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PUBSNET™

Our Fifth Annual Conference...

DOCUMENTATION and TRAINING

October 4-5, 2004

at the
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(Tyngsboro, Massachusetts Campus)

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It's All About *Effective* Content!

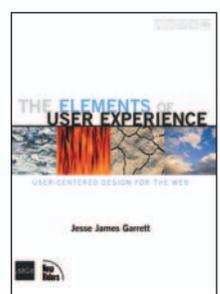
Content Design • Content Development • Content Management



MONDAY KEYNOTE
Jesse James Garrett

The Evolution of Information Architecture

The art and science of structuring information is a hot topic. In this thought-provoking session, Jesse James Garrett looks at the roots of information architecture and predicts its future evolution.

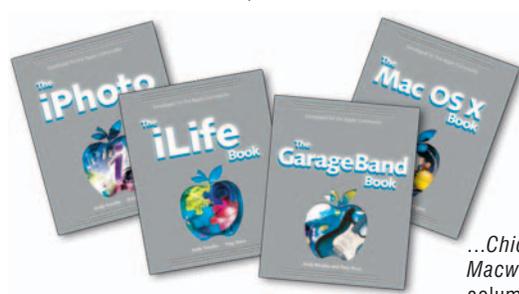


...information architect and founding partner of Adaptive Path

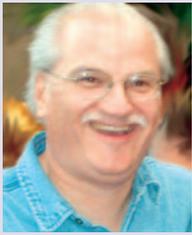
TUESDAY KEYNOTE
Andy Ihnatko

Where's My Atomic Heligyro?

One of the most interesting and ultimately frustrating aspects of being someone who works with technology and who tries to explain it to Humans is the *rate of saturation* for new ideas. Andy Ihnatko delivers a humorous yet insightful talk about why some concepts catch on immediately, while others take decades to penetrate.



...*Chicago Sun-Times* and *Macworld* magazine technology columnist, author of several software "how to" books.



Can You Afford Not to Attend?

We recognize that these are tough economic times, and folks need to watch every corporate penny -- which is why we've worked hard to make ourselves one of the most affordable conferences in the business.

But ask yourself: how much does your organization spend on developing content?

Hundreds of thousands? Millions? If it costs \$599 and 2-3 days of your time to generate ideas that make dramatic improvements in your use of tools, techniques, and processes for developing content, can you afford not to attend?

Michael J. Doyle, Conference Manager

Content Management

Content Management: What's In It For You?

Doug Gorman, President & CEO, Information Mapping Inc.

...explores what content management is all about, why it's important, and what's in it for you. How effectively you develop and manage content is the key to future project success or failure.

Creating Usable Indexes

Richard T. Evans, Professional Indexer and Past President, American Society of Indexers

...demonstrates the proper formation of index entries, including how to logically organize and provide multiple access points to topics, and correctly use cross-references. Finally, we'll debate the benefits and drawbacks of computer-generated indexes.

Darwin Information Typing Architecture (DITA) Standard

Kay Ethier, author XML Weekend Crash Course and XML & FrameMaker

...introduces DITA, an XML standard for developing modular, extensible, topic-based information, particularly technical information developed as user assistance. In the not-too-distant future, your tools and documents are going to be touting "DITA" support. Find out what it all means!



Just-In-Time Delivery of Content

John Hughes, CEO, Baydon Solutions Ltd.

...takes you beyond content creation to the concept of content delivery. We explain the case for good content delivery strategies, and illustrate some innovative techniques for delivering the right content from any source to the right users, just in time.

Outsourcing for Localization

Don DePalma, author of Business Without Borders

...reports on the results of research that measured buyer satisfaction with localization suppliers, plus a wide variety of issues related to their careers, staffing, processes, and practices.

Successful Project Management

Stephen Murphy, Principal IBIS Training

...examines the techniques and tools experienced technical communicators use to avoid common project pitfalls, and provides an approach to identify and manage the expectations of others.

Content Management (continued)

Understanding Metadata and Taxonomies

Marcia Morante, Founder of KCurve Consulting

...describes how to create a scaleable framework to enable content reuse for different business requirements. We'll discuss basic terminology, metadata types and standards, metadata development tools and processes, and tagging (categorization).

What the Heck Is Single Sourcing, Anyway?

Neil Perlin, Online Help and XML Consultant

...defines the benefits of single sourcing, its underlying concepts, and factors that help you decide if single sourcing makes sense for your organization.

