An intimate rural setting with national-calibre speakers...

24 speakers
34 Sessions

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PUBSNET ™

Our Third Annual Conference...

DOCUMENTATION
and
TRAINING

October 7-8, 2002

at the
Boston University
Corporate Education Center
(Tyngsboro, Massachusetts Campus)

two roads converged

TOOLS SUCH AS

Acrobat, Author It, CourseBuilder, Deva Help, Dreamweaver, FrameMaker, MS Word, MS Visio, Oasis Dynamic Publishing, Photoshop, Powerpoint, Robohelp, WebWorks Publisher...

TECHNOLOGIES SUCH AS

XML, XSL, HTML-based Help, CSS, eBooks...

PROCESSES SUCH AS

Single-Sourcing, Educational Game Simulations, Minimalism, Structured Information, Enterprise Content Management, Indexing, Contextual Inquiry, Usability...

MONDAY KEYNOTE
Dr. Margaret Driscoll

Sign Posts on the Road to Recovery

Companies are slowly getting back to the business of growing, innovating, and investing in employees. But it's not easy to shift gears after two years of downsizing, flat funding, and uncertainty. Trends such as SME authoring, certification, knowledge management, just in time training, and content reuse are just a few concepts that organizations are using to alter the landscape.

...author of critically acclaimed book "Web-Based Training", Director of Strategic Ventures for IBM Mindspan

TUESDAY KEYNOTE
Dr. Richard Lederer

Heels Over Head in Love with Language

Best-selling language writer Richard Lederer will take you on a joy ride through the glories and oddities of our stupendous, tremendous, end-over-endous English language. Come prepared to laugh and to learn a lot about the mother tongue.

...best-selling language writer, NPR commentator

Give Your Team a Boost!

Our past conferences have proved to be a great incubator for creative thinking as well as tool, technology, and process skills enhancement.

We've put a tremendous amount of work into developing our strongest program yet! We've gathered some of the best presenters in the business this year...and we've developed a far broader range of topics than past conferences.

Consider giving your group the boost needed to keep their performance sharp.

Michael J. Doyle
Conference Manager

Our Keynote Speakers...

MONDAY KEYNOTE
Dr. Margaret Driscoll

Dr. Margaret Driscoll is Director of Strategic Ventures for IBM Mindspan solutions. She has authored many papers, articles, and columns on e-Learning, as well as her critically acclaimed book, *Web-Based Training: Using Technology to Design Adult e-Learning Experiences.*
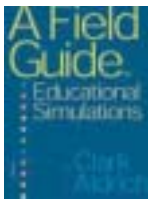
TUESDAY KEYNOTE
Dr. Richard Lederer

Richard Lederer is the author of more than 3,000 books and articles about language and humor, including his Anguished English series. Dr. Lederer's syndicated column, "Looking at Language," appears in newspapers and magazines throughout the United States. He has been profiled in magazines as diverse as *The New Yorker*, *People*, and the *National Enquirer*. He appears regularly on "Weekend All Things Considered" on National Public Radio.

Our Expert Speakers...

Clark Aldrich
Session: A Field Guide to Educational Simulations

Clark Aldrich, EVP of Product Development at SimuLearn, was chosen as one of three e-Learning gurus by Fortune Magazine. Before co-founding SimuLearn Clark was responsible for launching and building e-Learning programs and strategies at The Gartner Group. Clark is a frequent conference speaker, and writes the monthly Industry Watch column for *OnlineLearning* magazine. Clark holds a bachelor's degree in artificial intelligence and cognitive science from Brown University.

Bernard Aschwanden
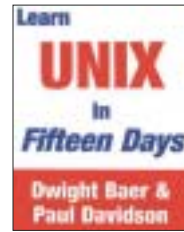### Session: Creating eBooks from FrameMaker
Session: An Overview of WebWorks Publisher

Bernard Aschwanden is an Adobe Certified Expert in FrameMaker, FrameMaker+SGML, and Acrobat, as well as Quadralay Certified in WebWorks Publisher. He has a solid background in technical documentation, having helped hundreds of companies implement documentation solutions. Bernard has also delivered software training and presentations on publishing tools and technologies throughout the US, Canada, and Europe.

