

An intimate rural setting with nationally-recognized speakers...

**27 speakers**  
**32 sessions**  
**2 keynotes**

Attend As Many As You Want  
for \$599



**PUBSNET™**

Our Fourth Annual Conference...

# DOCUMENTATION and TRAINING

October 6-7, 2003

at the

**Boston University**  
**Corporate Education Center**  
(Tyngsboro, Massachusetts Campus)



*two roads converged*

## CHOOSE FROM DIFFERENT TRACKS

**Content Management (7 sessions)**  
**Content Design (7 sessions)**  
**Content Development (6 sessions)**  
**e-Learning (4 sessions)**  
**Simulations (3 sessions)**  
**Multimedia (2 sessions)**  
**Globalization (2 sessions)**  
**.NET (1 session)**

*For technical writers, course developers, e-Learning developers, instructional designers, Web designers, usability specialists, help authors, technical editors, production specialists, and their managers!*



### MONDAY KEYNOTE Vincent Flanders

#### **Web Design for Online Learning and Training**

Vincent Flanders will talk about (and show examples of) the good, the bad, and the ugly in Web design for online learning and training.

Get *your* Web design evaluated by Vincent Flanders...details on the conference Web site.



...author of two best-selling books on Web design



### TUESDAY KEYNOTE David Pogue

#### **Interface Design: The Last Stumbling Block**

David Pogue will talk about some fascinating real-world examples that help to illustrate both clever solutions and horrifying failures of interface design.



...*New York Times* technology columnist and one of the world's best-selling technical how-to authors with over 2.5 million books in print

details at [www.doctrain.com](http://www.doctrain.com) ... or call PUBSNET at 978-649-8555



### Don't Miss This Conference!

We've planned this year's conference around tracks, and gathered many nationally-recognized experts who can speak to the latest tools, technologies, and processes important to technical communicators.

In addition, 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.

We provide access to leading experts, and even provide breakfast, lunch, and the Monday evening cocktail party, all for \$599.

The best investment you can make...is you!

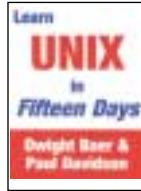
Michael J. Doyle  
Conference Manager

## Content Management

### Building the Universal Canvas - Are We There Yet?

Dwight Baer, co-author *Learn Unix in Fifteen Days*

...introduces Microsoft InfoPath, which lets you gather information, create dynamic content with custom schema, and repurpose that content using any XML-enabled application.



### Flawless Project Management

Stephen Murphy, project management consultant

...provides an approach for the technical communicator to establish a context by which to identify and manage the expectations of other members of the development team.

### Is Your Intranet an "Intramess"?

Silke Fleischer, eHelp Product Manager

...describes realistic tools and strategies to turn "intramess" into success using the principles of EPSS.

### Issues in Information Modeling



Pamela Kostur, co-author  
*Managing Enterprise Content*

...describes what information models are and why they are important. Participants learn how to create models based on semantic structure, to visually represent structure, and to verify models against information products.

### Single-Sourcing: Evolution, Varieties, & Tools

David Locke, co-author *Teach Yourself RoboHelp*

...reviews the context of single-sourcing and its evolved varieties, reviews the requirements of single-sourcing tools, and examines several specific tools.

### Using Source Code Control Systems

Ed Marshall, technical writer

...introduces the basic concepts of source code control systems and demonstrates the use of two commonly used systems: Microsoft Visual SourceSafe and Perforce.

### XML Concepts for Technical Communicators

Neil Perlin, online help consultant

...introduces XML's basic concepts and technology, including XML structure, markup, validation, rendering, related standards, browser support, and development tools.

## Content Design

### Contextual Design

Karen Holtzblatt, author *Contextual Design*

...recommends a customer-centered approach to business by gathering customer data from the field and using it to drive the definition of a product or process, while supporting the needs of teams and organizations.



### Designing for the Scent of Information

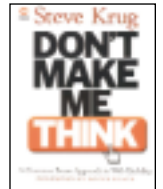
Christine Perfetti, consultant at User Interface Engineering

...outlines recent research on how people find information on large web sites, and describes how to organize your site to pull users to the right place.

### Don't Make Me Think: Web Usability in a Nutshell

Steve Krug, author *Don't Make Me Think!*

...demonstrates the most effective and efficient tool for building usability into your development process: low-cost (or no-cost) do-it-yourself usability testing.



