn about how to think about content differently, and use content to its maximum potential. We will use case studies to identify the concepts that can be put to use in the workplace. We will cover how to choose and manage content that is portable and has semantic properties, meets business requirements, and provides a better user experience.



## CONFERENCE SESSIONS—FRI, 16 APR

### **Content Strategy: A Framework for Managing Content throughout its Lifecycle**

Rahel Anne Bailie, *Intentional Design, Inc.*

**MORNING KEYNOTE**

**09:10-09:50**

Content strategy is an exciting place to be. It's an emerging field, still open to interpretations and possibilities. As an emerging area of practice, content strategy promises to change the landscape of our work in significant ways. By asserting that content strategy is the intersection of business analysis, user experience, and content development, we are laying claim to a profound change in the way we treat content. And we expect no less from the organizations that content serves.

### **Evaluating Content: A Corporate Essential and a Content Strategy Foundation Stone**

Clare O'Brien, *CDA*

**10:00-10:45**

In these nascent post-internet days, we're beginning to realise that pre-internet content doesn't work online and that our audiences (markets / users) are behaving in ways we've no experience to predict with accuracy.

CDA's CUT Score (Content Usefulness Toolkit) is a methodology and approach that will allow us to gain real insight into the nature of content and its relationship with its intended audience and the subsequent effect on quality and value. I will talk about CUT's development and outline its future application for content strategy professionals.

### **Content strategy and Information Architecture in Europe and European Projects**

Sylvie Daumal, *Duke Razorfish*

**10:00-10:45**

Content Strategy and Information Architecture are closely tied, though certainly distinguished, at least in the US. In Europe, however, this distinction is blurred. What role is that of the information architect? By distinction, what is the role of the content strategist, if there is one? Who must be responsible for the semantic issues like nomenclature, labeling, taxonomy and metadata? How are roles dispatched in such a context? That's some of the issues we have to face and to fix if we want a better recognition of IA and CS in Europe.

### **In Plain Language and In Plain Sight Around the Globe**

Deborah Bosley, *The Plain Language Group*

**10:00-10:45**

Plain language is defined as proven writing and design strategies that make it easy for the intended audience to understand and use the information. Not only have some governments embraced plain language, but corporations also know that plain language increases trust and customer loyalty. This presentation will focus on the global plain language movement by presenting examples of this initiative, supporting these claims with research, and emphasizing the importance of plain language in communicating with the public whether as citizens or consumers.

### **A "Do It Yourself" Guide to Content Strategy**

Jonathan Kahn, *Together London*

**11:15-12:00**

Learn how web professionals can practise content strategy for ourselves, through advocacy, improved design processes, and community engagement. And when we have the luxury of a dedicated content strategist, learn how we can engage with the discipline in our everyday practice.

## CONFERENCE SESSIONS—FRI, 16 APR

### Do we “Speak” Content Strategy in France?

Muriel Vandermeulen

11:15-12:00

Content strategy may have been considered as a critical emerging discipline in the English-speaking market place over the past year, but on the French-speaking one, in Europe, it has not. Why? Is it maybe because "content" as such is more often referred to as "data" in French? Or is it simply because we have been practicing editorial strategy from the beginning of the Web?

What lies behind the words "editorial" and "content" strategy? And do these cultural differences really impact the way we treat data and information?

### Exploring Editorial Strategy

Jeff MacIntyre, *Predicate*

11:15-12:00

Learn from a field expert about the emerging intersection between content publishing, programming and product strategy online by studying real-world best and worst practices. This session will include an overview of the role of editorial content specialists and their key deliverables: the product strategy, editorial calendar and style guide.

### Banging the Big Drums

Kristina Halvorson, *Brain Traffic*

AFTERNOON KEYNOTE

14:00-14:40

Right here, right now, we have the opportunity—and responsibility—to share our collective knowledge, no matter what our background or area of expertise. Technical communications. User experience. Publishing. Marketing. Communications. IT. Our content processes and products will only evolve if we commit to open, regular communication within our own community, as well as to ever-expanding outreach throughout the web professional industry. Tools, process, perspective, passion. It's time to bang the big drums for content strategy.

### Designing a Holistic Customer Experience

Joyce Hostyn, *Open Text*

14:50-15:35

Marketing focuses on promotion rather than education, integration, and refinement. The services and sales organizations gear up to sell and service the customer, creating their own content along the way, and often in ways that are inconsistent with the R&D and marketing impressions that have already been created. Too often this silo'd approach results in fragmented experiences and dissatisfied customers.

What would happen if all these groups saw themselves as collaborators working to create a content strategy designed to deliver a superior, holistic, customer experience across all customer touchpoints and all stages of the customer lifecycle? How can we get to this ideal end state?

### Localisation in Your Content Strategy

Kenneth Yau, *Baddit Ltd.*

14:50-15:35

This session will explore how to integrate localisation and internationalisation into your content strategy. Along the way, we'll consider the importance of localisation and internationalisation, the effects of your localisation choices on how users and customers engage with your content, how localisation affects other user experience disciplines and other business functions, as well as practical considerations for your localisation process.