Dwight Baer
Session: Developing DTDs for XML
Session: Using XML for Document Management

Dwight Baer is the author of two technology textbooks: *Learn Unix in 15 Days* and *Building Speech Applications using VoiceXML*. Dwight first delivered VoiceXML classes and wrote VoiceXML curriculum materials for VoiceGenie Technologies Inc. in Toronto. He has presented numerous XML seminars in the past year while also writing technology news for a bi-weekly technology newsletter. Dwight is a Microsoft Certified Systems Engineer and Trainer.

Ed Donohue (ColdFusion expert)
Session: Dynamic Web Publishing with Oasis

Ed Donohue, VP of Product Development for RemoteSite Technologies, is a Macromedia Certified Cold Fusion Developer and Instructor. Ed is internationally published in the Cold Fusion Developer's Journal in the area of web development methodology, and is a frequent speaker at major international user conferences, where his sessions have some of the highest levels of attendance. With over 15 years of experience in the IT industry, he has both an extensive background and a special interest in web development.

Mike Doyle
Session: Creating WBT with Dreamweaver

Mike Doyle, a Macromedia Certified Dreamweaver Developer, has been in the technical communications industry for almost 20 years, including 15 years as the Senior Lecturer in the UMass-Lowell Technical Communications Program. Mike has 7 years experience leading the group within PUBSNET that develops web-based information (The Editors, www.theeditors.com). He teaches courses on HTML and a variety of web development tools including Dreamweaver.

Donna Dunn
Session: XML Publishing with FrameMaker

Donna Dunn is currently responsible for business development at Adobe Systems for FrameMaker and Acrobat. She has been involved in the publishing industry for over 20 years. She has served both technical roles as an Applications Engineer and sales roles as an Account Manager at companies such as Xyvision, Agfa, and Frame Technology.

John Garison
Session: Creating HTML-Based Help with Dreamweaver

John Garison, a Documentation Manager at IDe, has almost 30 years experience as a consultant, writer, manager, teacher, and conference speaker on software documentation. For the last eight years, he has worked almost exclusively on online applications and information delivery, writing his first HTML-based help system in 1996. For almost 2 years, John has been using Dreamweaver to develop HTML-based Help. John holds a B.A. in English and Philosophy from Tulane University.

Kevin Gibson
Session: Integrated Workflow with Adobe Tools
Session: Photoshop: A Picture is Worth 1000 Words

Kevin Gibson is an Adobe Certified Expert in Acrobat, InDesign, Photoshop, Illustrator, GoLive, and PageMaker. Specializing in Acrobat and PDF Publishing, Kevin has over 6 years of diverse background in both print and web publishing. With his background in computer graphics, Kevin has helped to defined and deliver workflow and user interface requirements for database driven web applications.

Susan Holbert
Session: How to Index Online Information

Susan Holbert has been an indexing consultant for almost 20 years, having indexed more than one hundred books and manuals, ranging from programming textbooks to the autobiography of Rosalyn Carter. In addition to consulting on indexing for numerous technology and business firms, Susan created and delivers two very popular indexing seminars, and helped design an indexing software program, wINDEX. Susan received her B.A. from Wellesley College.

Casey Holt

Session: Writing to Persuade

Casey Holt has over 20 years as a results-driven writer, creative director, producer, and manager in client, agency and vendor environments His concepts, copy, and finished works have helped generate substantial sales volume for businesses in many categories, including retail, technology, manufacturing, broadcasting, healthcare, and entertainment. Casey holds degrees in Communications and Art from the University of New Hampshire.

Karen Holtzblatt

Session: Contextual Design

Karen Holtzblatt, President of InContext Enterprises, is a recognized leader and has coached product teams throughout the industry in design based on customer data. Her clients include industry giants such as Microsoft, IBM, Hewlett Packard, Novell, Agilent, and Nokia. She is co-author of *Contextual Design: A Customer-Centered Approach to Systems Designs*. Karen holds a doctorate in Applied Psychology from the University of Toronto.

Christy Jackson

Session: Single-Sourcing with FrameMaker

Session: Developing Help for Different Audiences

Christy Jackson is an Adobe Certified Expert in FrameMaker, as well as a practicing technical writer and accomplished FrameMaker trainer. Christy has worked in Europe, Canada and the United States to deliver solutions focused on documentation and best practices for writers.