XML: Overview of Structure and Tools

Kay Ethier, author XML Weekend Crash Course and XML & FrameMaker

...serves to explain XML and the parts of an XML document, as well as to show the tools and types of output they produce, and discusses tools for storing and reusing XML.

Content Development

Advanced Single Sourcing with FrameMaker

Christy Jackson, Adobe Certified Expert

...examines best practices with step-by-step instructions for reusing information with FrameMaker text insets, conditional text, variables, referenced graphics, and cross-references.

Automating Document Production and Conversion

Kevin Gibson, Manager of Production Services, Canadian Standards Association

...explore some of the realities of producing high-quality documents under tight timelines and budgets. How do you automate the conversion of Word and WordPerfect documents to FrameMaker? How do you convert them back to FrameMaker?

Automating FrameMaker with FrameScript

Bernard Aschwanden, Adobe Certified Expert, Front Runner Publishing Solutions

...demonstrates the many uses of FrameScript within FrameMaker. We'll show how FrameScript converts documents from one FrameMaker template to another; corrects the application of manual formats to characters (rather than tags); clears unused objects from templates; builds custom lists, and more.

Blended Learning: A Case Study

Ray Magnan, Education Technology Consultant

...helps you understand blended learning theory and processes used to create and deploy successful solutions. We'll talk about a medical billing software case study, and the functional features of different applications such as WebCT, Dreamweaver, and Centra.

Creating Simulations & Demonstrations with RoboDemo

Neil Perlin, Online Help and XML Consultant

...provides a brief overview of RoboDemo, its authoring features, and outputs. The session illustrates the power of the tool by creating a simple screen movie in real-time.

Developing Training & User Assistance with Macromedia

Tom Person, Macromedia Web & Training Evangelist

...outlines Macromedia's unified strategy for providing online synchronous training (with Breeze) and asynchronous user assistance (with RoboDemo and RoboHelp).

Content Development (continued)

FrameMaker Template Development

Bernard Aschwanden, Adobe Certified Expert, Front Runner Publishing Solutions

...creates a FrameMaker template for technical manuals from scratch (finished template available to attendees for post-conference work). We'll develop the template ready for conversion to PDF, HTML, and Help using Acrobat, WebWorks and RoboHelp.

Going Beyond Digital Paper

Tim Plumer, Acrobat Product Consultant for Adobe Systems

...illustrates how to add a variety of elements to make your PDF documents engaging and interactive. You'll learn how to add book-marks, links, movies, buttons, JavaScript actions, and indexes.

Help & Training: Split, Merge, or Fight?

David S. Locke, Certified RoboHelp Consultant & Trainer

...considers the question: when does help become training? We'll look at specific tools and their uses, explore a case study, and consider the options and directions of help and training.

RoboHelp Advanced Features & Functions

David S. Locke, Certified RoboHelp Consultant & Trainer

...explores RoboHelp's outer limits, undocumented features, and not-so-obvious functions. With a sample project, we'll illustrate and demonstrate organizing structures, linking functions, multi-project management, multi-window functions, customizing with JavaScript inclusions—and more.

Secrets of Successful Online Simulations

Jonathan Kaye, author of *Flash for Interactive Simulation*

...presents tips and strategies, and exposes myths and pitfalls, involved in designing and building simulations, with a focus on equipment simulations.



Using Dreamweaver Extensions

Mike Doyle, author of *Maximum Dreamweaver* and *Dreamweaver MX e-Learning Toolkit*

...demonstrates freely-available extensions that let Dreamweaver users create tooltips, footnotes, floating frames, window controls, and more.



Using Virtual PC Environments

Neman Syed, Certified Microsoft Master Instructor

...demonstrates virtualization software, which lets you install and use different virtual PCs (including different operating systems and applications) within a PC window. Each window operates as an independent PC, even having different network IP addresses, making it easy for you to test multiple environments on one PC.

Writing to Persuade

Casey Holt, Principal, Stray Cat Communications

...helps you develop the skills you need to write persuasively, regardless of the type of persuasion: external marketing materials, internal proposals, and so forth. Come learn the methods!

Content Design

Designing Multimedia for Interactive Learning

Rob Graham, author of *Advertising Interactively*

...develops in real-time a curriculum plan and then discusses the interactive features that help to reach the set educational goals. Attendees bring the project up through the storyboard stage, ready to be brought to life.



