

Parallax Communications
Content first.



Making Your Content Matter

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Parallax Communications

Spectrum 2012, Rochester NY

Is it just me?

- ~ I spend a lot of time looking at content
 - ~ I do it for work
 - ~ And, because it's there and I can't help it
- ~ It's not hard to find **confusing content**, or content that's **just weird**



Ingredients

Dark Chocolate and Salted Caramel Ganache

- 1 cup sugar (250 ml)
- 2 tablespoons water (30 ml)
- 1/2 cup butter (125 ml)
- 1 cup 35 % cream (250 ml)
- 1 cup good quality dark chocolate, chopped (250 ml)

**Where's
the salt?**

Directions

Dark Chocolate and Salted Caramel Ganache

1. In a saucepan, melt the sugar with the water on low heat until it becomes a caramel color liquid, approximately 6 to 8 minutes. Add the butter and stir until it's all incorporated. Add the cream and stir until it becomes a thick and rich caramel. Add the chocolate and stir until it's melted and incorporated in the caramel. Remove from heat. Let cool and reserve in an airtight container.



SUBSCRIPTION

[Learn More](#)

Service Name	Plan Type	Last Updated	Total Cost
MeetMeNow	Internal User	Jan 20, 2009	\$0.0

Change Plan

Cancel Service

If you need assistance or have questions, please visit [MeetMeNow Customer Support](#)

**Clicking
here, takes
me here!**

The page at <https://meetmenow.webex.com> says:



Please contact Customer Support

OK



Locate cloth bag(s) attached to the refrigerant tube of the coil that contains two (2) brass clamps (straps) and cork impregnated insulation material approximately 9" long by 4" wide. This is for attaching and insulating the expansion valve bulb (s) to the suction line(s).

On air handlers that will have refrigerant lines entering the cabinet from the left side, remove the split rubber grommet from the knockout in the end of the air handler. Uncoil the cap tube with the bulb attached at the expansion valve and place the grommet on the cap tube. With the grommet around the tube, push the bulb through the hole and position the grommet back into it's original position (one bulb and cap tube on single circuit units and two bulbs and cap tubes on dual circuit units).

Attach the bulb(s) approximately 45 degrees off vertical, 10 to 12 inches outside of the air handler.

On air handlers that will have refrigerant lines entering the cabinet from the right side, the bulb(s) should be attached to the suction tube(s) inside the cabinet in the same manner as above, approximately 10" from the right end of the unit.

**Is there a procedure
somewhere in here?**



Registered Programs

Drop-In Programs

Facilities

▸ Fitness & Wellness

▸ General Interest

▾ Swimming

There is no difference in times, even though the dates are different. Also, the dates are not "consistently" different!

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Aquafit							
9 Jan to 8 Apr 17yrs and over	1:15 - 2:15pm	1:15 - 2:15pm	7:30 - 8:30pm	1:15 - 2:15pm	7:30 - 8:30pm	1:15 - 2:15pm	
Lane Swim - Adult							
9 Jan to 8 Apr 25yrs and over	3:30 - 5pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	3:30 - 5pm
Leisure Swim							
9 Jan to 8 Apr	2:15 - 3:30pm	6:30 - 7:30pm			6:30 - 7:30pm		1:15 - 3:30pm
Lane Swim - Older Adult							
10 Jan to 5 Apr 60yrs and over			1:15 - 2:15pm		1:15 - 2:15pm		
Aquafit							
26 Mar to 24 Jun 17yrs and over	1:15 - 2:15pm	1:15 - 2:15pm	7:30 - 8:30pm	1:15 - 2:15pm	7:30 - 8:30pm	1:15 - 2:15pm	
Lane Swim - Adult							
26 Mar to 24 Jun 25yrs and over	3:30 - 5pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	11:30am - 1pm 8:30 - 9:30pm	3:30 - 5pm
Leisure Swim							
26 Mar to 24 Jun	2:15 - 3:30pm	6:30 - 7:30pm			6:30 - 7:30pm		1:15 - 3:30pm
Lane Swim - Older Adult							
27 Mar to 21 Jun 60yrs and over			1:15 - 2:15pm		1:15 - 2:15pm		



Content first.

But all I'm doing is renewing a book, or trying to...