Vanessa L.M. Johnson

Session: PowerPoint - The Bells and Whistles

Vanessa L.M. Johnson is a Computer Applications Training Specialist (CATS) with substantial experience teaching Microsoft desktop applications to audiences ranging from end users to computer programmers. Vanessa teaches the full range of Microsoft desktop applications, including Microsoft Word, Excel, Powerpoint, and Outlook.

Dr. Vijay Kanabar

Session: XML & SMIL for Client-Side Authors

Dr. Vijay Kanabar has been teaching at Boston University for nearly eight years and has been consulting and teaching in the areas of IT and Project Management for more than 22 years. Dr. Kanabar is the author of several books in the areas of IT and Project Management, and has been recognized with numerous awards for outstanding teaching and research. Dr. Kanabar holds graduate degrees in Computer Science from Florida Tech and a Ph.D. in Information Systems from Manitoba.

Ben Kauffman

Session: Minimalism

Ben Kauffman is currently a Senior Technical Editor at Cadence Design Systems. Before joining Cadence, Ben worked as a technical and web editor at Agfa Corporation.

His focus has been on developing minimalist technical information, which has three-fold benefits: better readability, lower translation and printing costs, and easier reuse. Before moving into technical editing, Ben taught writing and literature for 5 years at Emerson College.

Pamela Kostur

Session: Enterprise Content Management

Pamela Kostur is a Senior Consultant with The Rockley Group, and has more than 13 years experience developing various types of user material, including designing and creating online materials for intranet, internet, and web-based training. She has presented many workshops and conference sessions related to writing and information development. Before joining The Rockley Group, Pamela was the Communication Manager for SaskTel Mobility in Regina, Saskatchewan (Canada).

David Locke

Session: Single Sourcing: Evolution, Varieties, Tools

Session: Creating Dynamic Server-Based Help

Dr. David Locke has worked with computer documentation and training since 1983, specializing in online information systems. He develops online systems and provides consulting and training for a nationwide client list. David is certified by eHelp as a Robohelp consultant and trainer. He presents regularly at local, regional, and national conferences, and at other computer training events.

Christine Perfetti

Session: Why Good Content Must Suck

Christine Perfetti is a consultant and usability expert at User Interface Engineering, and has been a top-rated presenter at CHI 2001 and 2002, the UIE Research Forums, Intranets 2001, and STC regional conferences. Before joining UIE, Christine previously worked at Fidelity Investments as an influential member of their instructional design team. Christine received her Master's degree in Experimental Psychology from Brown University.

Neil Perlin

Session: XML Concepts for Technical Communicators

Session: Small Steps to Single-Sourcing

Neil Perlin, owner and principal consultant of Hyper/Word Services, entered technical writing in 1979, began creating online documentation in 1985, and is now an internationally recognized expert in Help and online documentation design and development. He has been providing online documentation training for six years, and is a popular speaker at various conferences.

Joel Sklar

Session: Introduction to XSL Transformations

Session: Designing Web Pages with CSS

Joel Sklar is a course developer, technical trainer, and author specializing in HTML, XML, and web technologies. He is the author of three web technology books: *Principles of Web Design*, *Designing Web Pages with Cascading Style Sheets*, and *Designing Web Sites*. Joel also teaches graduate-level instructional design and web technology courses at Northeastern University, as well as XML courses.

Neman Syed

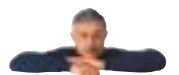**Session: Automating Microsoft Word with Macros**

Session: Technical Diagramming with Microsoft Visio

Neman Syed delivers training and has written manuals for Visio, Crystal Reports, the Microsoft Office suite of applications, VBA, and more. Actively involved in the development of Visio diagramming solutions, Neman is a dynamic and entertaining speaker.

Brian Sullivan

Session: A Tutorial on Computer Graphics

Brian Sullivan has more than a decade in print design, and 7 years in web design. As the senior designer at The Editors Web Design firm, Brian has designed or led the design in well over 100 corporate web sites. He serves as both the creative and tools leader for the company. Brian teaches at industry events and for organizations such as Microsoft's Front Page Users Group, and is a former faculty member of the New England School of Photography.

