

# SUNDAY WORKSHOPS: X-Pubs 2008 - Europe's Largest XML Conference - Delivering on the XML Promise

S1 = Aerospace Defence Special Interest

DI = DITA and Information Architecture

HT = Manufacturing and Software

GP = Government and Pro Publishing

CM = Component Content Management



WORKSHOPS - SUNDAY JUNE 22, 2008						
Time	Duration	Room 1	Room 2	Room 3	Room 4	Room 5
13:00		<b>Developing Dynamic Content Delivery Applications</b> - Jeroen Van Rotterdam, General Manager of XML Solutions, EMC  <b>DI, S1, GP, CM, HT</b>	<b>How to Master Taxonomy and Information Architecture</b> - Noz Urbina, Principal Consultant, Mekon Ltd. and Charles Cooper, Principal Consultant, The Rockley Group  <b>DI, GP, CM, HT</b>	<b>S1000D Technical Documentation</b> - Richard Nicholson, PTC Product Manager for S1000D Delivery Applications  <b>S1</b>	<b>The DITA Maturity Model : What is it and what can it do for you?-</b> Amber Swope, JustSystems  <b>DI, HT</b>	<b>FrameMaker and RoboHelp in Adobe® Technical Communications Suite</b> - Matthew Ellison, Adobe Certified Expert
	30min	<b>Registration</b>				
13:30	1.5hr	<b>Workshops Part 1</b>				
15:00	30 min	<b>Break - Tea and Biscuits</b>				
15:30	1.5hr	<b>Workshops Part 2</b>				
17:00						



The value of the X-Pubs workshops pay for the entire conference!

PLEASE NOTE: Some agenda details may change at the last minute due to requests by speakers and sponsors.

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**DAY 1 - MONDAY JUNE 23: X-Pubs 2008 - Europe's Largest XML Conference - Delivering on the XML Promise**



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DAY ONE					
Time	Duration	Room 1	Room 2	Room 3	
8:30	1.5hrs	<b>Registration</b>			
10:00	30 min	<b>Opening Introductions and welcome - Juliant Murfitt, Mekon Ltd</b>			
10:30	50 min	<b>Featured Speaker:</b> <b>John Sheridan, National Archives</b>			
11:20	30 min	<b>GP</b> <b>Transforming Legislation Publishing</b>			
11:20	30 min	Break and Exhibits			
11:50	50 min	<b>DI</b> Michael Miller, Antenna House Formatting documents and DITA with XSL-FO	<b>CM, HT</b> JoAnn Hackos, ComTech Services Getting Enterprise Buy-in to XML Content Management	<b>SP, &lt;ALL&gt;</b> Wez Dowell, XyEnterprise XyEnterprise, S1000D CMS and IETM Solution	
12:40	1.5 hrs	Lunch and Exhibits			
14:10	50 min	<b>DI, CM</b> Chris Hadley, Micro Focus and Noz Urbina, Mekon Ltd Migration to DITA and CMS Implementation - A Work in Progress	<b>DI, HT</b> Peter Li, PTC Maximising The Re-use Opportunity	<b>CM, HT</b> Jacquie Rhodes and Chris Royston, Cambridge Silicon Radio Working with an XML-based Component CMS	
15:00	50 min	<b>DI, CM</b> Charles Cooper, The Rockley Group How to Master Taxonomy and Information Architecture	<b>S1</b> Wayne Gafford, ADL Why the Advanced Distributed Learning (ADL) Initiative is Passing the Stewardship of SCORM to LETSI	<b>SP, &lt;ALL&gt;</b> David Worsell Delivering Measurable Business Benefit Using XML	
S	30 min	Break and Exhibits			
16:20	50 min	<b>DI, CM, HT</b> Gunnar Krause, Qimonda AG Chunking Content with Confidence	<b>S1</b> Maria MacDonald, AgustaWestland Simplified Technical English for all: a Customer-friendly Specification	<b>SP, &lt;ALL&gt;</b> Nick Martin, Quark Professional Design Meets Automated Multi-Channel Publishing	
17:10	50 min	<b>DI</b> Mikhail Vaysbukh, DCLabs How to Get the Most Out of Content Migration to DITA	<b>SP</b> FrameMaker and RoboHelp in Adobe® Technical Communications Suite - Matthew Ellison, Adobe Certified Expert		
18:00		Break			
20:00		PLEASE NOTE: Some agenda details may change at the last minute due to requests by speakers and sponsors.			
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**DAY 2 TUESDAY JUNE 24: X-Pubs 2008 - Europe's Largest XML Conference - Delivering on the XML Promise**



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DAY TWO					
Time	Duration	Room 1	Room 2	Room 3	
8:30	30 min	Exhibition Open			
9:00	1 hr	<b>Featured Speaker: Dennis Raitz, Boeing</b> <b>&lt;ALL&gt;, S1 IETP Development and Implementation 16 Years of Experience – Lessons Learned</b>			
10:00	30 min	Break and Exhibits			
10:30	50 min	<b>DI</b> John Hunt, IBM Designing and Delivering Dynamic Training and eLearning with DITA	<b>&lt;ALL&gt;</b> Sarah O'Keefe Friend or Foe? The Role of Web 2.0 in Technical Communication		
11:20	50 min	<b>DI</b> Andrea Leszek, Salesforce.com Maximum Reusability - A Case Study of DITA-based Content Production	<b>DI, GP</b> Judi Vernau, MetaTaxis Is It A Bird? Is It A Plane? How to Develop a Taxonomy	<b>SP, &lt;ALL&gt;</b> Miel De Schepper, CEO, Trisoft NV Customer Centric Technical Documentation	
12:10	1.5 hrs	Lunch and Exhibits			
13:40	50 min	<b>DI</b> Amber Swope, JustSystems How to Increase Financial Returns for Existing DITA Users	<b>S1, HT</b> Chris Wood, BAE "...But Don't Forget About The Maintainer"	<b>SP, &lt;ALL&gt;</b> Stephen Buxton, MarkLogic XML Content Platforms: Enabling Agility in Publishing	
14:30	50 min	<b>DI, CM, HT</b> Larissa Sliwinski, Business Objects (SAP) Incremental Adoption of DITA: A Real-World Example	<b>&lt;ALL&gt;</b> Amanda Bucklow, Independent Resistance and Delay in Implementing Document Management Systems	<b>DI</b> Vince Savard, PTC DITA for Training Materials	
15:20	30 min	Break and Exhibits			
15:50	50 min	<b>S1, DI, CM, HT</b> Joe Gelb, Suite Solutions Modular Documentation: Bringing the Pieces Together	<b>S1</b> Victoria Ichizli-Bartels S1000D Business Rules		
16:40	50 min	<b>X-Pubs Question Time</b>		<b>Interactive panel discussion with our experts</b>	
17:30	50 min	Exhibition Open			
18:10	PLEASE NOTE: Some agenda details may change at the last minute due to requests by speakers and sponsors. <b>DI</b> = DITA and Information Architecture <b>S1</b> = Aerospace Defence Special Interest <b>GP</b> = Government and Publishing Special Interest <b>CM</b> = Component Content Management <b>HT</b> = Manufacturing and Software <b>SP</b> = Sponsor				