Good communications skills are important to career advancement, particularly in technical disciplines. This presentation reviews the many different types of documents and presentations engineers are required to produce as part of their jobs, and offers tips and advice on how to create effective communications on scientific subjects.

Topics covered include:

- Simplified language – avoiding plurals, articles, and tenses
- Simplified grammar – active voice, short sentences, pronoun usage
- Style differences – lab reports, white papers, magazine articles, web pages
- Technical marketing materials – striking the proper balance between technology and marketing; effectively communicating product features and benefits
- Executive Summaries – how to write them; when and where to use them
- Presentation composition and skills – template, font and color selection; use of graphics and animation, delivery skills, overcoming public speaking fears

The 30-minute presentation highlights key communication skills learned in over 20 years of engineering and management experience. After nearly two decades of working for some of the world’s largest electronics manufacturing firms, Chrys Shea launched Shea Engineering Services, where she provides a variety of technical communication materials for organizations of all sizes.

Chrys Shea
Biography

Chrys Shea is the President of Shea Engineering Services, a consulting firm that produces technical studies and communications tools for the electronics manufacturing industry. With several hundred publications to her credit, Chrys leverages her 20+ years of process engineering and management experience to create documents, presentations, web pages and other items that deliver complex technical topics clearly and effectively.

Chrys is a favorite speaker at SMTA events, and has twice received the SMTAI “Best of Conference” award for her work on solder paste printing. In 2012 she was honored with the SMTA “Member of Technical Distinction” award.
Chrys earned her B.S. in Mechanical Engineering from the University of Massachusetts and her M.S. in Manufacturing Engineering from the University of Rhode Island, and is a past president of the Philadelphia SMTA Chapter.