### Preconference
**Wednesday 25 September**

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>13.00</td>
<td>Opening plenary</td>
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<tr>
<td>14.10</td>
<td>Break</td>
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<tr>
<td>14.30</td>
<td>Plenary session</td>
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<tr>
<td>16.00</td>
<td>Closing</td>
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<tr>
<td>17.00</td>
<td>Guided city walk</td>
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<tr>
<td>20.00</td>
<td>Conference reception</td>
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### Conference day 1
**Thursday 26 September**

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<th>Time</th>
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<tbody>
<tr>
<td>8.15</td>
<td>Registration opens</td>
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<tr>
<td>9.00</td>
<td>Opening and plenary session with opening keynotes</td>
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<tr>
<td>10.30</td>
<td>Break</td>
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<tr>
<td>11.00</td>
<td>Plenary session with panel debate: DEMOCRACY AND INCLUSION</td>
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<tr>
<td>12.00</td>
<td>Lunch with poster session</td>
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<td>13.00</td>
<td>Concurrent sessions</td>
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<td>14.00</td>
<td>Break</td>
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<td>14.20</td>
<td>Concurrent sessions</td>
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<td>15.20</td>
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<tr>
<td>15.40</td>
<td>Concurrent sessions</td>
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<tr>
<td>16.40</td>
<td>Closing</td>
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<tr>
<td>16.45</td>
<td>PLAIN annual meeting</td>
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<tr>
<td>17.00</td>
<td>Guided city walk</td>
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<tr>
<td>17.30</td>
<td>International Plain Language Federation annual meeting</td>
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<tr>
<td>19.00</td>
<td>Official conference dinner</td>
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### Conference day 2
**Friday 27 September**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>8.00</td>
<td>Clarity annual meeting</td>
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<td>9.00</td>
<td>Concurrent sessions</td>
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<tr>
<td>11.30</td>
<td>Lunch</td>
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<tr>
<td>12.30</td>
<td>Plenary session: DIGITALIZATION AND DESIGN</td>
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<td>13.45</td>
<td>Plenary session: SAVING TIME AND MONEY</td>
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<td>14.15</td>
<td>Break</td>
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<tr>
<td>14.30</td>
<td>Plenary session with closing keynotes</td>
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<td>16.00</td>
<td>Closing</td>
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Programme 25 September - Pre-conference day
Location: The University of Oslo, Domus Academica

13.00 Opening speech
Margrethe Kvarenes, President of PLAIN and Prof. Johan Tønnesson, University of Oslo, Norway

The Norwegian case; A 10-year plain language odyssey
Margrethe Kvarenes, head of department at the Language Council of Norway and Grete Orderud, head of department at the Agency of Public Management and eGovernment, representing the two local host organizations

1. Plain language promotes democracy and justice: Access to justice – one form at a time Julie Clement, Clarity, USA
2. Plain language promotes trust: Ambiguous language in municipalities’ decision-making documents – a local democracy problem Kristin Høie Walstad, Stavanger municipality and Vidar Lynghammar, NTB Arkitekst, Norway

14.10 Break

14.30 3. Plain language saves time and money: How can plain language contribute to improvements in patients’ preparation before hospital arrival? Vidar Lynghammar, NTB Arkitekst, Norway

4. Plain language promotes clear communication: Clear language promotes clear action Martin R. Johansen, the National Norwegian Collection Agency, Norway

5. The public sector should set a good example for plain language: Building clear language strategy in Estonia Katrin Hallik and Katre Kasmets, Institute of the Estonian Language, Estonia

Sweden — plain language Nirvana? Ingrid Olsson, The Language Council of Sweden

The Poetic Functions of Plain Language Prof. Johan Tønnesson, University of Oslo, Norway

16.00 Closing

17.00 Guided city walk Meeting point: Radisson Blu main entrance

20.00 Conference reception Location: The University of Oslo, Domus Bibliotheca
8:15 Registration opens
9:00 Plenary session with opening keynotes

Welcome to PLAIN 2019,
Margrethe Kvarenes, President of PLAIN, Steffen Sutorius, director of the Agency of Public Management and eGovernment and Åse Wetås, director of the Language Council of Norway

Opening speech: Plain language in Norwegian government,
Aase Marthe Horringsmo, State secretary of Local Government and Modernisation and Frida Blomgren, State secretary of Culture and Equality, Norway