Your Account

Account Summary | **Checkouts** | Holds | Account Settings | Notices

CHECKOUTS - 1

1 items checked out. Use check boxes below to

Title/Author	Status	You owe
<input type="checkbox"/> Renew Selected Items		
<input type="checkbox"/> Select All		
<input checked="" type="checkbox"/> A case of exploding mangoes / 37131092511997 Book		11/2/2012,23:59
<input type="checkbox"/> Renew Selected Items		

[Looking for eBook holds? Check your OverDrive account](#)

You are changing all charges. Do you wish to continue?

OK Cancel

Reverse Address Lookup [Useful tips](#)

Street or address *

e.g. 2020, 1st avenue

City *

e.g. Toronto, Ontario

Province *



Why is the province shown in the example, if there's also a province field? Do I have to enter the province in the city field, as shown in the example?



How to use Three-Way Calling on my Bell Home phone

[Contact us](#)

What is Three-Way Calling?

Three-Way Calling lets you talk with two people in two different locations, at the same time, or talk privately with one party while the other holds. Three-Way Calling is available on a pay-per-use basis (charges apply).

Using Three-Way Calling

1. Put the first person on hold by pressing the Link or Flash button (check your phone manual if not labelled on your dial pad). Press *71 or dial 1171. Listen for three short beeps followed by regular dial tone.
2. Dial the number of the second person. When they answer, press the Link/Flash button again to connect all three parties. (You may need to press the button on the receiver, depending on what type of phone you have.)
3. If the number of the third party is busy or does not answer, or if you dial the wrong number, press the Link or Flash button twice to return to the original call.

PDF available on website

20

Three-Way Calling

Talk to two people in two different locations at the same time.

Three-Way Calling service lets you arrange special events, chat with friends or family. Talk with two people in two different locations, across town or across the country; at the same time or consult privately with one party while the other holds.

How to use **Three-Way CallingSM** service:

- While on a call (or after placing the first call) put the party on hold briefly by pressing the **Link** or **Flash** button. Listen for three short beeps followed by regular dial tone. Press *71.
- Dial the number of the second party you wish to call. When the third person answers you can either briefly press the **Link** or **Flash** button to connect all three parties immediately or consult privately and press the **Link** or **Flash** button when finished to return to the original call.
- If the number of the third party is busy or does not answer, or if you dial the wrong number, press the **Link** or **Flash** button twice to return to the original call.

Hints & Tips

- Either of the called parties can hang up at any time without interrupting the call. The party establishing the three-way call cannot hang up without terminating the call.
- **Visual Call Waiting** and **Call Waiting** services will not work when you establish a **Three-Way Calling** call. The caller will hear a busy signal or be routed to **Call Answer** service if the called party subscribes to **Call Answer** service.
- **Three-Way Calling** calls made to long distance numbers are also subject to applicable long distance charges.
- When **Three-Way Calling** service is used on a Pay-Per-Use basis, charges apply when calls are answered in person or by answering devices (95¢ per use up to a monthly maximum of \$8.00).



Content first.

How seventeen year olds are driving organizations to pioneer new
techniques for social interactivity with Scott Ochander

25 April, 9-10:30 a.m.

Pacific Standard Time

Click [here](#) for time zone conversion

[Register today!](#)



Communicating with young adults is a tricky proposition and requires strategies and techniques that differ from other audiences. Join Scott Ochander for insight into low cost concepts that blend face-to-face interaction, activate participation, and social experiences that resonate with your audience.

In this webinar you can expect:

- Detailed examples including strategies, techniques, costs, and measurements
- Non-profit and institutional case studies
- Live programs that you can view
- Open discussion and Q&A with Scott

**This misplaced
modifier makes
the heading
nonsensical**

**Maybe it's because I'm not
17, but I don't get this!**

Original

7.4 Part IV –CV

- Provide the CV of individual(s) who will be assigned to this mandate. The CV must include the names, qualifications, years of copywriting experience in transportation or travel or public or government sectors and a maximum of five (5) examples of recent mandates that they had which are similar to that of VIA.

Amendment

7.4 Part IV –CV

Provide the CV of individual(s) who will be assigned to this mandate. The CV must include the names, qualifications, years of copywriting experience in transportation or travel or public or government sectors and a maximum of five (5) examples of recent mandates that they had which are similar to that of VIA.

What was amended?



**Condé Nast
Traveler**
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EXPIRE NOTIFICATION

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Ready to Renew?

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\$2.83 an issue!
Plus applicable sales tax

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Dear Pamela Kostur,

According to our records, the AUGUST 2011 issue of *Condé Nast Traveler* is your **FINAL ISSUE** before you lose Active Status.

