The 2012 Fall Conference

The Francis Marion Hotel, Charleston, SC
September 9 through 12, 2012

XyUser
G R O U P

Charleston

THE 2012 CONFERENCE

REGISTRATION

The registration fee for this year's conference is $1,200 per person for members and $1,600 per person for non-members. The final deadline for registration is Friday, August 22, 2012; however if you register and pay by Friday, July 15, 2012 the discounted cost is $995 per member.

Five mini-clinics will be offered this year. Cost for these pre-conference sessions is $400 per attendee and $350 if you take advantage of the early registration.

Registration fees cover: a welcome reception on Sunday evening; breakfast and lunch each day; coffee breaks during the day; a special activity on Monday night that includes dinner; and admittance to all conference sessions, except for the mini-clinics on Sunday.

Payment will be accepted by check, wire transfer, or credit card at our secure online link. Registrations must be completed online at http://xyug.org. Follow the link on that page to get to the registration form, or you may go directly to the registration form at 2012 conference registration. If payment online is not convenient for you, you may send a check or credit card details to:

XyUser Group
Joshua Faigen, Executive Director
313 Merrimac Street
Newburyport, MA 01950 U.S.A.

If you have questions please call Josh at +1 978.618.4778 or send a message to josh@xyug.org.

HOTEL RESERVATIONS

Deadline for making hotel reservations is Friday, August 8, 2012. After that date the hotel cannot guarantee the special XyUser Group room rate.

Single or double rooms for conference attendees are $149.00 per night plus 13.5% tax. This rate is available only for Conference days. All rooms offer complimentary internet access.

You may call the hotel for reservations at +1 877.756.2121 (mention the XyUser Group Conference). Or you may book online at https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=697879&hotelID=76320.

TRANSPORTATION

Several airlines offer a direct service to Charleston International Airport (CHS). Amtrak also operates to Charleston. From the airport to the hotel by taxi is approximately $25.

CONTACT

Should you have any questions or need assistance with your conference registrations, please contact Joshua Faigen, Executive Director, XyUser Group, at josh@xyug.org, or by telephone at +1 978.618.4778.
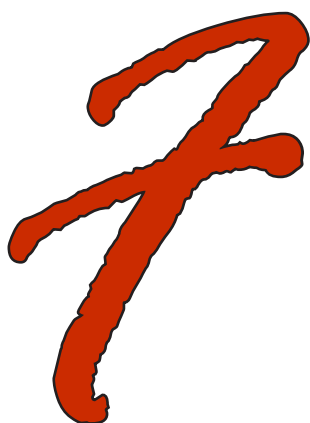
The 2012 Fall Conference is the place to learn practical XPP, LiveContent and Contenta skills in a fast-paced, focused environment. Industry professionals lead sessions geared towards accelerating productivity and increasing practical knowledge. You will hear about real-world examples of technology in action and learn about industry trends. SDL will present product updates and welcome feedback on your needs for the future.

The 2012 Fall Conference features five mini-clinics that will extend your expertise with this and that and this and more of that. The main program will take place Monday through Wednesday and will include informative and lively sessions on topics such as: SDL XPP, SDL LiveContent, and SDL Contenta Product Updates; Case Studies and Wish Lists; Contenta Tools; XPP Export; Frills Processing; Fonts; ePubs; Transformation Methods; XML and XSLT; PDF Options; XPP Tabular; Xopus; and many more.

The XyUser Group is an active and open community creating synergy by sharing ideas and addressing real-world issues. When you attend the 2012 Fall Conference, you can learn how to leverage data and product strengths, influence future SDL software releases, meet colleagues from around the world, hear about the latest software releases from SDL, and talk directly to SDL technical staff.

Charleston

where history lives

For much of the past 50 years, describing the Charleston experience has been easy. It is, after all, America's most beautifully preserved city, where cobblestone streets wind past antebellum homes and soaring church steeples watch over its harbor. It has been, for decades, a place to inspire poetry, where horse drawn carriages offer a history's eye-view of the Old South and a simple stroll across town reveals beauty around every corner.

Named for General Francis Marion, the "Swamp Fox" of the American Revolution, the Francis Marion Hotel opened in 1924 as the largest and grandest in the Carolinas and in 1996 earned the esteemed National Trust Award. The hotel sits in the center of Charleston's renowned Historic District and across the street from Marion Square, a park originally built during the Revolutionary War.

Other landmark attractions include Fort Sumter, the South Carolina Aquarium, the Aircraft Carrier Yorktown, the Confederate submarine Hunley, the famous horse drawn carriage tours and beautiful beaches.