Transparent government: The New Zealand Labour Party’s modern approach to communication,
Christine Smith, Clearspace, New Zealand

Designing for impact: The story behind the figures of the most important climate reports of the 21st century,
Angela Morelli, Infodesignlab, Norway

10.30 Break
11.00 Plenary session with keynotes and panel debate: DEMOCRACY AND INCLUSION

Plain language for democracy and inclusion,
Ass. Prof. Jon Christian Fløysvik Nordrum, University of Oslo, Norway

Access to justice – one form at a time,
Julie Clement, Clarity, USA

Pacific Islander workers: When communication meets understanding,
Suzanne Owen, Media and Communications Consultant, Australia

Inclusion and diversity management, Loveleen Rihel Brenna, Seema AS, Norway

Plain language for democracy and inclusion, conversation between the presenters

12.00 Mingling lunch with poster sessions. The posters will be present all day, and presented three times during the mingling lunch

Teaching the Transition from Academic-Speak to Plain Language
Dr. Mialisa Moline and Matthew Philion, University of Wisconsin–River Falls, USA

Plain language in a law firm: Can it work?
Justyna Zandberg-Malec, Wardyński & Partners, Poland

Working methods for Easy to Read
Amalthea Frantz, Språkkonsulterna, Sweden

Briefly summarised - systematic reviews in plain language,
Therese Kristine Dalsbø, Norwegian Institute of Public Health, Norway

The Flemish and Dutch campaigns for plain language for governmental organisations,
Lodewijk van Noort, the Ministry of the Interior and Kingdom Relations, Karen Deschamps, the Flemish government, Dirk Caluwe, the Department of Public Governance and the Chancellery and Dr. Thea van der Geest, the HAN University of Applied Sciences, The Netherlands

Creating a user-oriented glossary of public administration terms for migrants living in Italy: scope and methodology
Chiara Fioravanti and Francesco Romano, Italian National Research Council - Institute of Legal Informatics and Judicial Systems (CNR – IGSG), Italy

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<th>Session Title</th>
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<th>Host</th>
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<tr>
<td>13.00</td>
<td><strong>Plain Language Empowers</strong></td>
<td>19 items that make a text easier to understand – Struggling readers in Sweden speak out, Ester Hedberg, National Association of Dyslexia and Stefan Johansson, Begripsam AB, Sweden</td>
<td>Host: Claire O’Riordan, National Adult Literacy Agency, Ireland</td>
<td>Location: Radisson Blu, meeting room Helsingfors</td>
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<td><strong>Plain Language in the Digital Era</strong></td>
<td>The robots are here – how to combine plain language and conversational design, Andrea Othlie Rognan, Sopa Stería, Norway Accessible digital self-services? Collaborate for the user, Sara Rössare, Språk-konsulterna, Sweden The Riksbank teaches its employees to use layered communication, Marianne Sterner, Riksbanken (the Swedish central bank), Sweden</td>
<td>Host: Kristine Eide, The Language Council of Norway</td>
<td>Location: Radisson Blu, meeting room København</td>
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<td><strong>Culture for Plain Language</strong></td>
<td>60 minutes workshop: Running a clear writing campaign – experience from the European Commission, Nika Truhanov and Rosi ter Beek, the European Commission Belgium</td>
<td>Host: Sissel Kristin Hoel, Agency for Public Management and eGovernment, Norway</td>
<td>Location: Radisson Blu, meeting room Oslo</td>
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<td><strong>Plain Language Pays Off</strong></td>
<td>Integrated reporting: An opportunity for plain language practitioners to drive change, Christine Smith, Clearspace, New Zealand Addressing the unclear wording of insurance documents: The need for public policies, Dr. Víctor González-Ruiz, University of Las Palmas de Gran Canaria, Spain How a plain language project changed the whole culture in Norway’s largest pension fund: The KLP saves Kåre!, Marianne Holt Holgersen, The KLP group, Norway</td>
<td>Host: Jana Goldman, Press Here, USA</td>
<td>Location: University of Oslo, Gamle festsal</td>
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<td><strong>Plain Language for Justice and Democracy</strong></td>
<td>Introduction: Plain Language for Justice and Democracy, Asst. Prof. Jon Christian Fløysvik Nordrum, University of Oslo, Norway Legal Communications within the Matrix – Which Reality Do You Want to Perceive?, Guillaume Rondeau and Sarah Dougherty, Educalio, Canada Demystifying justice: Training for justice actors on the use of plain language and developing clear and accessible letters of rights, Vera Gergely, Világos beszéd, Hungary</td>
<td>Hosts: Jon Christian F. Nordrum and Johan Tønnesson, University of Oslo</td>
<td>Location: University of Oslo, Gamle festsal</td>
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14.00

