

Day 1

Tuesday 20th June

OASIS, Stilo, Mark Logic and PTC customers 10% off entry

	XML Management Track	XML Technical Track
8:45AM	Registration	
9:45AM	Introduction	
10:15AM	<p>XML- The unknown ROI: An examination of how XML can dramatically reduce content publishing costs across differing business functions B. Noz Urbina <i>Business Development Manager, Mekon Ltd</i></p>	<p>Relational databases can do XML, does that mean they can do Content? Stephen Buxton <i>Director of Product Management, Mark Logic Corporation</i></p>
11:10AM	Coffee Break	
11:30AM	<p>Localizing content; a demonstration of Centralized Translation Management System Michael Oettli <i>Director, Sales & Marketing, OETTLI S.A.</i></p>	<p>Introduction to DITA Specialization Michael Priestley <i>IBM DITA Architect and Classification Schema PDT Lead</i></p>
12:30PM	Lunch	
1:15PM	Workshop	Commerical Presentations
2:00PM	<p>How to automate the publishing of tailored marketing communications material using data from multiple sources Thomas Bro-Rasmussen <i>Business Development Manager, Pectora</i></p>	<p>Conditional Text: Deep Dive Session Jerry Silver <i>Director Product Management, XMetaL</i></p>
2:50PM	<p>Managing Content in the post-search world Stephen Buxton <i>Director of Product Management, Mark Logic Corporation</i></p>	<p>Developing DITA Maps Jen Linton <i>Comtech Services Inc</i></p>
3:40PM	Coffee Break	
4:00PM	<p>Keynote Speech Content Management ROI Best Practices Ann Rockley <i>President, Rockley Group</i></p>	
5:00PM	Commercial Free Time	

Day 2

Wednesday 21st June

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	XML Management Track	XML Technical Track
9:00AM	Commercial Presentation	Commercial Presentation
9:30AM	Commercial Presentation	Commercial Presentation
10:00AM	Optimizing Multilingual Content Reuse with DITA Jerry Silver <i>Director, Product Management, Blast Radius XMetaL</i>	They're doing it with DITA! Lessons learned from tech writers in the trenches Scott Abel <i>Content Management Strategist, The Content Wrangler, Inc.</i>
10:50AM	Coffee Break	
11:10AM	Calculating the ROI of content management: a case study Rahel Anne Bailie <i>Intentional Design Inc</i>	Experiences with DITA-based publishing Ian Larner <i>Information Architect and Software Engineer User Technologies, IBM Hursley Lab, United Kingdom</i>
12:00PM	Workshop	Commercial Presentation
12:45PM	Lunch	
1:45PM	Building New Behaviours for Success – Forging Content Collaborators out of Writers Emma Hamer <i>founder, Hamer Associates Ltd</i>	Using FrameMaker to teach content management concepts Rahel Anne Bailie <i>Intentional Design Inc</i>
2:35PM	Avoiding Bottlenecks and Achieving Key Returns with Standards-Based Content Vincent Savard <i>European Technical Manager for Arbortext Solutions</i>	You have to break it down to build it up Michael Priestley <i>IBM DITA Architect and Classification Schema PDT Lead</i>
3:25PM	Coffee Break	
3:45PM	FrameMaker - TBA	DITA v S1000D - A Comparison of Leading Modular Documentation Standards B. Noz Urbina <i>Business Development Manager, Mekon Ltd</i>
4:30PM	Keynote Speech Moving from Books to Topics-oriented Writing Dr. JoAnn Hackos <i>President of Comtech Services</i>	

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