2012 Conference At-A-Glance

Sunday, September 9

10:00 AM to 4:00 PM
Mini-Clinic 1: XML Export
Mini-Clinic 2: XSLT
Mini-Clinic 3: An Introduction to S1000D
Mini-Clinic 4: DITA
Mini-Clinic 5: Contenta DB 101

4:00 to 5:00 PM
Board of Directors' Meeting

5:00 to 7:00 PM
Registration and Reception

Monday, September 10

8:00 to 9:00 AM
Registration and Breakfast

9:00 to 10:15 AM
SDL Update

10:15 to 10:45 AM **Coffee Break**

10:45 AM to Noon
SDL XPP Product Update (1A,B)
SDL Contenta, Contenta S1000D and LiveContent S1000D Product Updates (1C,D)

Noon to 1:15 PM **Lunch**

1:15 to 2:30 PM
Moving to XML in XPP (2A)
PDF Marks (2B)
Contenta Product Roadmap: A Deep Dive (2C)
Xopus Case Study (2D)

2:30 to 3:00 PM **Coffee Break**

3:00 to 4:15 PM
Xychange Basics (3A)
Right to Left Composition (3B)
SDL S1000D Update (3C)
What is a Center of Excellence? (3D)

6:00 to 10:00 PM **Social Event**

Tuesday, September 11

8:00 to 9:00 AM **Breakfast**

9:00 to 10:15 AM
XML Export in SDL XPP 8.4 (4A)
Frills Processing Using XyPerl (4B)
Introduction to SDL Contenta System Admin (4C)
Electronic Content Delivery (4D)

10:15 to 10:45 AM **Coffee Break**

10:45 AM to Noon
Case Study: Jordan Publishing (5A)
XPP Compare vs. XyDiff (5B)
Developing Contenta Tools (5C)
TBD (5D)

Noon to 1:15 PM **Lunch**

1:15 to 2:30 PM
XPP Composition Using MS Word 2010 and .NET (6A)
SDL XPP Fonts (6B)
Managing the Contenta 4.1 Upgrade (6C)
Adobe Distiller, GhostScript, and Your PDF Workflow (6D)

2:30 to 3:00 PM **Coffee Break**

3:00 to 4:15 PM
XML Path Syntax in Macros and Item Formats (7A)
SDL XPP Product Update (7B)
Closing the Technology Communication Gap (7C)
Preparing for the ePub World (7D)

Wednesday, September 12

8:00 to 9:00 AM **Breakfast**

9:00 to 10:15 AM
XML Standards Update (8A)
SDL XPP Tabular Update (8B)
Trisoft to XPP (8C)
Xopus Technical (8D)

10:15 to 10:45 AM **Coffee Break**

10:45 AM to Noon
Pickups for Beginners (9A)
XPP Best Practices: Spec Management (9B)
XPP Transformation Methodologies (9C)
Non-SDL Indispensable Tools (9D)

Noon to 1:15 PM **Lunch**

1:15 to 2:30 PM
SDL XPP: Preserving the Old, Embracing the New (10A,B)
SDL Contenta and Contenta S1000D Wish List (10C,D)

2:30 to 3:00 PM **Coffee Break**

3:00 to 4:15 PM
XPP Wish List (11)

4:15 to 5:15 PM
Board of Directors' Meeting

SUNDAY, SEPTEMBER 9

MINI-CLINIC 1

XML Export

John Hoffman, *SDL*

The XML Export mini-clinic will give an in-depth examination of a new feature in XPP 8.4 that enables you to export an XML instance of a composed division or job and transform that instance to reach a different output format. Using ePub as the target format, mini-clinic participants will produce the XML export, understand what kind of information is in the exported instance, and how that information can be used in an XSLT transformation. Using this simple example the class will walk through the process from start to finish. This mini-clinic is for anyone who has worked or will work on reaching another output format, whether ePub or Word or HTML.

TECHNICAL INTERMEDIATE ADVANCED

John Hoffman is a principle project manager and senior consultant working for SDL. He has a deep understanding of the challenges and the possibilities of automating publishing workflows as well as the intricacies of XPP, having worked directly for several international publishing companies as well as SDL. He has experience publishing products in electronic and print form for the legal, financial and tech doc markets.