**PLAIN LANGUAGE EMPOWERS**

“This is an emergency...”: Plain language in disaster response, Dr. Barbra Kingsley, Kleimann Communication Group, USA

Using trauma-informed writing to keep people from losing their homes, Tamar Fox, City of Philadelphia, USA

“Well, I’m not sure” – user testing texts with youth, Karolina Netland, NTB Arkitekst, and Anne Johanne Guldvik, Headmaster at Lier High School, Norway

**Host:** Claire O’Riordan, National Adult Literacy Agency, Ireland

**Location:** Radisson Blu, meeting room Helsingfors

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14.20

**PLAIN LANGUAGE IN THE DIGITAL ERA**

60 minutes workshop Terminology’s role in digital language, Marianne Aasgaard, the Language Council of Norway

**Host:** Kristine Eide, The Language Council of Norway

**Location:** Radisson Blu, meeting room København

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**PLAIN LANGUAGE IN PRACTICE**

60 minutes workshop Writing for the web - more than SEO and CTA, Annasara Jaensson, Språk-konsulterna, Sweden

**Host:** Miguel Martinho, Claro, Portugal

**Location:** Radisson Blu, meeting room Stockholm

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**CULTURE FOR PLAIN LANGUAGE**

The critical success factors for plain language reform: An 18-year survey, Neil James, Plain English Foundation, Australia

Motivating your staff to embrace plain language: How to cater to different needs and challenges, Tara Droog, Irish Cancer Society, Ireland

A conceptual framework for the alignment of plain language and strategic management in the short-term insurance industry, Nadja Green, Plain Language Institute, South Africa

**Host:** Sissel Kristin Hoel, Agency for Public Management and eGovernment, Norway

**Location:** Radisson Blu, meeting room Oslo

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**PLAIN LANGUAGE PAYS OFF**

Customer care in action: Changing attitudes in business for the good of the customer, Anne-Marie Chisnall, Write Limited, New Zealand

Target group involvement in two plain language projects within Stockholm Public Transport, Caroline Björklund and Mats Hydbom, Språk-konsulterna

Why plain language delivers for enterprise and how it will work for you, Ronan Daly, VisibleThread, Ireland

**Host:** Jana Goldman, Press Here, USA

**Location:** Radisson Blu, meeting room Bergen / Eidsvoll

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**PLAIN LANGUAGE FOR JUSTICE AND DEMOCRACY**

Plain language to implement politics, Director-General for Legal Affairs Eva Lenberg, the Ministry of Education and Research and Eva Thorén, Research and Deputy Director, Prime Minister’s Office, Sweden

Unmasking confusion: The Language and Ethics of Transparency, Meghan Codd Walker and Deanna Lorianni, Zuula, USA

Do We Make the Grade for Clear Communications and Clear Results? Two US PL Organizations and the Federal Report Card, Katherine Spivey, Plain Language Action and Information Network and Dr. David Lipscomb, Center for Plain Language, USA

**Hosts:** Jon Christian F. Nordrum and Johan Tønnesson, University of Oslo

**Location:** University of Oslo, Gamle festsal
15.40 PLAIN LANGUAGE EMPOWERS

More than just facts: How can evidence-based health information be better tailored to the needs of socially disadvantaged people?, Beate Wiegard, Institute for Quality and Efficiency in Health Care, Germany

Ethics and the Underbelly of Plain Language, Dr. Susan Kleimann, Kleimann Communication Group, Julie Clement, J Clement Communications and president of Clarity and Dr Barbra Kingsley, Gonzaga University, USA