By returning the attached Expire Notification by 06/27/11, you can keep *Condé Nast Traveler* coming and lock in an incredible savings opportunity, too. Act now.

Thank you,

Elizabeth Louise

Elizabeth Louise for Condé Nast Traveler

Renew now at: www.renew.entraveler.com, enter account number: 1125877397.



Content first.

My Account for Individuals

My Account allows you to track your refund, view or change your return, check your benefit and credit payments and your RRSP limit, set up direct deposit, and [so much more](#).

Oh my!

What?

If you recently received a CRA security code letter and were instructed to select "Yes", select Login instead.

Login if you already have a CRA user ID and password or have been instructed to select "Yes". [Read more](#)

Login

Register if you are a new user. [Read more](#)

Register

For immediate access to some of your information in My Account.

Quick Access

Some of my information?
Immediate access?



Content first.



Add content

What does this company actually do?

News highlights

Canada World Money Entertainment

Right-of-centre political party in Quebec wants more powers from Ottawa

MONTREAL - A new right-of-centre party in Quebec is asking Ottawa for more powers over the French language and immigration. Francois Legault, leader of the Coalition for Quebec's Future, said the party would seek a constitutional amendment to prevent Quebecers from ... at 16:10 on April 16, 2012, EDT. [Quick read](#)

- ▶ Maritime helicopters a cautionary tale for taxpayers on F-35: expert
- ▶ Chretien says Liberal-NDP merger would stabilize Canadian politics
- ▶ Groggy Air Canada pilot, unbuckled seatbelts caused injuries in jet dive: report
- ▶ Oxy addict on reserve still craves drug after losing his children
- ▶ Aunt of Pickton victim tells yet another story of delays, neglect from police

[More Canada](#)

On my TELUS mobile

Weather

The Weather Network

- Full Forecast
- Hourly Forecast
- 14 Day Trend
- Warnings
- Radar Maps
- Last 24 Hours

Vancouver, BC

13°C Partly cloudy

High: 11°C Low: 8°C
Humidity: 72% Wind: S 15km/h

- Ski Report
- Snow Report

	Tues	Wed	Thurs	Fri	Sat
High	10°C	10°C	12°C	12°C	14°C
Low	6°C	7°C	6°C	8°C	6°C
POP	30%	70%	20%	80%	20%

On my TELUS mobile

In my neighbourhood

The Sun The Province Georgia Straight

THE VANCOUVER SUN

Watch yourself cross the Sun Run finish line

The Vancouver Sun teamed up with Immersive Media to provide streaming 360 degree video of runners as they crossed the finish line.

[More](#)

More stories:

- ▶ Wild, crazy Sun Run costumes
- ▶ Salmon virus hits Canadian supermarkets

Quick tips

- ▶ What can I customize on myTELUS.com?
- ▶ How do I add content to the homepage?
- ▶ How do I add a personal page?
- ▶ How do I move content around on the homepage?
- ▶ Frequently asked questions

YouTube

Recently Featured

Select your favorite service to access your account.

▶ Learn about TELUS mobile messaging

Sign up for Optik™ TV and Internet and get a free HP laptop.

[Learn more](#)



1 2 3 4 5

TELUS products & services

Overview TV Internet Telephone Mobility

Your account: [telus.com](#) | [telusmobility.com](#)

Help: [Internet](#) | [Telephone](#) | [TV](#) | [Mobility](#)

<p>Home products</p> <ul style="list-style-type: none"> ▶ Optik TV ▶ Mobility ▶ Home Phone ▶ High speed internet ▶ Bundles 	<p>Business solutions</p> <ul style="list-style-type: none"> ▶ telus.com/business ▶ Mobility ▶ telustalksbusiness.com ▶ Small business ▶ Built for Business
--	---

Your account: [telus.com](#) | [telusmobility.com](#)

- ▶ Internet help
- ▶ Telephone help
- ▶ TV help
- ▶ Mobility help

Living outside Alberta or BC?



Can you distinguish among these business solution categories?

Business solutions

- ▶ telus.com/business
- ▶ Mobility
- ▶ telustalksbusiness.com
- ▶ Small business
- ▶ Built for Business



How badly do they want me to vote?