### Introduction to XSL Transformations



Joel Sklar, author *Principles of Web Design, Designing Web Pages with Cascading Style Sheets, and The Web Warrior Guide to Web Design Technologies*.

...focuses on XSLT, and how you can use this new style language to create multi-dimensional documents from a single source of data.

### Methods and Best Practices for Writing Online Documentation

Carolyn Shaw, President, Performance Technology

...shows why structured writing is optimal for online presentation, and identifies what e-writers need to do differently when writing for online versus print.

### Paper Prototyping for Technical Communicators

Carolyn Snyder, author *Paper Prototyping and co-author Web Site Usability*

...illustrates how paper prototypes can turn flawed interfaces into usable ones. It outlines the usability problems that paper prototypes find, and offers tips for incorporating online information into paper prototype usability tests.



### Web Accessibility for Technical Communicators

Judy Brewer, Director of the Web Accessibility Initiative at the World Wide Web Consortium (W3C)

...highlights key issues in making Web sites and applications accessible for people with disabilities, and explains how accessible design also improves usability for non-disabled people.

## Content Development

### **Converting Word to FrameMaker to Word to FrameMaker**

Neman Syed and Bernard Aschwanden

...demonstrates how to round-trip information between Microsoft Word and Adobe FrameMaker.

### **Developing Help for Different Audiences**

Christy Jackson, Adobe Certified Expert

...teaches techniques that help you develop documents that appeal to a variety of users of many different backgrounds. Specific tips and tricks help ensure that you don't lose your audience.

### **FrameMaker and Help Development**

Bernard Aschwanden, Adobe Certified Expert

...describes and demonstrates how WebWorks Publisher and RoboHelp tools create Help from FrameMaker sources. This session helps you answer the questions of which tool is better and why?

### **Single-Source Delivery of HTML, Help, and PDF**

Bernard Aschwanden, Adobe Certified Expert

...demonstrates how FrameMaker, Acrobat, Word and WebWorks Publisher cooperate to reduce the amount of editing and improve the speed of delivering custom materials.

### **Using Adobe Acrobat for Review and Collaboration**

Donna Dunn & Ali Hanyaloglu, Adobe Systems

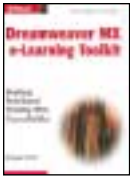
...demonstrates how to use Adobe Acrobat review and commenting solutions in three configurations with increasing benefits and costs: out-of-the-box, assembled with a server, or integrated into a more comprehensive collaboration system.

### **Writing to Persuade**

Casey Holt, principal at Stray Communications

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

## e-Learning



### **Creating Web-Based Training with Dreamweaver**

Michael Doyle, author *Dreamweaver MX e-Learning Toolkit*, *Macromedia Certified Dreamweaver MX developer*

...demonstrates how to create Web-Based Training using Macromedia's CourseBuilder and Learning Site extensions for Dreamweaver.

### **Designing the Online Learner Experience**

Lisa Neal, Editor-in-Chief of eLearn

...describes some characteristics of high-quality and poor-quality online courses, and discusses the importance of context - the learner, the topic, and the setting - in design.

### **E-learning: Secrets from the Learning Research**

Will Thalheimer, President, Work-Learning Research

...shows how learning really works to improve performance, and prompts the audience to solve critical instructional design dilemmas, highlighting e-Learning's unique capabilities to increase learning and minimize forgetfulness.

### **Using Macromedia Authorware and Breeze**

Jacqueline Beck, VP of e-Learning, Brookwood Media Arts

...demonstrates how to develop sophisticated e-Learning and simulator-based applications using Macromedia Authorware, and how to create "just-in-time" training using Macromedia Breeze.

## Simulations

### **Creating Software Simulations**

Michael Doyle, author *Dreamweaver MX e-Learning Toolkit*

...provides an overview of two popular software simulation packages (RoboDemo and ViewletBuilder), demonstrates the creation of a software simulation, and shows how to integrate audio narration to complete the experience.

### **Simulations and the Future of Learning**

Clark Aldrich, author *Simulations and the Future of Learning*



...answers important questions about simulations by one of the world's leading experts. What are the different types of simulations? What goes into building, purchasing, customizing, and deploying one? How can a culture successfully adopt the ability to learn from simulations?