Host: Claire O’Riordan, National Adult Literacy Agency, Ireland

Location: Radisson Blu, meeting room Helsingfors

16.40 End of day 1

16.45 PLAIN annual meeting Location: Radisson Blu, meeting room Skagerak

17.00 Guided city walk Meeting point: Radisson Blu main entrance

17.30 International Plain Language Federation annual meeting Location: Radisson Blu, meeting room Skagerak

19.00 Official conference dinner Location: Radisson Blu, Scandinavia Ballroom
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<tr>
<th>Time</th>
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<tr>
<td>8.00</td>
<td><strong>Clarity annual meeting — Livestudio etc.</strong></td>
<td>Radisson Blu, meetingroom Skagerak</td>
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<td>9.00</td>
<td><strong>PLAIN LANGUAGE EMPOWERS</strong></td>
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<td>A Norwegian Strategy to increase Health Literacy in the Population, Petter Øgar, the Norwegian Ministry of Health and Care Services, Norway</td>
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<td>Plain Language 2.0 and Health Literacy: New Strategies for Better Outcomes, Romina Marazzato Sparano, Language Compass, USA</td>
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<td>The role of clear communication in boosting health literacy and improving cancer outcomes, Sarah Lane, Irish Cancer Society, Ireland</td>
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<td><strong>PLAIN LANGUAGE IN THE DIGITAL ERA</strong></td>
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<td>Plain language is not the last leg in a relay, Linda Serfjord and Kjersti Mikalsen, the Norwegian Directorate for Education and Training, Norway</td>
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<td>How to communicate user experience in a consistent and effective manner, Dr. Knut Kvale, Telenor, Norway</td>
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<td>Citizens’ language at the European Parliament – bridging the gap in 24 languages, Valter Mavrič, European Parliament, Luxembourg</td>
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<td><strong>PLAIN LANGUAGE IN PRACTICE</strong></td>
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<td>Cooling the heat on climate: Do plain-spoken scientists result in better public understanding?, Jana Goldman, Press Here, USA</td>
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<td>Writing about medicine in plain English, David Daly, Plain English for Doctors, USA</td>
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<td>The challenge of writing scientific texts in plain language – the problem of oversimplification, Dr. Thomas Schindler and Dr. Clive Brown, Boehringer Ingelheim Pharma GmbH, Germany</td>
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<td><strong>CULTURE FOR PLAIN LANGUAGE</strong></td>
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<td>Plain Language and Applied Linguistics: An Integrated View on Technical Communication, Dr. Benedikt Lutz, Donau-Universität Krems, Austria</td>
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<td>“Oh sh*t, digitalization means we need flawless written communication”, Hanna Sjöström, Trygg-Hansa, Sweden</td>
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<td>Helping the taxpayer act right – the language professional’s role in fighting the fog in organisational communication, Reeta Tolonen and Outi Toijanniemi, the Finnish Tax Administration, Finland</td>
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<td><strong>THEMED CITY WALK</strong></td>
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<td>A linguistic walk in the Palace Park, Aksel Torsnes Mehlum, the Language Council of Norway</td>
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<td><strong>HOST</strong>: Janine Schaller-Bøyum, Ministry of Local Government and Modernisation, Norway</td>
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<td><strong>Location</strong>: Radisson Blu, meeting room Helsingfors</td>
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<td><strong>Host</strong>: Tone Bringedal, Agency of Public Management and eGovernment</td>
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<td><strong>Location</strong>: Radisson Blu, meeting room København</td>
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<td><strong>Host</strong>: Helene Urdland Karlsen, The Language Council of Norway</td>
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<td><strong>Location</strong>: Radisson Blu, meeting room Oslo</td>
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<td><strong>Meeting point</strong>: Radisson Blu main entrance</td>
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Case study: Working with a committee of clinicians to produce consumer health information – Obstacles & opportunities, Heather Doubleday, Literally Inspired, Australia

Understanding medical information: A challenge for breast cancer patients, Laia Vidal Sabanés, Universitat Pompeu Fabra, Spain

Plain language movement protects the right to know and the safety of the citizens in South Korea, Keon bum Lee, president of Hangul Culture Solidarity (the Solidarity for Korean and Hangul culture), South Korea

Host: Janine Schaller-Bøyum, Ministry of Local Government and Modernisation, Norway

Location: Radisson Blu, meeting room Helsingfors

Building Better Business Blogs: A Case Study in Plain Language Testing, Dr. Morné Malan, Dimension Data, South Africa

Usability testing for writers, Eli Toftøy-Andersen, Sopra Steria, Norway

Through the eyes of the user: Eye tracking for better test results, Barbra Kingsley, Kleimann Communication Group, USA