MINI-CLINIC 2

XSLT

Bart Terryn, *Grafikon*

Are you still using Xychange to transform your XML files? Make the switch to XSLT. Every XPP installation now comes with built-in XSLT 1 and XSLT 2 transformation engines and in this mini-clinic you will learn you how to use them. We will work through XSLT's XPath syntax and learn about the different components of an XSLT engine and how they work. We will cover the push and pull models and how to select the proper pieces of your content and put them in the proper order. By the end of this workshop you should be able to build your first XSLT stylesheets and use them in your XPP workflow. No previous experience or programming practice is needed.

ALL LEVELS

Bart Terryn has been working in the prepress industry his whole professional career. After spending 10 years with Compugraphic, in 1988 he started working for a small Xyvision representation in Belgium. Since 1998, Bart has been working at Grafikon, a prepress company specializing in the automation of full color scientific schoolbooks, scientific journals, legal looseleaf, and reference works. Grafikon is one of the major XPP sites in Belgium and Holland. Bart has been a XyUser Group Board Member since 2000 and co-chairs the Strategic Planning Committee.

10:00 AM TO 4:00 PM: Mini-Clinics

MINI-CLINIC 3

An Introduction to S1000D

Michael Cook, *SDL*

S1000D is the most complete documentation standard ever created. It can satisfy documentation requirements for anything from a wristwatch to aircraft carriers and state-of-the-art industrial products. This mini-clinic covers features and capabilities of the S1000D specification. It's for anyone with some degree of understanding of the documentation industry. Managers, technical writers, IT professionals, and end users of S1000D documentation will benefit from this course, as well as IT personnel who are interested in exploring the technical documentation standards industry. We will cover capabilities of the specification as well as why S1000D was created and what it supports.

TECHNICAL **NOVICE** **INTERMEDIATE**

Michael Cook has spent the past 32 years working in the aerospace and software industries, first at Boeing and then at Microsoft. He has also consulted with Boeing in the design and construction of the 787 documentation system — using S1000D in a commercial setting. He is currently working on a book on S1000D specification and best practices.

MINI-CLINIC 4

DITA

Steve Moldenhauer, *SDL*

This mini-clinic introduces the Darwin Information Typing Architecture (DITA). It will cover the following topics and more:

· What is DITA?
· What are the origins of DITA and its underlying philosophical principles?
· What are the core components of DITA?
· When and why might DITA be a good choice for my company?
· What are the advantages and disadvantages of DITA?
· What is the current state of DITA adoption and support from vendors and the user community?
· What are future plans for DITA?

Expect to leave the mini-clinic with some hands-on experience with using it, a high-level understanding of why it is important, its costs and benefits, its impact on technical documentation processes, and the promise it offers for efficient, automated publication of modular content.

TECHNICAL **NOVICE** **INTERMEDIATE**

Steve Moldenhauer was the Director of DITA Center of Excellence in the SDL Structured Content Technologies Division. Steve has nearly 20 years of experience in project management and implementation of information management systems, with a focus for the past 15 years in ML, SGML and XML. Since the early 1990s, he has been involved in structured authoring and translation management tools. For the past 6 years, he has been focused on implementing component content management systems with SDL customers.

10:00 AM TO 4:00 PM: Mini-Clinics

MINI-CLINIC 5

Contenta DB 101

Chuck Dombek, *Wolters Kluwer*

Have you ever wondered about the nature of the database layer of Contenta and what you could get from it other than using the standard GUI? This technical mini-clinic will explore general database concepts, SQL, the Contenta Schema, API and reporting methods to help you get more from the database layer of your system. Owing to the nature of some of the materials that will be presented, attendees will be required to sign a non-disclosure agreement form with SDL prior to the conference.

TECHNICAL **ALL LEVELS**

Charles Dombek is the Content Systems Manager for WK Health, Clinical Solutions – Drug Information Technologies. He is responsible for content systems at 2 sites within the Wolters Kluwer Health family of companies including the Contenta installation at the St. Louis office. He has been a WK employee since 1989 and was the project manager for the 1993 deployment of PDM 1.0. He has served on the XyUser group Board of Directors since 1994 and has co-chaired the Strategic Planning Committee since 1996. He holds a degree in Pharmacy from the St. Louis College of Pharmacy, a Master of Arts in Management from Webster University and a Masters in Information Management from Washington University in St. Louis. He serves as a member of the structured documents and pharmacy working groups for the HL7 international standards organization for healthcare informatics. In his limited free time he dotes on his grandchildren, Sakura and Henry.