### **Software Simulation - How Much is Enough?**

Silke Fleischer, eHelp Product Manager

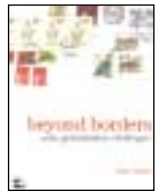
...teaches how to develop effective software simulations, covering the strengths and weaknesses of the five levels of software simulations as defined by Karrer, Laser and Martin, and providing strategies and cutting edge tools and tips that help you develop your own software simulations.

## Globalization

### **Beyond Borders: Web Globalization Strategies**

John Yunker, author *Beyond Borders: Web Globalization Strategies*

...describes the trend to develop multilingual, multi-country Web sites, and analyzes the Web sites of FedEx, Ikea, Amazon, Wal-Mart, and others to help you avoid common mistakes.



### **The Basics of Internationalization**

Marcia Swezey, Localization Manager, Kronos

...describes how a team establishes guidelines for internationalization (I18N), provides example guidelines, and explores the "why" behind such guidelines.

## Multimedia

### **Creating Dynamic Media on a Shoestring**

Rob Graham, author *Advertising Interactively*

...provides an overview of some multimedia development tools and technologies that can be easily learned and implemented -- and won't kill your budget!



### **Using Video for Technical Communications**

Kris Weeks, technical writer

...provides tips for planning a video project, discusses software and hardware requirements, describes widely-used video formats and tools, presents script and storyboarding considerations, and shows video examples.

## .NET

### **What is .NET?**

Kevin Coleman, technology consultant

...describes Microsoft's .NET software, based on Web services, for connecting information, people, systems, and devices.



..... learn more at  
**WWW.DOCTRIN.COM**



Monday, October 6, 2003

7:30-8:15	<b>Registration/Continental Breakfast</b>					
8:15-8:30	<b>Opening Remarks &amp; Conference Orientation</b>					
	<b>Session I</b>	<b>Session II</b>	<b>Session III</b>	<b>Session IV</b>		
8:45-10:00	Single-Sourcing: Evolution, Varieties, and Tools  David Locke	Methods and Best Practices for Writing Online Documentation  Carolyn Shaw	Developing Web- Based Training with Dreamweaver  Michael Doyle	Developing Help for Different Audiences  Christy Jackson	<b>check <a href="http://www.doctrain.com">www.doctrain.com</a> for conference details</b>	
10:00-10:15	<b>Refreshment Break</b>					
10:15-11:30	XML Concepts for Technical Communicators  Neil Perlin	Paper Prototyping for Technical Communications  Carolyn Snyder	Using Macromedia Authorware and Breeze  Jacqueline Beck	FrameMaker and Help Development  B. Aschwanden		
11:30-12:30	<b>Birds of a Feather Hot Lunch</b>					
12:45-2:00	<b>Keynote: Vincent Flanders</b> <i>Web Design for Online Learning and Training</i>					
2:15-3:30	Using Source Code Control Systems  Ed Marshall	Designing for the Scent of Information  Christine Perfetti	e-Learning: Secrets from Learning Research  Will Thalheimer	Single-Source Delivery of HTML, Help, and PDF  B. Aschwanden		
3:30-3:45	<b>Refreshment Break</b>					
3:45-5:00	Enterprise Content Management: A Unified Strategy  Pamela Kostur	Introduction to XSL Transformations  Joel Sklar	Flawless Project Management  Stephen Murphy	Writing to Persuade  Casey Holt		
5:00-7:00	<b>Harvest Reception</b>					



**Harvest Reception**  
**Monday, October 6**  
**5:00 -7:00 PM**  
 (no additional charges)

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

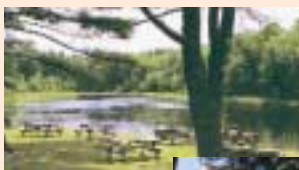
Attendees will be entered into a drawing for exciting door prizes, including a new computer and publishing software (see web site for details). You must be present to win!