Host: Tone Bringedal, Agency of Public Management and eGovernment

Location: Radisson Blu, meeting room København

Using plain language to help more South Africans save for their retirement, Irene Statko, Alexander Forbes Financial Services, South Africa

Don’t mislead the consumers! How plain language motivates to follow EU regulations, Ida Marie Pedersen, Faun Pharma, Ann-Elisabeth Hammer, Norwegian Food Safety Authority and Margrete Kilde Nes, NTB Arkitekt, Norway

Host: Helene Urdland Karlsen, The Language Council of Norway

Location: Radisson Blu, meeting room Stockholm

Plain Language in Presentations: Concise, Effective and Clear, Joanna Richardson, Marval, O’Farrell & Mairal, Argentina

Host: Ida Marie Pedersen, Faun Pharma, Ann-Elisabeth Hammer, Norwegian Food Safety Authority and Margrete Kilde Nes, NTB Arkitekt, Norway

Location: Radisson Blu, meeting room Oslo

Images everywhere: What do I use?, Cathy Basterfield, Access Easy English, Australia

Understanding intercourse, Rigmor Holm and Arja Melteig, Central Hospital in Telemark, Norway

How to improve the patient experience at the University Hospital in Reykjavík, Hlín Helga Guðlaugsdóttir, Capacent, Iceland

Host: Vera Gergley, Világos Beszéd, Hungary

Location: Radisson Blu, meeting room Bergen / Eidsvoll

A linguistic walk in the Palace Park, Aksel Torsnes Mehlum, the Language Council of Norway

Meeting point: Radisson Blu main entrance
11.30  Lunch

12.30  Plenary session: DIGITALIZATION AND DESIGN

The Digital Reader’s Mind, Kresten Bjerg, Bjerg Kommunikation, Denmark

Language in digital service development - “Am I a commuter?”, Lars Rønn, the Norway Tax Authority, Norway

What characterizes plain language in digital services?, Heidi Bunæs Eklund, NTB Arkitekst and Kristin Standal, KS, Norway

The readability guidelines project, Sarah Richards, Content Design London, Great Britain

Digitalization and design, conversation between the presenters

13.15  Plenary session: SAVING TIME AND MONEY

The case for plain language in business, government, and law, Prof. Joseph Kimble, WMU-Cooley Law School, USA

How did Norway’s largest pension fund save time and money through the plain language campaign “The KLP saves Kåre!”, Marianne Holt Holgersen, The KLP group, Norway

14.15  Break

14.30  Plenary session with closing keynotes

An ISO standard for plain language: Where are we up to?, Dr. Annetta Cheek, Chair of the International Plain Language Federation, USA, Christopher Balmford, Words and Beyond, Australia, Dr. Rosa M. Galan, ITAM University, Mexico, Sissel C. Motzfeldt, The language council of Norway, Norway and Dr. Susan Kleimann, Kleimann Communication Group, USA

The future is clear, Dr. Neil James, Plain English Foundation, Australia

See you in 2021!, Margrethe Kvarenes, President of PLAIN, Norway

16.00  Closing
The conference theme is “Clear communication – clear results”

We wish to explore how the effects can be measured on a greater scale in society, for justice and democracy. We will also look into how plain language interacts with disciplines such as information design, technical writing, usability, user experience and more, to produce clear communication – and give clear results.

Pre-conference: Five reasons for plain language work

The work with plain language in Norway celebrates its 10-year anniversary. In 2009, the Norwegian government made plain language a political priority. Since then there has been political consensus across party lines as to the importance of plain language work. This view has not changed despite fluctuations in the political landscape, making plain language work in Norway unique.

The pre-conference celebrates the anniversary. In the past decade, we have erred and learned. Still our credo has endured the test of time, keeping us focused and on track though our ups and downs:

- Plain language promotes democracy and justice.
- Plain language promotes trust.
- Plain language saves time and money.
- Plain language promotes clear communication.
- The public sector should set a good example for plain language.

As an introduction to the five main reasons for working with plain language, we will present five relevant, international cases that correspond to the underlying five reasons for plain language. This will be an introduction to the entire academic field of plain language in broad strokes.

Please note that the segments of the pre-conference will not be repeated at the main conference.

Venue:

We welcome you to Domus Academica at the old University of Oslo, a 5-minute walk from the main venue of PLAIN 2019. The University of Oslo is a partner in the Norwegian plain language work together with the Norwegian Agency of Public Management and eGovernment (Difi) and the Language Council of Norway.