4:00 TO 5:00 PM **BOARD OF DIRECTORS' MEETING**

5:00 TO 7:00 PM **REGISTRATION AND RECEPTION**

8:00 TO 9:00 AM **REGISTRATION AND BREAKFAST**

9:00 TO 10:15 AM **SDL UPDATE**
Carol Bumbaca, *SDL*

10:15 TO 10:45 AM **COFFEE BREAK**

10:45 AM TO NOON SESSIONS

SESSION 1A,B

SDL XPP Product Update

Jon Parsons, *SDL*

SDL XPP 8.4 is now in your hands. Since its release in March of this year, research and design work on a major new release of XPP has been done. The general outlines of where that work leads have begun to emerge. This talk will communicate those findings as well as what else is high on the backlog. This is the talk where you'll find out what's available now, what to expect in the near term, and where XPP will go over the longer term in supporting a solid, reliable, standards-based publishing workflow.

MANAGEMENT ALL LEVELS

SESSION 1C,D

SDL Contenta, Contenta S1000D and LiveContent S1000D Product Updates

Andrew Trese, *SDL*

This presentation will summarize the features and platform support that have been added to SDL Contenta, SDL Contenta S1000D and SDL LiveContent S1000D over the past year. We'll talk about enhancements currently under development and those we're considering for the coming year. We'll also discuss trends we see in the S1000D community that we expect will have an impact on our product direction.

MANAGEMENT ALL LEVELS

MONDAY MORNING, SEPTEMBER 10

NOON TO 1:15 AM **LUNCH**

1:15 TO 2:30 PM SESSIONS

SESSION 2A

Moving to XML in XPP

Chris Leggett, *Letterpart*

We will explore how to set up an XML job in XPP for the first time: what lives where, how to import and export XML, what is different from using the earlier non-ML versions of XPP. We will also examine how a well-structured ML instance can be set in XPP by using the XPath. Users should have a working knowledge of style development.

TECHNICAL **NOVICE**

SESSION 2B

PDF Marks

Sam McCollum, *Cenveo*

PDF macros can enhance your customers' experience with online PDFs. In this session you will see examples of how various PDF macros can be inserted in tags and macros as well as placed by using transformations such as Xychange. Create on the fly PDFs using the command line utility "psfmtdrv" to check the results. Use the command line utility "showpdf" for error checking. There is a lot of power in these macros but you have to be careful. The examples will include Classic XPP as well as native XML divisions.

TECHNICAL **INTERMEDIATE**

SESSION 2C

Contenta Product Roadmap: A Deep Dive

Rachel Cooper, *SDL*

Contenta continues to evolve and as it does, the engineering team is evaluating new technologies and approaches to underlie the new features. This talk will describe some of the technologies of interest in reasonable depth. Topics like a RESTful Web services, an S1000D-savvy integration API, UX trends and directions, and Solr/Lucene capabilities for searching will be addressed. This talk will give you a preview of the new areas that Contenta is moving into and an introduction to the technologies that will move it forward.

TECHNICAL **INTERMEDIATE** **ADVANCED**

SESSION 2D

Xopus Case Study

SDL

SDL Xopus is an authoring tool that enables people to work with structured and complex content without their needing to worry about tagging content. You will learn about the key uses for the tool and where it fits in the workflow, as well as the main benefits for different types of authors. You will hear the reasons several different global organizations use Xopus. You will see a demonstration of the software highlighting its ease of use and the subtle guidance given to the author through use of the document structure.

MANAGEMENT **ALL LEVELS**

2:30 TO 3:00 PM **COFFEE BREAK**

3:00 TO 4:15 PM SESSIONS

SESSION 3A

Xychange Basics

Chris Leggett, *Letterpart*

We will look at the XPP delivered transformation tool. It's a very useful and simple tool that allows transformation of all types of input — XyAscii, XML and SGML — and is often needed, in particular for footnotes and pickups. We will also look at basic and advanced use of wildcards, some conditional testing and re-inputting of text. You will learn how Xychange can be run from within pathfinder or from the command line.

TECHNICAL NOVICE

SESSION 3B

Right to Left Composition

Patti Alsop, *Tweddle*

This session will focus on how XPP right-to-left composition works (XPP 8.2 and later) in support of languages such as Arabic and Hebrew. We will walk through a variety of supporting data specs, emphasizing what needs to be done differently for page layout, tabular, pickups, etc. We will also discuss "BIDI" issues (bidirectional challenges like left-to-right English embedded in Arabic) and ways to resolve them.

TECHNICAL INTERMEDIATE

SESSION 3C

SDL S1000D Update

Michael Cook, *SDL*

S1000D is always changing. Most changes provide added capabilities, extensibility of documentation and help for DITA users. S1000D provides free schemas, including documentation on adding capabilities to your existing schemas. This session will cover the basic changes from S1000D Issue 4.0.1 to Issue 4.1; there will also be comparisons to earlier versions of the specification (Issue 3.0). The primary pain points created by some of the changes to the specification will also be addressed and how they might be minimized.