learn more at

WWW.PUBSNET.COM

Monday, October 7, 2002

Time	Session I	Session II	Session III	Session IV	Session V
7:30-8:15	Registration/Continental Breakfast				
8:15-8:30	Opening Remarks & Conference Orientation				
8:45-10:00	XML Concepts for Technical Communicators Neil Perlin	A Field Guide to Educational Simulations Clark Aldrich	Why Good Content Must Suck: Designing for the Scent of Information Christine Perfetti	Creating eBooks from FrameMaker B. Aschwanden	**Job Fair** (all day) Meet with Placement Agencies Get Help on Resume Preparation and Job Searching Techniques Every conference attendee receives a copy of Gary Grappo's best-selling book, *The Top 10 Fears of Job Seekers: Your Guide to an Effective, Stress-Free Job Search*
10:00-10:15	Refreshment Break				
10:15-11:30	XML & SMIL for Client-Side Authors Dr. Vijay Kanabar	Creating Web-Based Training in DreamWeaver Mike Doyle	Contextual Design: From Customer Data to Implementation Karen Holtzblatt	Overview of WebWorks Publisher B. Aschwanden	
11:30-12:30	Birds of a Feather Hot Lunch				
12:45-2:00	**Keynote: Dr. Margaret Driscoll** *Sign Posts on the Road to Recovery*				
2:15-3:30	Using XML for Document Management: A Case Study Dwight Baer	Tutorial on Computer Graphics Brian Sullivan	How to Index Online Information Susan Holbert	Integrated Workflow with Adobe Tools Kevin Gibson	
3:30-3:45	Refreshment Break				
3:45-5:00	XML Publishing in FrameMaker Donna Dunn	Photoshop: A Picture is Worth a Thousand Words Kevin Gibson	Small Steps to Single-Sourcing Neil Perlin	Dynamic Web Publishing with Oasis Ed Donohue	
5:00-7:00	Harvest Reception				

Harvest Reception
Monday, October 8
5:00 -7:00 PM
(no additional charges)

Drinks, hors d'oeuvres, and an excellent opportunity to network with peers, speakers, and recruiters.

Registered attendees will be entered into a drawing for exciting door prizes including a Ted Williams autographed bat, a new computer, copies of FrameMaker, Robohelp, and much more!

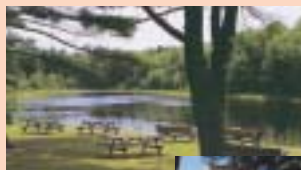| 7:45-8:30	Continental Breakfast				
	Session I	**Session II**	**Session III**	**Session IV**	
8:30-9:45	Introduction to XSL Transformations Joel Sklar	Creating Dynamic Server-Based Help David Locke	Enterprise Content Management: A Unified Content Strategy Pamela Kostur	Automating Microsoft Word with Macros Neman Syed	Attend as many sessions as you'd like on Monday & Tuesday Attend the Monday evening reception...enjoy drinks & hors d'oeuvres... and win great door prizes... **all for $599**
9:45-10:00	Refreshment Break				
10:00-11:15	Developing DTDs for XML Dwight Baer	Developing Help for Different Audiences Christy Jackson	Minimalism Ben Kauffman	Technical Diagramming with Microsoft Visio Neman Syed	
11:30-12:30	Birds of a Feather Hot Lunch				
12:45-2:00	**Keynote: Dr. Richard Lederer** *Heels Over Head in Love with Language*				
2:15-3:30	HTML & XML Overview Mike Doyle	Creating HTML-Based Help with DreamWeaver John Garison	Single-Sourcing with FrameMaker Christy Jackson	PowerPoint- The Bells & Whistles Vanessa L.M. Johnson	
3:30-3:45	Refreshment Break				
3:45-5:00	Designing Web Pages with CSS Joel Sklar	Writing to Persuade Casey Holt	Single-Sourcing: Evolution, Varieties, & Tools David Locke	Open	

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

The Boston University Corporate Education Center combines a quiet, peaceful setting with the convenience of a modern, state-of-the-art conference facility!

- 3 professionally designed amphitheaters
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- Full service dining rooms (breakfast & lunch included)
- Jogging/walking trails and sports fields
- 200 acres of woodlands with a pond
- Ample free parking
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Manchester, NH

Tyngsboro, MA

Boston, MA

Post-Conference Training

See instructor biographies on page 2-3.
Training is also available for full-price for those not attending the conference.
Prices listed below reflect conference discount. Cannot be combined with group discounts.