Plenary sessions

Our keynote speakers will highlight the themes that will be discussed in more depth during the concurrent sessions. The concurrent themes of PLAIN 2019 are the following:

- Plain language empowers
- Plain language in the digital era
- Plain language in practice; Culture for plain language
- Plain language pays off
- Plain language for justice and democracy
- Plain language is more than text

Thursday at 09.00: Opening keynotes

In our first plenary session, you will meet our first keynote speakers. Among others, we introduce Christine Smith from New Zealand. Smith helped craft the New Zealand Labour Party’s Policy Platform. In her session, she will share her insights into how a political party achieves results by “telling it like it is”.

A communication is in plain language if its wording, structure, and design are so clear that the intended audience can easily find what they need, understand what they find, and use that information. International definition of plain language
Thursday at 11.00: Plain language for democracy and inclusion
In our second plenary session, our keynotes discuss topics related to the themes of Plain language empowers and Plain language for justice and democracy. How is plain language instrumental in building democratic systems that work, securing due process and including marginalised groups? Among others, Suzanne Owen from Australia will relay her work with helping Pacific Islander workers adjust to working in a new country.

Friday at 12.30: Digitalisation and design
In the first plenary session of our last day, our keynotes touch topics within the themes of Plain language in the digital era and Plain language pays off. Professor Joseph Kimble from WMU-Cooley Law School has studied the monetary benefits of plain language for more than 20 years. He will relay some of the extraordinary benefits he has discovered by reviewing more than 50 empirical studies.

Friday at 13.45: Saving time and money
The plain language pioneer Prof. Joseph Kimble gives us the case for plain language in business government and law.

Friday at 14.30: Closing keynotes
In our last plenary session, Dr. Annetta Cheek, Chair of the International Plain Language Federation, among others, will present the current draft of the International Standard of Plain Language. The intent is to develop a standard that will work in most, if not all, languages.

The venue for all plenary sessions is Radisson Blu Scandinavia Ballroom.

Concurrent session: Plain language empowers
How can we use plain language as a measure to help people help themselves? How do we convey critical information in times of crisis? How do we write for people with special needs? PLAIN 2019 will attempt to answer these questions in our first concurrent session: Plain language empowers.

Understanding is vital in building trust between individuals and institutions. It is the responsibility of the sender to enable the user, the reader, to understand critical information. Enabling people to find what they need, to understand what they read and to act accordingly gives the individual autonomy and control.

Conveying critical information in a comprehensive way is one of the key responsibilities of any authority. Information regarding an individual’s welfare, such as health, is particularly important. For example, does the medical information you receive enable you to understand your own medical situation? And are you able to act accordingly?

Join our concurrent session to learn more about plain language empowers Thursday 13.00–16.40 and Friday 9.00–11.30. Venue: Radisson Blu, meetingroom Helsingfors.

Concurrent session: Plain language in the digital era
What is the role of plain language in the development of digital services? How does language work together with visual and interactive design? And what about terminology? PLAIN 2019 will attempt to answer these questions in our second concurrent session: Plain language in the digital era.

Terminology is the cornerstone of any professional language. Now, digital developments make terminology even more important. As more services become digitalised, we need to make sure that our use of terminology is consistent and precise. It must have the same perceived meaning. This is a precondition for digital services to work technically, but also functionally for the user.

The digital era has also made us more keenly aware that plain language is more than just text. Digitally, the scope of plain language encompasses user interfaces, design and visuals. To make sure that digital services are plainly understood, it is important to involve the user throughout the process.

Join our concurrent session to learn more about plain language in the digital era Thursday 13.00–16.40 and Friday 9.00–11.30. Venue: Radisson Blu, meetingroom København.
**Concurrent session: Plain language in practice**

Yes, plain language is important, but where do we start? What is the best way to train people to use plain language? How can we convey complex issues using simple words? PLAIN 2019 will attempt to answer these questions in our third concurrent session: Plain language in practice.

Plain language doesn’t come by itself. So how do you start to implement your plain language work? We invite you to several hands-on sessions to learn more about the best methods for implementing plain language and clear communication. The topics of the concurrent session will be useful to both seasoned plain language veterans and complete newbies.

Among the skills you may hone are your writing skills, both generally and for the web specifically; your ability to convey complex issues simply; how to incorporate plain language principles in presentations and how to use plain language to nudge your target group in the desired direction.

