

# SOME Assembly Required

Addressing the 3 most feared words in product marketing

Rob Eddy will be speaking about ways to improve product instructions--he leads business development and marketing activities for Infographics – a technical design firm that specializes in applying best practices in communication and design to effectively explain critical processes and procedures in engaging ways. Their clients include EPRI, Lowe's, Viking Range Corporation, Oxo, Rubbermaid and Husqvarna. Rob has a broad base of business management, communications and marketing experience with industry leading corporations such as Haworth, Rubbermaid and Newell. He has worked in marketing communications, product development, product line management and brand management with major national brands such as; Bemis, Rubbermaid, Rolodex, Eldon, Haworth, and United Chair.

## ALSO

On Your Own: Summarizing *Intercom* articles providing practical information to technical communicators who are sole proprietors or owners of small businesses. The session will also help people decide whether to venture out on their own.

Presented by Fatima Hyder (SpecPro Environmental Services LLC)

Sponsored by the Society for Technical Communication, East Tennessee Chapter

EAST  
TENNESSEE  
CHAPTER

STC

May 16, 2013

6:00 p.m. - 8:00 p.m.

King College

10950 Spring Bluff Way

Knoxville, TN 37923

\$8 Students with ID

\$10 STC Members

\$15 Non-Members

\$5 Webcast

RSVP: [jkaffka@utk.edu](mailto:jkaffka@utk.edu)