PC Lab: Creating HTML-Based Help with Robohelp (OCT 9-10, $675)

Instructor: Dr. David Locke
Description: Learn techniques and functions for designing, developing, implementing, and maintaining cross-platform HTML-based online information systems using Robohelp. We consider the requirements of cross-platform display, and develop a project that runs in all formats of HTML. The course is designed for users at all levels.

PC Lab: Creating Web-Based Training with Dreamweaver (OCT 9-10, $675)

Instructor: Michael Doyle
Description: Learn to build WBT interactions using the free CourseBuilder extension for Dreamweaver. Use these interactions to create e-Learning courses, or to include tests and interactions in any web-based information including HTML-based help. CourseBuilder lets you build many types of tests, including true/false, multiple choice, drag and drop...and lets you specify conditional processing rules.

Seminar: Single-Sourcing - Developing Methodologies & Structures (OCT 9-10, $675)

Instructor: Neil Perlin
Description: This seminar is aimed at documentation managers or information developers who need to bring structure and control to their material in anticipation of a single-sourcing effort. The seminar has two major sections: the first covers high-level strategic, organizational, political, and managerial issues; the second covers detailed issues of material structure and design, along with coding and writing issues. You will leave with a detailed action plan to drive your single-sourcing effort.

Seminar: Overview of FrameMaker 7.0 (OCT 9, $212)

Instructor: Christy Jackson
Description: For experienced FrameMaker Users...learn about the important new features of Version 7.0, including single-source publishing to multichannels (print, PDF, HTML, XML, and SGML); enhanced authoring capabilities including master pages; new templates; new import filters; import & export of XML content and DTDs, collaboration features such as support for XMP and WebDAV, accessibility enhancements, and much more!

Seminar: Using Microsoft Visio (OCT 9, $212)

Instructor: Neman Syed
Description: Learn to use Microsoft Visio to create flowcharts, detailed hardware diagrams, network topologies, and process mapping. If you know how to use it efficiently, Visio is a surprisingly powerful tool, and is poised to become the standard tool for creating graphical representations of many technical concepts. See Visio in action, and bring your questions to one of the leading experts on this tool.

Seminar: How to Index User Manuals & Online Information (OCT 9, $212)

Instructor: Susan Holbert
Description: Do you have the expertise to produce a top-quality index? Most software users look at the index for the tasks they want to perform. Most untrained indexers list the features of the software program. This course is designed to help you develop a user-oriented perspective to your indexes...making your information much more usable in the process!

Seminar: Tutorial on Computer Graphics & Adobe Photoshop (OCT 9, $212)

Instructor: Kevin Gibson
Description: Increasingly, technical communicators are asked to handle their own graphics and images. This class shows how to use Photoshop to convert images from scanners, cameras, existing images, and screen shots to finished artwork for use in various authoring tools.

Seminar: Structured XML & SGML Authoring in FrameMaker (OCT 9, $212)

Instructor: Bernard Aschwanden
Description: Adobe FrameMaker 7.0 has complete structured authoring tools for the authoring of content in XML and SGML. However, most documents are still unstructured. This class shows participants how to develop an Element Definition Document (EDD) file and conversion tables to convert existing files to structured documents. Based on a much longer course, this class allows participants to truly understand how structured authoring works.

Seminar: Using CSS & XSLT to Design Web-Based Information (OCT 9, $212)

Instructor: Dwight Baer
Description: CSS (Cascading Style Sheets) and XSLT (Extensible Stylesheet Language Transformations) both have their place in web design. This class examines style sheet syntax and creates some simple styles using CSS. We also look at XSLT and create an XSLT template. We examine what can be done with both of these technologies individually, and will then look at a powerful example of what can be done using both technologies within the same document.

Our Keynote, Dr. Lederer, presents a half-day seminar...

Conan the Grammarian
(October 9, $129)

Dr. Richard Lederer, Usage Editor of *The Random House Webster's Unabridged Dictionary of the English Language*, and author of *The Write Way*, will offer a common-sense approach to grammar and usage. Where do you stand on terminal prepositions, split infinitives, hopefully as a floating adverb, they as a third-person singular pronoun, and impact as a verb?