Content Design (continued)

Designing with Wireframes

Jeff Gothelf, Information Architect

...shows how wireframes quickly translate business requirements into something visual. We'll discuss tools (Visio, HTML, Photoshop, Illustrator) and popular techniques, and demonstrate how wireframes help to expose design and logic flaws.

Instructional Design Basics

Ray Magnan, Education Technology Consultant

...provides a basic overview of the basics of instructional design for technical communicators. This session is ideal if you are a technical writer, Help author, Web developer, or another type of technical communicator who is trying to blend instruction and training into your traditional information.

Introduction to XSL Transformations

Joel Sklar, author of several books on Web design and style sheets

...focuses on how you can use XSLT to create multi-dimensional documents from a single source of data. XSLT is also useful for transforming XML documents from one DTD or schema to another.



Moving from Instructor-Led to Computer-Based Training

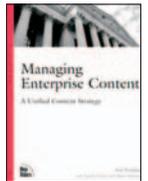
Reina Ellis and Gerri Moriarty, Segway Human Transporter

...describes the story of a small company with a breakthrough innovation in transportation, and how they educated the public to use the Segway HT safely.

Structured Writing to Support Content Management

Pamela Kostur, co-author, *Managing Enterprise Content*

...defines structured writing, explores the relationship between structured writing and content management, and suggests guidelines for implementing structured writing



Unmasking the Myths of Usability

Carolyn Snyder, author of *Paper Prototyping*

...teases apart the truths and misconceptions that lie beneath the surface of some of the usability profession's most cherished beliefs. Is it OK to test your own stuff? Can you be objective about it? Does usability testing save time?



Using Games to Teach, Motivate, & Engage

Cynthia Currie (Hewlett-Packard Consultant) and Karen Baranich (Manager at SCANA)

...discusses games and simulations, their use, and design concepts through a combination of lecture and discussion. Participants design a game that satisfies educational goals. Come play!

Using Style Sheets for Web Accessibility

Joel Sklar, author of several books on Web design and style sheets

...demonstrates through live code examples the dramatic impact cascading styles sheets can have on making your information more accessible. Learn about the 14 Web accessibility guidelines proposed by the World Wide Web Consortium (W3C).



..... learn more at
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Monday, October 4, 2004

7:30-8:15	Registration/Continental Breakfast					
8:15-8:30	Opening Remarks & Conference Orientation					
	Session I	Session II	Session III	Session IV		
8:45-10:00	What the Heck Is Single Sourcing, Anyway? Neil Perlin	Going Beyond Digital Paper Tim Plumer	Help & Training: Split, Merge, or Fight? David S. Locke	Instructional Design Basics Ray Magnan	www.doctrain.com	
10:00-10:15	Refreshment Break					
10:15-11:30	Content Management: What's In It For You? Doug Gorman	FrameMaker Template Development Bernard Aschwanden	Developing Training & User Assistance with Macromedia Tom Person	Creating Usable Indexes Richard T. Evans		
11:30-12:30	Birds of a Feather Hot Lunch					
12:45-2:00	Keynote: Jesse James Garrett <i>The Evolution of Information Architecture</i>					
2:15-3:30	Just-In-Time Delivery of Content John Hughes	Automating FrameMaker with FrameScript Bernard Aschwanden	RoboHelp Advanced Features & Functions David S. Locke	Writing to Persuade Casey Holt		
3:30-3:45	Refreshment Break					
3:45-5:00	XML: Overview of Structure and Tools Kay Ethier	Advanced Single-Sourcing with FrameMaker Christy Jackson	Creating Simulations & Demonstrations with RoboDemo Neil Perlin	Structured Writing to Support Content Pamela Kostur		
5:00-7:00	Harvest Reception					



Live Jazz with Peter Orphanos

Conference Reception

Network with Your Peers
Monday, October 4th
5:00 -7:00 PM

Free Drinks & Hors d'oeuvres

Great Door Prizes!



You must be present to win!