Tuesday, October 7, 2003

7:45-8:30						Continental Breakfast							
		Session I		Session II		Session III		Session IV					
8:30-9:45		Building the Universal Canvas  Dwight Baer		Web Accessibility for Technical Communicators  Judy Brewer		Designing the Online Learner Experience  Lisa Neal		Converting Word to FrameMaker to Word  Neman Syed & B. Aschwanden		<p><b>Attend as many sessions as you'd like on Monday &amp; Tuesday</b></p> <p><b>Attend the Monday evening reception...enjoy drinks &amp; hors d'oeuvres... and win great door prizes...</b></p> <p><b>all for \$599</b></p>			
9:45-10:00						Refreshment Break							
10:00-11:15		Is Your Intranet an "Intramess"?  Silke Fleischer		Don't Make Me Think: Web Usability in a Nutshell  Steve Krug		Simulations and the Future of Learning  Clark Aldrich		Using Adobe Acrobat for Review & Collaboration Donna Dunn & Ali Hanyaloglu					
11:30-12:30						Birds of a Feather Hot Lunch							
12:45-2:00						<p><b>Keynote: David Pogue</b>  <b>Interface Design: The Last Stumbling Block</b></p>							
2:15-3:30		Beyond Borders: Web Globalization Strategies  John Yunker		Contextual Design: From Customer Data to Implementation  Karen Holtzblatt		Software Simulations: How Much is Enough?  Silke Fleischer		Creating Dynamic Media on a Shoestring  Rob Graham					
3:30-3:45						Refreshment Break							
3:45-5:00		Basics of Internationalization for Technical Communicators Marcia Sweezey		What is .NET?  Kevin Coleman		Creating Software Simulations  Michael Doyle		Using Video in Technical Communications  Kris Weeks					

### 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
- 281-seat auditorium with tablet arms
- Full service dining rooms (breakfast & lunch included)
- Jogging/walking trails and sports fields
- 200 acres of woodlands with a pond
- Ample free parking
- Located less than 10 minutes drive from the conference hotel (Hawthorn Suites in North Chelmsford, MA)



**ALL  
CONFERENCE  
ATTENDEES  
RECEIVE 15%  
DISCOUNT!**

## Post-Conference Training

See instructor biographies on page 2-3.

*Training is also available for full-price for those not attending the conference.*

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

*Prices listed below reflect conference discount. Cannot be combined with group discounts.*

### **PC Lab: Fast Track to Dreamweaver MX (October 8-10, \$1,016)**

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

Audience: All Web information designers and developers

Description: Fast Track to Dreamweaver MX is a 3-day hands-on Macromedia Certified course that provides the knowledge and practice that Web information designers and developers need to build and manage professional Web sites.

With an abundance of hands-on exercises, you will learn how to use the Dreamweaver User Interface effectively, create pages with well-structured HTML content, create hyperlinks between and within documents, add images and image maps to Web pages, create page designs and templates using tables, create reusable content chunks called library items, format page contents using Cascading Style Sheets, create HTML forms to collect user input, use frames to segment a browser window, add behaviors to make content highly interactive, and test and deploy a Web site.

### **Seminar: An Overview of Microsoft InfoPath (October 8, \$297)**

Instructor: Dwight Baer, author of *Building Speech Applications using VoiceXML* and *Learn Unix in Fifteen Days*

Audience: All information designers and developers

Description: Is your business problem how to capture business data efficiently in a way that facilitates relevant re-use of that data? This one-day seminar will present Microsoft InfoPath as the solution to that problem, with many practical examples of how you can use it in your organization.

You will leave this course knowing the answers to the following questions: what is InfoPath and what does it do? why should organizations or teams consider using InfoPath? how is InfoPath the cornerstone of Microsoft's new strategy to flaunt Office as a "system"? how is XML central to InfoPath, and to the entire Office 2003 suite of products? how does InfoPath relate to Microsoft .NET? what is the relationship between InfoPath and XForms? what are some of the typical ways InfoPath can be used in the areas of Management, Sales and Development?

### **Seminar: Automating Word Using VBA for Non-Programmers (October 8, \$297)**

Instructor: Neman Syed, Microsoft technology expert

Audience: Experienced Microsoft Word users

Description: If you are an experienced Microsoft Word user and want to learn how to automate tasks in Word by using Visual Basic (integrated into Word), this seminar is for you! You will learn how automating tasks can significantly increase your productivity with Word, become familiar with the Word VBA development environment, understand data types, variables, and constants, write and call functions and subroutines, use built-in functions and statements, work with control statements, and understand the Word object model. Based on a longer, hands-on course, this seminar will give experienced users the jump start they need to automate tasks in Word.