Dr. Lederer will welcome your questions about all matters linguistic -- from the business of information writing to pronouns and pronunciation to diction and dictionaries. He looks forward to having lunch with workshop students after the session. The price of admission includes a copy of Dr. Lederer's *The Write Way*, which he will be happy to inscribe and sign for you.
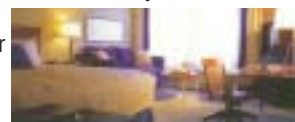
...includes lunch with Dr. Lederer and copy of his book *The Write Way*

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

Hotel: Located off scenic Route 3 in New Hampshire (10 minutes from the conference location at Boston University), the Sheraton Nashua is set on 36 acres of manicured grounds. With 336 newly renovated guest rooms and many onsite amenities, the hotel is the ideal choice for the business traveler. PUBSNET has negotiated with The Sheraton Nashua to reserve blocks of rooms from Sunday, October 6, through Friday, October 10. We've negotiated normal rates down to $99 per night (over 35% off normal rates). **You must** mention the PUBSNET conference when you reserve your room to receive this discount. For reservations, call the Sheraton Nashua at (603) 888-9970 (**reserve early, limited rooms available**).

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

Finally, if you need help finding child care, pet care, or 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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Payment: We must receive payment by check or credit card before the seminar to confirm your registration.

Group Discounts: 3 or more people from the same company that register for the same course or for the conference on the same date are entitled to a 15% discount. This discount cannot be combined with any other discount.

Cancellation: Full refunds are available until September 7, 2002. Cancellations after that date are entitled to send a substitute for free, with notification of substitution due to PUBSNET by October 4, 2002. Should PUBSNET need to cancel or reschedule, PUBSNET will only accept liability for reimbursement of fees paid to us.

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Description	Cost	(x)Quantity	Sub-Total
Conference Registration*	$599	_____	_____
Creating HTML-Based Help with Robohelp**	$675	_____	_____
Creating Web-Based Training with Dreamweaver**	$675	_____	_____
Single Sourcing**	$675	_____	_____
Overview of Framemaker 7.0**	$212	_____	_____
Using Microsoft Visio**	$212	_____	_____
How to Index User Manuals & Online Info**	$212	_____	_____
Computer Graphics & Adobe Photoshop**	$212	_____	_____
Structured XML&SGML authoring in Framemaker**	$212	_____	_____
Using CSS & XSLT to Design Web-Based Info**	$212	_____	_____
Conan the Grammarian**	$129	_____	_____

Total $_____

* 3 or more attending the conference, or register by September 7th, take 15% off
* * seminar prices already reflect a 15% discount for conference attendees

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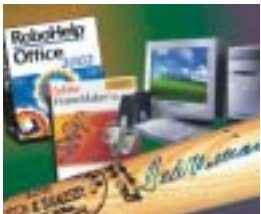
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TOP 10 REASONS TO ATTEND THIS CONFERENCE...

1. **24 expert speakers** with national conference and certified training experience

2. **Wide selection of session topics** including:
   Tools Acrobat, Author It!, CourseBuiler, Deva Help, Dreamweaver, FrameMaker, Microsoft Visio, Microsoft Word, Photoshop, Robohelp....
   Technologies XML, XSLT, Web-Based Training, HTML-based Help, Educational Game Simulations, Dynamic Server-Based Help, Graphics Formats...
   Processes Single-Sourcing, Content Management, Minimalism...

3. **Top-notch keynote speakers**:
   Margaret Driscoll, a leading authority in e-Learning
   Richard Lederer, a prolific author and NPR commentator

4. **Job Fair** with placement agencies all day Monday, October 7

5. **Diversity of speaker and attendee skills** includes technical writers, course developers, instructional designers, editors, usability experts, artists, help authors, e-Learning developers, managers, consultants, and more...

6. **$599 for everything!**

7. Opportunities to **win outstanding door prizes**

8. **10 post-conference classes** offered at 15% discount

9. Early October is **peak foliage** season

10. **Discount rates** at the highly-rated Sheraton conference hotel in Nashua, NH (normally $155/night, we've negotiated a block of rooms for $99/night)

WE'VE WORKED HARD TO GIVE YOU EVERY REASON TO REGISTER...

HERE'S ONE MORE:

REGISTER BY SEPTEMBER 7TH AND RECEIVE AN ADDITIONAL 15% EARLY BIRD DISCOUNT!

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Registered attendees will be entered into a drawing for exciting door prizes including a Ted Williams autographed bat, a new computer, copies of FrameMaker, Robohelp, and much more!