## CONFERENCE SESSIONS—FRI, 16 APR

### **Content Analysis: Know Thy Content**

Colleen Jones, *threebrick*

**14:50-15:35**

Just as you can't nurture a garden without regularly inspecting its plants and flowers, you can't care for your content without looking at it closely. You must become familiar with your content to judge whether it's effective, understand how it relates to other content, identify ways to improve it, and more. This presentation will walk you through content analysis basics, offering plenty of practical tips and examples along the way.

### **The Writing on the Wall: Content Strategy at Facebook**

Sarah Cancilla, *Facebook*

**16:05-16:50**

Each week on Facebook, people share more than 3.5 billion pieces of content in 70 different languages. How does content strategy scale to simultaneously meet the needs of teenagers, political organizers, entrepreneurs, game-enthusiasts and grandmothers worldwide? When more than 99.9% of content is user-generated, what's there to strategize about anyway? Join Sarah Cancilla for an inside peek at what it means to practice content strategy at one of the most popular destinations on the Web.

### **There's No Semantic Web without Content and Data**

Rachel Lovinger, *Razorfish*

**16:05-16:50**

This presentation will clear up the mystery by explaining, in non-technical terms, the underlying concepts of the Semantic Web. Then we'll explore how these concepts are being used on the web today, and where they're going in the near future. Finally, we'll discuss what all this means for people practicing content strategy.

### **Mobile Content: The Return of Shovelware?**

Erin Scime, *HUGE*

**16:05-16:50**

In the 1990's, the term "shovelware" was a way of describing how print businesses ported their content to the internet without any re-editing, reformatting or real thinking about which content type would be the best medium for their message. But now that content has a home beyond the desktop, mobile content is in danger of becoming the next form of "shovelware." What can you do to stop this?

This presentation will put more definition around mobile content and show you how to communicate the need for a mobile content strategy. To add a practical spin on the theoretical, I'll share new research findings on mobile content and provide some insight on how to achieve a higher return on your mobile content investments.

### **Panel Discussion: Content Strategy in Europe**

Jeff MacIntyre (moderator), Clare O'Brien, Sylvie Daumal, Jonathan Kahn, Elizabeth McGuane

**17:00-18:30**

What can the state of content strategy in Europe today tell us about its future? How will European content strategists evolve and uniquely thrive at solving specific challenges? An esteemed panel representing a diverse range of European practitioners and advocates will take stock of the prospects for this field of practice: their career paths towards becoming content strategists; the growing venues for selling content strategy; and the opportunities for advocating it across national and disciplinary boundaries. As the inaugural Content Strategy Forum draws to its close, the panel and conference audience will engage in a dialogue on the sunrise of content strategy in Europe.

## EXHIBITOR/STUDENT SHOWCASE

### EXHIBITORS

Our exhibition space, located next to the coffee break area in the main entrance hall will be open all day on Friday 16 April. Visit our exhibitors to learn more about their products and services.

#### Exhibitors:

- ◆ Quark
- ◆ MadCap Software
- ◆ Université Paris Diderot, Paris 7
- ◆ Université de Haute Bretagne, Rennes 2
- ◆ Society for Technical Communication

#### Sponsor Spotlight:

Our Gold Sponsor, Quark, will provide a short demonstration of their XML authoring solutions during the morning and afternoon breaks in the Oslo meeting room

### STUDENT SHOWCASE

#### Université Paris Diderot, Paris 7

Students from the CDMM Masters course at the Université Paris Diderot will be presenting their ongoing group research projects throughout the day and soliciting your feedback and suggestions on their work. Check out their flyers in your conference pack and plan to visit the student booths in the exhibit hall to learn more. Topics presented include:

- ◆ GoogleWave, The New Wave to Surf on?
- ◆ Plain Language: A Comparison of US and European Policies
- ◆ iPhone: Designing an Application for User Manuals
- ◆ Outsourcing, When Technical Writing Meets Relocation
- ◆ How Hiring a Technical Communicator Can Be Beneficial to Your Company

Several members of staff as well as students from the university's Master professionnel ILTS (Industrie de la langue et traduction spécialisée) will also be present to provide more information about the university's courses and internship opportunities.



#### Université Haute Bretagne, Rennes 2

Students from the University de Haute Bretagne/Rennes 2 will also be present to showcase their work.

### MENTOR-MENTEE MEETUP



We've set aside a corner of the exhibit hall as a rendez-vous point for participants in STC France's recently launched student mentoring program.

Drop on by for more information about this exciting initiative!

## BOOK & CHOCOLATE RAFFLES

### FREE BOOK RAFFLE

There may be no such thing as a free lunch, but we've got the next best thing: a free book raffle at lunchtime on Friday for all conference attendees! We've got several copies of some leading titles related to Content Strategy to give away. All you have to do is show up!