### **Seminar: XML Publishing with FrameMaker (October 8, \$297)**

Instructor: Bernard Aschwanden, Adobe Certified Expert and instructor

Audience: Experienced FrameMaker users

Description: Adobe FrameMaker has complete structured authoring tools for the authoring of content in XML. You can enjoy WYSIWYG authoring in either a familiar word processing, style-tagging mode or a fully structured environment optimized for the editing and production of valid XML.

This seminar, designed for experienced FrameMaker users, shows participants how to develop an Element Definition Document (EDD) file, and develop conversion tables to convert existing files to structured documents. Based on a much longer course, this class provides participants with a jump-start to authoring structuring documents in FrameMaker.

### **Seminar: Overview of XML (October 8, \$297)**

Instructor: Neil Perlin

Audience: All information designers and developers

Description: XML, eXtensible Markup Language, is a set of rules that let you create custom tags and ensure consistent coding for Web applications, including documentation.

This seminar is aimed at technical communicators who need to be familiar with basic XML concepts but who do not plan to work at the code level. It presents XML's concepts, describes types of validation, introduces DTDs and schemas, and describes how XML may affect technical documentation.

**PUBSNET Also Provides Year-Round Hands-On Training!**  
**Public classes at our training center in Massachusetts. Onsite classes wherever your team is located!**

**Adobe Certified Training**

- 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**

- Fast Track to ColdFusion (2 days)
- Advanced ColdFusion Development (2 days)
- Fast Track to Dreamweaver (3 days)
- Developing ASP.NET apps w Dreamweaver (2 days)
- Fast Track to Flash (2 days)
- 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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**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 \$99/night.

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



Call 978-256-5151 for 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](http://www.flymanchester.com)); and Logan Airport, which is in Boston ([www.massport.com](http://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](mailto:eileens@pubsnet.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 7, 2003. Cancellations after that date are entitled to send a substitute for free, with notification of substitution due to PUBSNET by October 3, 2003. 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**

Name: \_\_\_\_\_  
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 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
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 E-mail: \_\_\_\_\_

Description	Cost	(x)Quantity	Sub-Total
Conference Registration	\$599	_____	_____
Fast Track to Dreamweaver MX*	\$1016	_____	_____
An Overview of Microsoft InfoPath*	\$297	_____	_____
Automating Word with VBA*	\$297	_____	_____
XML Publishing with FrameMaker*	\$297	_____	_____
Overview of XML*	\$297	_____	_____
* price reflects 15% discount for conference attendees			<b>Total \$</b> _____

**Payment Information**

\_\_\_\_ Check enclosed, payable to PUBSNET Incorporated  
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# TOP 10 REASONS TO ATTEND THIS CONFERENCE...

- 1. 27 expert speakers** with national conference and certified training experience
- 2. Wide selection of session topics** including:  
**Tools** Acrobat, Authorware, Breeze, CourseBuilder, Dreamweaver, FrameMaker, Microsoft InfoPath, Microsoft Word, RoboDemo, RoboHelp, WebWorks Publisher...  
**Technologies** XML, XSLT, Web-Based Training, HTML-based Help, Software Simulations, Video, Dynamic Media...  
**Processes** Single-Sourcing, Information Modeling, I18N...
- 3. Top-notch keynote speakers:**  
David Pogue, *New York Times* technology columnist, author  
Vincent Flanders, best-selling Web design 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
- 10. Hotel rates** for \$99/night

Our Fourth Annual Conference...

# DOCUMENTATION and TRAINING

October 6-7, 2003



Thanks to many companies for past participation, including:

ADP	Kronos
American Power Conversion	Lucent Technologies
Applied Biosystems	Microsoft
AT&T	Millennium Pharmaceuticals
BellSouth Applied Technologies	Nortel Networks
Cingular Wireless	Oracle Corp
Cisco Systems	Progress Software
Citizens Bank	Rockwell Automation
Compaq Computer	RSA Security Inc
Concord Communications	Siemens Medical Systems
EMC	State Street Bank
Fidelity Investments	Storage Networks
GE	Symantec
Honda Motor	Teradyne
IBM	The Mathworks
Intel	Tufts Healthplan
KnowledgeMasters	Xerox

...and you?