Tuesday, October 5, 2004

7:45-8:30 Continental Breakfast				
	Session I	Session II	Session III	Session IV
8:30-9:45	Understanding Metadata and Taxonomies Marcia Morante	Automating Document Production and Conversion Kevin Gibson	Using Games to Teach, Motivate, Engage Cynthia Currie & Karen Baranich	Moving from Instructor-Led to CBT Reina Ellis & Gerri Moriarty
9:45-10:00 Refreshment Break				
10:00-11:15	Darwin Information Typing Architecture (DITA) Standard Kay Ethier	Designing with Wireframes Jeff Gothelf	Blended Learning: A Case Study Ray Magnan	Outsourcing for Localization Don DePalma
11:30-12:30 Birds of a Feather Hot Lunch				
12:45-2:00 Keynote: Andy Ihnatko <i>Where's My Atomic Heligyro?</i>				
2:15-3:30	Successful Project Management Stephen Murphy	Introduction to XSL Transformations Joel Sklar	Secrets of Successful Online Simulations Jonathan Kaye	Unmasking the Myths of Usability Carolyn Snyder
3:30-3:45 Refreshment Break				
3:45-5:00	Using Style Sheets for Web Accessibility Joel Sklar	Designing Multimedia for Interactive Learning Rob Graham	Using Dreamweaver Extensions Mike Doyle	Using Virtual Environments Neman Syed



Ride the Segway Human Transporter Tuesday 10 'til 12

Attend as many sessions as you'd like on Monday & Tuesday

Attend the Monday evening reception...enjoy drinks & hors d'oeuvres... and win great prizes...

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Our Host is the Boston University Corporate Education Center in Tyngsboro, Massachusetts

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Rich in Culture & History

- Lowell National Park (10 mins)
- Revolutionary Concord (35 mins)
- Downtown Boston (40 mins)
- Salem Witch Museums (40 mins)
- Maine Coastline(70 mins)
- White Mountains (90 mins)
- Plymouth Rock (90 mins)

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All training includes instruction, materials, breakfast, lunch, and refreshments

*Prices listed below reflect conference discount. Cannot be combined with group discounts.
Training is also available for full-price for those not attending the conference.*

Full Day PC Lab: Using Dreamweaver Extensions (OCT 6, \$339) ** Limited to 12 Students **

Instructor: Michael Doyle, Macromedia Certified Dreamweaver MX developer and instructor, author of *Maximum Dreamweaver* and *Dreamweaver MX e-Learning Toolkit*.

Audience: Average Dreamweaver users who want to expand their skills.

Description: If you're ready to create next-generation Web sites, you're ready to become a Dreamweaver power user. In this hands-on PC lab seminar, you'll get step-by-step training for using a number of Dreamweaver extensions that allow you to easily create tooltips, pop-up footnotes, floating frames, and control browser windows (including positioning, appearance, disappearance, sizing, and movement), and develop engaging navigation.

You'll also learn about some terrific extensions for manipulating text and tables, including allowing your users to dynamically sort HTML tables in a browser window. Plus, you'll learn how to turn Web pages into kiosk-ready pages quickly and easily.



...each participant receives a free copy of the book & CD
Maximum Dreamweaver

Full-Day Seminar: Small Steps to Single Sourcing (OCT 6, \$339)

Instructor: Neil Perlin, Online Help & XML Consultant

Audience: Technical communicators and managers interested in understanding single sourcing issues

Description: "Single sourcing" is a hot topic in technical communication, but what exactly is it? At a simple level, it's nothing more than creating online and hardcopy material with RoboHelp or FrameMaker/WebWorks. But single sourcing goes deeper than that, with a company's processes and strategic direction affecting how material is created and managed, how material is structured to support automated single sourcing, what standards that material follows in order to ensure future extensibility, and so on. This larger picture of single sourcing is the subject of this workshop.

The workshop first discusses single sourcing's environment, focusing on strategic, managerial, political, and organizational issues. The workshop then describes information structuring, focusing on the highlights of a seven-step process that consists of defining and codifying the types of material you support, the types of conversions, and the structure, information types, and appearances of those types of material. The goal of this workshop is to leave attendees with specific steps to take back to their companies in order to begin planning for large-scale single sourcing.



Half-Day Seminar: Connecting Help to an Application (OCT 6, \$169)

Instructor: David Locke, Certified RoboHelp Consultant & Trainer

Audience: Help authors who need to understand how to link context-sensitive help

Description: The most effective form of online Help is that Help provided within the context of a software application. Although Help authors can create Help as a solitary task, the creation of context-sensitive Help (CSH) requires Help authors and developers to work closely together to produce good context-sensitive help. We will review several models of linked user assistance to see how context-sensitivity works in different environments (Windows, HTML, others), and to see how those environments affect design choices.

We will also look at the functions and constraints of different authoring tools, and work several examples of CSH (at the code example level) in different environments. We'll discuss various implementation elements, including API calls, Web-based links, Java, and others. Finally, we'll discuss several techniques to help evaluate the success of linked user assistance.



