

The Single-Sourcing SIG Road Map to the STC Conference 2006

Are you attending the STC conference this year? Don't miss out on events, sessions, and exhibitors relevant to single sourcing.

Single-Sourcing SIG Events

Sunday, May 7 4:00 – 6:00pm Single-Sourcing SIG Meet and Greet

Start this year's conference by meeting fellow members of the Single-Sourcing SIG.

Rob Hanna (co-founder and former manager of the Toronto Chapter's branch of the SIG, current President of the Toronto chapter, Director of Professional Services at SiberLogic) will present a brief report on geographic break-down of SIG membership, and help give you ideas on how you can start your own local branch of the SIG. This is also your opportunity to talk about what you'd like to get out of the SIG.

Where: Bally's in Palace 3

Host: Rob Hanna

Tuesday, May 9 12:15– 2:00pm SIG Networking Lunch

Talk shop with fellow SIG members in the friendly atmosphere of the SIG Networking Lunch. We have three tables hosted by:

- Jerry Silver, Director of Product Management at XMetal
- Susan Gallagher, Documentation Manager
- Becky Jo McShane, PhD, Weber State University

Sessions Relevant to Single Sourcing

Monday 11:00 – 12:00 Improving Collaboration: Using DITA to Develop XML Documents Palace 4-5, Bally's Presenter: Jerry Silver

Sharing XML documents outside of your department can be a frustrating experience. Come to this presentation to learn how DITA can improve document interchange and collaboration by introducing information typing and specialization to your documents.

Monday 2:00 – 3:30 Managing Implementation of Structured Authoring

Where: Champagne 2, Paris Moderator: Sarah S. O'Keefe

Panelists: David M. Kmiec, Jr., Amy L. Matteucci, and Sarah S. O'Keefe

This panel describes a step-by-step method for planning, building, and delivering XML-based structured authoring environments with particular attention to management considerations. We'll also discuss one company's successes using this method.

Monday 2:00 – 3:30 The X Factor: From HTML to XHTML

Where: Bordeaux, Paris Presenter: Neil Perlin

HTML is dead, having been replaced by XHTML. This session introduces XHTML's concepts and codes.

Tuesday 8:30 – 10:00

Integrating Structured FrameMaker and DITA

Where: Bronze 3, Bally's

Moderator: Sarah S. O'Keefe

The Darwin Information Typing Architecture is getting a lot of attention these days. This session describes how to configure structured FrameMaker to best support DITA.

Wednesday 8:30-10:00

Creating Customized Outputs with AuthorIT

Where: Loire, Paris

Presenter: Char James-Tanny

While you can use AuthorIT "out of the box" to publish Word and HTML documents, you can match your company's look and feel by customizing the outputs. This session will cover page margins, headers, footers, Word templates, library objects, custom topic templates, CSS files, and more.

Wednesday 8:30-10:00

Revenue-Generating Strategies for Technical Communication Organizations

Where: Palace 4-5, Bally's

Presenter: Thanhnguyet Vo

This workshop on recognizing publications' value includes materials that note benefits of single sourcing and how it could serve as an opportunity to generate revenue for Tech Com organizations.

Wednesday 10:30-12:00

Beyond the Bleeding Edge, Part II

InDesign and XML: Beauty and the Beast?

Where: Champagne 2, Paris

Presenter: Sarah O'Keefe

(Note: Beyond the Bleeding Edge, Part II, includes three sessions. Sarah O'Keefe's session is listed as the second.) InDesign provides beautiful typography and lovely layout. Will it play nicely with XML's promise of structure, consistency, and automation? This session provides a brief overview of InDesign's XML support.

Post-conference

Life after RoboHelp

Where: Palace 4-5, Bally's

Presenter: Neil Perlin

With RoboHelp apparently fading, what will replace it? This workshop examines two new candidates – Flare and ePublisher Pro. Plan to bring a laptop to examine, hands-on, how each tool supports migration from RoboHelp and its overall features.

Exhibitors Relevant to Single-Sourcing

SiberLogic

Product: SiberSafe

Come talk to either Rob or Alex about their XML-based content management solution that includes many new features to make it easier and more extensible for technical communicators. Members that drop by the booth can pick up a free 50-page DITA Pocket Guide while supplies last. The Pocket Guide is filled with useful information about DITA and how it works.

XMetal

XMetal(r), a Division of Justsystems Corporation, provides the world's leading XML content creation and collaboration solutions, advancing the goals of globally-focused, customer-driven

organizations. XMetaL's family of software and services enables your company to create, share, reuse, and deliver content more quickly and cost-effectively, across all customer channels, from sales, marketing, and customer service, to training and technical support.

Visit us in booth 214 to learn how leading companies such as Cisco, Daimler Chrysler, HP, Kodak, Microsoft, Philips, RIM, Southwest Airlines, Sybase, Symantec, Texas Instruments and USA Today use XMetaL to bring products and services to market faster, with greater accuracy, and at lower cost.