- ◆ **Web Content Strategy for the Web**  
by Kristina Halvorson  
(*New Riders/Peachpit Press*)
- ◆ **Card Sorting: Designing Usable Categories**  
by Donna Spencer (*Rosenfeld Media*)
- ◆ **Get Content, Get Customers**  
Joe Paluzzi & Newt Barrett  
(*McGraw-Hill Professional*)
- ◆ **Web Content Strategist's Bible**  
by Richard Sheffield  
(*CLUEfox Publishing*)
- ◆ **Conversation and Community: The Social Web for Documentation**  
by Anne Gentle (*XML Press*)
- ◆ **Managing Writers: A Real-world Guide to Managing Technical Documentation**  
by Richard L. Hamilton (*XML Press*)

If you're not a winner on the day, you can still get your hands on several of these titles at specially discounted prices:

- ◆ New Riders/Peachpit Press - <http://www.peachpit.com/imprint/index.aspx?st=61074>  
Discount Code: STC2010 provides 35% off any Peach Pit Press title. Expires: 30 June 2010
- ◆ Rosenfeld Media books - <http://rosenfeldmedia.com/books/cardsorting/>  
Discount Code: STCFRANCE provides 20% off any Rosenfeld Media title.
- ◆ CLUEfox Publishing - <http://www.web-content-strategy.com/stcparis.html>  
Special URL provides a 35% discount off the PDF version.

Thank you to all the authors and publishers for their generous support!

### CHOCOLATE RAFFLE



Hand in your completed conference survey at the end of the day on Friday in return for a free "Golden Ticket." We'll enter you into the drawing for several magnificent collections of mouth-watering, succulent chocolate from Switzerland, courtesy of the STC TransAlpine Chapter!

Five minutes of your time could reward you with hours of chocolate enjoyment! Your taste buds will thank you!

#### First Prize:

- ◆ 37cm-high milk chocolate bunny
- ◆ 300g HUGE Swiss milk chocolate bar
- ◆ 100g white-chocolate Swiss cow
- ◆ 18-photo mini-bars by famous Swiss chocolate-maker Cailler, with scenes from Switzerland
- ◆ 3 praline chocolate bars by famous Swiss chocolate-maker Camille Bloch

#### Second and Third Prizes:

- ◆ 23cm-high milk or white-chocolate bunny
- ◆ 8-photo mini-bars of Swiss milk chocolate with scenes from Switzerland
- ◆ 3 minor bars of exquisite Swiss chocolate flavours

Drawing takes place during the closing cocktail on Friday.



## PRACTICAL INFORMATION

### GETTING TO FIAP

Content Strategy Forum 2010 takes place at FIAP Jean Monnet, an international conference and visitor center located near to Place Denfert Rochereau in Paris' 14th arrondissement.

#### By Public Transport

Take métro line n°6 and get off at Glacière station. Walk up boulevard St. Jacques to rue Ferrus, just before the Marriott Rive Gauche hotel. Turn left on rue Ferrus, walk to the end of the street then turn right onto rue Cabanis.



### GETTING AROUND PARIS



The Paris metro is easy to get the hang of if you come armed with the right information.

Metro lines 6 and 2 run above-ground much of the way, sometimes offering impressive views of the city. Line 6 offers spectacular views of the Eiffel Tower near the Bir-Hakeim station.

Learn to ride the RER. Many visitors to Paris never venture to take Paris' five higher-speed commuter trains, RER lines A, B, C, D, and E, which can get you to your destination much faster since they stop at far fewer stops than the Metro.

## PRACTICAL INFORMATION

### MONEY MATTERS

Your best source of cash is an automated teller machine (ATM) or cashpoint (*un distributeur de billets*). You'll find ATMs at banks and post offices all over Paris, and most of them have step-by-step instructions in your choice of French, English, and other languages.

Be prepared to use a four-digit numeric PIN. If your bank uses a six-digit PIN or a combination of letters and numbers, ask the bank to change your PIN or to provide instructions for using your ATM card overseas.

ATMs nearly always have better rates than currency-exchange offices and hotel reception desks.



### FRENCH WAYS AND CUSTOMS

In restaurants, you are not bound to buy an expensive bottle of water with your meal, such as Evian or San Pellegrino, unless you really want to. Simply ask for "*une carafe d'eau*", i.e. a jug of tap water. The water of Paris is as good as bottled waters and its quality is carefully controlled by the Health Ministry.



In France, all prices shown include tax and service. Tipping is not compulsory. If the service has been particularly good, you might wish to leave a tip in order to show your appreciation. In this case, as a general rule, the amount is 5 to 10 % of the total bill, or just round up to the nearest 5 or 10 EUR.

Average prices for everyday consumer products:

- ◆ 1 full-price museum admission: 7 to 9 euros
- ◆ 1 sandwich: 3 to 5 euros
- ◆ 1 pizza: between 8 and 10 euros
- ◆ 1 small coffee: 1 euro at the bar, 2 euros sitting down
- ◆ 1 full meal (starter, main dish, dessert): between 15 and 20 euros for lunch, between 25 and 35 euros for dinner.
- ◆ 1 baguette of bread: 1 euro
- ◆ 1 beer in a café: 3 to 5 euros
- ◆ 1 seat at the cinema: 9 euros.



## SPONSORS

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### Silver Sponsors



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