Voting Instructions

PLEASE NOTE THAT UNDER A RULE AMENDMENT ADOPTED BY THE NEW YORK STOCK EXCHANGE FOR SHAREHOLDER MEETINGS HELD ON OR AFTER JANUARY 1, 2010, BROKERS ARE NO LONGER ALLOWED TO VOTE SECURITIES HELD IN THEIR CLIENTS' ACCOUNTS ON UNCONTESTED ELECTIONS OF DIRECTORS UNLESS THE CLIENT HAS PROVIDED VOTING INSTRUCTIONS (IT WILL CONTINUE TO BE THE CASE THAT BROKERS CANNOT VOTE THEIR CLIENTS' SECURITIES IN CONTESTED DIRECTOR ELECTIONS). CONSEQUENTLY, IF YOU WANT US TO VOTE YOUR SECURITIES ON YOUR BEHALF ON THE ELECTION OF DIRECTORS, YOU MUST PROVIDE VOTING INSTRUCTIONS TO US. PLEASE NOTE THAT THIS RULE AMENDMENT SHALL NOT APPLY IN THE CASE OF A COMPANY REGISTERED UNDER THE INVESTMENT COMPANY ACT OF 1940. VOTING ON MATTERS PRESENTED AT SHAREHOLDERS MEETINGS, PARTICULARLY THE ELECTION OF DIRECTORS IS THE PRIMARY METHOD FOR SHAREHOLDERS TO INFLUENCE THE DIRECTION TAKEN BY A PUBLICLY-TRADED COMPANY. WE URGE YOU TO PARTICIPATE IN THE ELECTION BY PROVIDING VOTING INSTRUCTION(S) PROMPTLY.

IF YOUR SECURITIES ARE HELD BY A BROKER WHO IS A MEMBER OF THE NEW YORK STOCK EXCHANGE (NYSE), THE RULES OF THE NYSE WILL GUIDE THE VOTING PROCEDURES. THESE RULES PROVIDE THAT IF INSTRUCTIONS ARE NOT RECEIVED FROM YOU PRIOR TO THE ISSUANCE OF THE FIRST VOTE, THE PROXY MAY BE GIVEN AT DISCRETION OF YOUR BROKER (ON THE TENTH DAY, IF THE MATERIAL WAS MAILED AT LEAST 15 DAYS PRIOR TO THE MEETING DATE OR ON THE FIFTEENTH DAY, IF THE PROXY MATERIAL WAS MAILED 25 DAYS OR MORE PRIOR TO THE MEETING DATE). IN ORDER FOR YOUR BROKER TO EXERCISE THIS DISCRETIONARY AUTHORITY, PROXY MATERIAL WOULD NEED TO HAVE BEEN MAILED AT LEAST 15 DAYS PRIOR TO THE MEETING DATE, AND ONE OR MORE OF THE MATTERS BEFORE THE MEETING MUST BE DEEMED "ROUTINE" IN NATURE ACCORDING TO NYSE GUIDELINES. IF THESE TWO REQUIREMENTS ARE MET AND YOU HAVE NOT COMMUNICATED TO US PRIOR TO THE FIRST VOTE BEING ISSUED, WE MAY VOTE YOUR SECURITIES AT OUR DISCRETION ON ANY MATTERS DEEMED TO BE ROUTINE. WE WILL NEVERTHELESS FOLLOW YOUR INSTRUCTIONS, EVEN IF OUR DISCRETIONARY VOTE HAS ALREADY BEEN GIVEN, PROVIDED YOUR INSTRUCTIONS ARE RECEIVED PRIOR TO THE MEETING DATE.

IN ORDER FOR YOUR SECURITIES TO BE REPRESENTED AT THE MEETING ON ONE OR MORE MATTERS BEFORE THE MEETING, IT WILL BE NECESSARY FOR US TO HAVE YOUR SPECIFIC VOTING INSTRUCTIONS.

IF YOUR SECURITIES ARE HELD BY A BANK, YOUR SECURITIES CANNOT BE VOTED WITHOUT YOUR SPECIFIC INSTRUCTIONS.