Join our concurrent session to learn more about plain language in practice Thursday 13.00–16.40 and Friday 9.00–11.30. Venue: Radisson Blu, meetingroom Stockholm.

**Concurrent session: Culture for plain language**

How can we build a culture for plain language in organisations? What about interdisciplinary work? And how can we measure effects? PLAIN 2019 will attempt to answer these questions in our fourth concurrent session: Culture for plain language.

Plain language is vital in communicating externally with clients, customers and users. However, it is of equal importance when we communicate internally within an organisation. We invite you to several hands-on sessions to learn how to build a culture for plain language in an organisation, mostly from a strategic management point of view, and how to measure its effects.

Join our concurrent session to learn more about culture for plain language Thursday 13.00–16.40 and Friday 9.00–11.30. Venue: Radisson Blu, meetingroom Oslo.

**Concurrent session: Plain language pays off**

How can we use plain language to improve our bottom line? What methods are most efficient? Can we use plain language to improve consumer trust? PLAIN 2019 will attempt to answer these questions in our fifth concurrent session: Plain language pays off.

Done the right way, integrating plain language in a company will lead to increased efficiency. The communication with both employees and customers will be more effective if messages are clear, thus limiting misunderstandings.

Plain language is fundamental to building trust and increasing transparency. Building consumer trust can yield positive effects for your company, both monetary and otherwise. The importance of consumer trust is just as important in the public sector. By focusing on plain language in order to secure transparency in business, you can also do well while doing good. Learn more about how you can improve efficiency and profits by using different methods for plain language.

Join our concurrent session to learn more about plain language pays off. Please note that this concurrent session is only held on Thursday 13.00–16.40. Venue: Radisson Blu, meetingroom Bergen/Eidsvoll.
Concurrent session: Plain language for justice and democracy
How can we use plain language to make people understand their rights and duties? How do we include all members of society through plain language? PLAIN 2019 will attempt to answer these questions in our sixth concurrent session: Plain language for justice and democracy.

Plain language is a precondition for democracy, citizenship and protection of civil rights. It is and should continue to be a vital part of our legal languages to safeguard due process and transparency. The work to secure these basic rights is ongoing, although they are often taken for granted. Plain language is at the core of each one of them.

Our world has become global, with regional and international commitments. When we move across physical and linguistic boundaries, new challenges arise. We must face many of these challenges head-on as we translate - both figuratively and literally - international politics into national action.

Join our concurrent session to learn more about plain language for justice and democracy. Please note that this concurrent session is only held on Thursday 13.00–16.40. Venue: Please note that the concurrent session is at the old University of Oslo, 5 minutes walking distance from the main venue.

Concurrent session: Plain language is more than text
How can I use images and other visual elements to support my message? And are there any limits as to what an image can convey? PLAIN 2019 will attempt to answer these questions in our seventh and final concurrent session: Plain language is more than text.

A photo says more than a thousand words. The proverb highlights that images are mischievous by their very nature. They can be perceived in many ways, depending on context, experiences and culture. How do you know if the viewers perceive what you want them to see? And how can images work as a visual aid to get your message across?

Join our concurrent session to learn more about how plain language is more than text. Please note that this concurrent session is only held on Friday 10.30–11.30. Venue: Radisson Blu, meetingroom Bergen/Eidsvoll.
Practical information

Wi-fi
- Wi-fi is free, fast and available in all parts of the hotel. Choose the “Radisson_Guest” network, tick the box to agree to the General Terms & Conditions on the pop-up web page, and press Connect.

- Please tweet about the conference! #plain2019, @plain2019

Opening hours PLAIN tourist information:
26 September:
- 12.00-13.00
- 14.00-14.20
- 15.20-15.40
27 September
- 11.30-12.30

Emergency numbers:
- Fire: 110
- Police: 112
- Ambulance: 113

Please visit your personal app and our webpage plain2019oslo.org for updates.
Practical information

Main conference venue Radisson Blu

[Map of Radisson Blu conference venue]

- Reception
- Business Service Center
- Brasseriet
- Holberg
- Nesodden
- Brain Box
- Oppegård
- Helsingfors | Kobenhavn | Stockholm | Oslo
- Telemark
- Finnmark
- Lofoten
- Christiania
- Bergen
- Eldsvoll
- Skagerak
- Bærum
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