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Public classes at our training center in Massachusetts. Onsite classes wherever your team is located!

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- Acrobat Basics (1 day)
- Acrobat Intermediate (1 day)
- Acrobat Advanced (1 day)
- FrameMaker Basics (3 days)
- FrameMaker Advanced (2 days)
- FrameMaker: Structured Authoring (2 days)
- FrameMaker: EDD Development (3 days)
- GoLive Basics (2 days)
- Illustrator Basics (2 days)
- InDesign Basics (2 days)
- Photoshop Basics (2 days)

Macromedia Certified Training

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- Flash ActionScript (3 days)
- Design Techniques with Flash (2 days)
- Developing Rich Internet Applications (3 days)

eHelp Certified Trainer

- Creating HTML Help w RoboHelp (3 days)
- XML & Single-Sourcing**
- Microsoft Word: XML Plug-Ins (2 days)
- Structuring Info for Single-Sourcing (2 days)
- XML Concepts (2 days)
- Indexing**
- Indexing User Manuals & Online Info (2 days)

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www.pubsnet.com



Travel & Arrangements...Come See New England's Foliage!

Hotel: Located off scenic Route 3 in Chelmsford (10 minutes from the conference location at Boston University), the Hawthorn Suites is offering conference attendees one bedroom and studio suites for **\$94/night**. Suites include kitchen facilities and separate seating areas.

In addition to complimentary transportation to and from the conference site, the Hawthorn suites offer complimentary hot breakfast and the following amenities: Cable TV/HBO, exercise room and pool, guest laundry, free daily newspaper, free parking, and business services.



Call 978-256-5151 for hotel reservations or additional information (reserve early, limited rooms available).

Please note that both the hotel and conference facility are fully handicap-accessible.

Airports: There are two airports local to the conference. The Manchester Airport, which is closest to the conference area (www.flymanchester.com); and Logan Airport, which is in Boston (www.massport.com).

Further Assistance: If you need help finding child care, pet care, or have other special needs, don't hesitate to contact Eileen at PUBSNET: 978-649-8555, or by email at: eileens@pubsnet.com.

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Fax: (978) 649-9708

E-Mail: register@pubsnet.com

Web: www.doctrain.com

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Payment: We must receive payment by check or credit card before the conference to confirm your registration.

Cancellation: Full refunds are available until September 3, 2004. Cancellations after that date are entitled to send a substitute for free, with notification of substitution due to PUBSNET by October 1, 2004. In the unlikely event that PUBSNET needs to cancel or reschedule, PUBSNET will only accept liability for reimbursement of fees paid to us.



Registration Form

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Description	Cost	(x)Quantity	Sub-Total
Conference Registration	\$599	_____	_____
Using Dreamweaver Extensions*	\$339	_____	_____
Small Steps to Single-Sourcing*	\$339	_____	_____
Connecting Help to an Application*	\$169	_____	_____
Total \$			_____

* price reflects 15% discount for conference attendees

Payment Information

____ Check enclosed, payable to PUBSNET Incorporated
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 Signature: _____

TOP 10 REASONS TO ATTEND...

Our Fifth Annual Conference...

DOCUMENTATION and TRAINING

October 4-5, 2004



- 1. 30 expert speakers** with national conference and certified training experience
- 2. Wide selection of session topics** including:
 - Tools** Acrobat, Breeze, CourseBuilder, Dreamweaver, FrameMaker, FrameScript, Microsoft Word, RoboDemo, RoboHelp, Virtualization software...
 - Technologies** XML, XSLT, Web-Based Training, HTML-based Help, Software Simulations, Multimedia...
 - Processes** Single-Sourcing, Information Modeling, Globalization, Indexing, Project Management...
- 3. Top-notch keynote speakers:**
 - Jesse James Garrett, Information Architect and book author
 - Andy Ihnatko, Chicago Sun-Times columnist and book author
- 4. Tranquil** Boston University setting
- 5. Diversity of speaker and attendee skills** includes technical writers, course developers, instructional designers, editors, usability experts, artists, help authors, e-Learning developers, managers...all focused on technical communications...
- 6. \$599 for everything** (the best conference value available)
- 7. Opportunities to win outstanding door prizes**
- 8. Post-conference classes** offered at 15% discount
- 9. Early October is peak foliage** season, many area attractions
- 10. Hotel suites** for \$94/night

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