**IF YOU HOLD YOUR SECURITIES THROUGH A CANADIAN BROKER OR BANK, PLEASE BE ADVISED THAT YOU ARE RECEIVING THE VOTING INSTRUCTION FORM AND MEETING MATERIALS, AT THE DIRECTION OF THE ISSUER. EVEN IF YOU HAVE DECLINED TO RECEIVE SECURITY- HOLDER MATERIALS, A REPORTING ISSUER IS REQUIRED TO DELIVER THESE MATERIALS TO YOU. IF YOU HAVE ADVISED YOUR INTERMEDIARY THAT YOU OBJECT TO THE DISCLOSURE OF YOUR BENEFICIAL OWNERSHIP INFORMATION TO THE REPORTING ISSUER, IT IS OUR RESPONSIBILITY TO DELIVER THESE MATERIALS TO YOU ON BEHALF OF THE REPORTING ISSUER. THESE MATERIALS ARE BEING SENT AT NO COST TO YOU.



Content first.

How can this **possibly** happen?



Good content doesn't
just happen.
You need to **plan** for it.



Your plan must consider...

- ~ What **content**?
- ~ For which initiatives and projects?
- ~ For whom?
- ~ What do you want them to know/do?
- ~ How can the content **help** the **users**, and your **organization**?



Document your plan

- ~ Include answers to your questions
- ~ State **exactly** what you will need from whom, at which phase
 - ~ Resources
 - ~ Time
- ~ Provide timelines for **what you need** and for **what you'll deliver**
- ~ Write it in terms everybody on your team understands



Implement your plan

- ~ For individual projects, it can be as simple as a kick-off meeting or phone call
- ~ For changes to your entire documentation approach, you need to practice **persuasion**



Persuasion is all about
relationships



Sell your plan

- ~ Create a **connection**
- ~ Be authentic
- ~ Be honest
- ~ Be reciprocal

Excellent book. I highly recommend it!
Dickinson, Arlene. *Persuasion*. HarperCollins, 2011.



How will what you are
proposing **help** your
company?



It's **not** about **you**!



Content initiatives must be...

- ~ Understandable and relevant to business executives
- ~ Connected to **business outcomes**
 - ~ Introduction of new products and services
 - ~ Improved customer loyalty and satisfaction
 - ~ Increased gross margins
 - ~ Increased market share



Demonstrate how
content initiatives
contribute favorably to
these outcomes



There is **no foolproof way**
to measure content
effectiveness



How to measure?

- ~ Lots of info available on
 - ~ Web content
 - ~ Marketing content
- ~ Know what you want to measure
 - ~ Knowing **what** will help you to decide **how**



Here are some tips

- ~ Don't worry about exact numbers
- ~ Define what you're measuring
 - ~ How do you define content
- ~ Identify the content's **function**
- ~ Describe the content's **characteristics**
- ~ Assign **values** to content functions & characteristics



Then, you're set to measure

- ~ Measure in different ways
- ~ Establish a **baseline**
- ~ Measure regularly
- ~ Watch your budget
- ~ Get your **peers to help you**



Manage data synchronization conflicts

You can change how conflicts that occur during organizer data synchronization are resolved by turning off wireless data synchronization, changing conflict resolution options, and synchronizing organizer data using the synchronization tool of the BlackBerry® Desktop Software. For more information about managing conflicts that occur during organizer data synchronization, see the Help in the BlackBerry Desktop Software.

Next topic: [Calendar options](#)

Previous topic: [About synchronization conflicts](#)

Did this help you?

Yes

No

Um, no

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Next topic: [Calendar options](#)

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Thank you for your feedback!

Please tell us more. [« Hide](#)

While we will not respond to your comments directly, we will use the information you provide to improve our support resources.

2000

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Send

You want me to tell you more? 2000 characters worth...?



Content first.

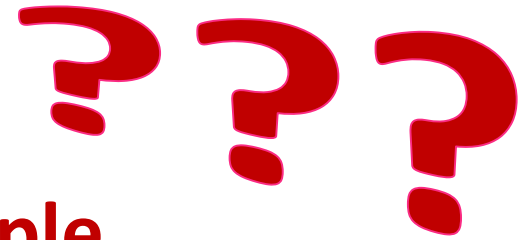
Making your content matter

- ~ Understand that your **content has value**
- ~ Understand that no matter how hard you try, your content may fall short
- ~ Do everything in your power to **maximize its value**



Making content matter means...

- ~ Asking the **right questions**
 - ~ At the right time
- ~ Posing them to the **right people**
 - ~ In the right way
 - ~ Exercising persuasion
- ~ Connecting content initiatives to **business outcomes**
- ~ Measuring your efforts



Making content matter
means **finding** the
answers to your
questions



Content. Users.

Strategy

Context. Tactics.



Join the **discussion** on
LinkedIn.

Content first.



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