TECHNICAL INTERMEDIATE ADVANCED

SESSION 3D

What is a Center of Excellence?

Allen Seifert, *SDL*

The Customer Support organization in SDL's Structured Content Technologies division has in the last year used a new model for supporting customer sites, leveraging the experience of service providers and matching it with the kinds of support customers need. Allen Seifert, the Consultancy Director for the XML Systems Center of Excellence in SCT, will describe the vision that motivates the new organization. Drawing on specific examples from the work of his team and highlighting the flexibility the new approach enables, he will show how you can easily and effectively use the center of excellence supporting your site.

TECHNICAL INTERMEDIATE

6:00 TO 10:00 PM **SOCIAL EVENT**

8:00 TO 9:00 AM **BREAKFAST**

9:00 TO 10:15 AM SESSIONS

SESSION 4A

XML Export in SDL XPP 8.4

Jon Parsons, *SDL*

A key new feature in SDL XPP 8.4 is the ability to export an XML instance of any composed division or job from XPP and create a well formed XML instance to work within the file system. This exported instance is a perfect candidate for transformation using XSLT (or any other transformation tool). This talk explores that feature in some detail, explains the background and motivation for adding it, and looks to anticipated uses in the future. Those who will be working with XML Export should take John Hoffman's mini-clinic on Sunday.

TECHNICAL **INTERMEDIATE**

SESSION 4B

Frills Processing Using XyPerl

Mark Hutchinson, *Solidair*

Frill blocks are much underrated and under used. Extract the maximum possible from these block types (and their close-relative: frames) using XyPerl. Even if you don't understand Perl, you'll have TWO must-do reasons for attending this session: learn about Frills Processing AND XyPerl. Everybody SHOULD come — it's THAT useful!

TECHNICAL **ALL LEVELS**

SESSION 4C

Introduction to SDL Contenta System Administration

Marc Dashevsky, *SDL*

This session is for new or moderately experienced Contenta Administrators. It provides a high-level overview of typical administrative tasks and the tools you have available to deal with them. Topics include: 1) the PCM portal — its essential role, starting it, stopping it, setting up its logs; 2) troubleshooting problems — where to look when trouble occurs; 3) cleaning up files — getting rid of things that are no longer useful; 4) database maintenance — consistency checking, compacting; 5) licensing — how Contenta and its components are licensed, where to find what you need from the license server.

TECHNICAL **NOVICE** **INTERMEDIATE**

SESSION 4D

Electronic Content Delivery

Chuck Dombek, *WK Health*

This technical and business session is the follow on to last conference's ePub session, allowing the presenter the opportunity to discuss how a simple ePub project turned into the pursuit of an "App". Along the way, we will discuss how the world of publishing continues to change, particularly when content is no longer all we provide.

ALL LEVELS

TUESDAY MORNING, SEPTEMBER 11

10:45 AM TO NOON SESSIONS

SESSION 5A

Case Study: Jordan Publishing

Chris Leggett, *Letterpart*

In this session we will look at how Letterpart has revolutionized the Jordan Publishing Ltd. workflow. Starting with Word files, publications are transformed into XML for XPP and PDF production; then XML gets exported and converted to a number of different products: ePDFs, printed books with links, ePubs, books in Adobe Digital Editions format, and finally DITA versions of LiveContent for both on-line and off-line publications. Since 1st April this year, all Jordan's electronic content is published this way.

ALL LEVELS

SESSION 5B

XPP Compare vs. XyDiff

Bart Terryn, *Grafikon*

XPP Compare and XyDiff are both products that allow you to compare two instances of the same document. Yet they are very different in the way they work and the results they produce. So which one to choose? Or if you have been using XyDiff for years, what should you expect when switching to XPP Compare? This session will introduce you to both products, how to use them, what to use them for and what the differences are between them.

TECHNICAL **ADVANCED**

SESSION 5C

Developing Contenta Tools

Marc Dashevsky, *SDL*

This session demonstrates how to develop a Contenta client tool in Perl. We will review in detail a simple but useful tool that provides a graphical user interface and interacts with objects in the Contenta database. You will learn some of the basics of the Contenta API, e.g., connecting to the portal, navigating the object hierarchy, and accessing property sheets. The code for the tool will be made available to participants, so you'll have a handy model to refer to. It will also provide a basis for you to develop your own tools as you solve challenges for yourself and other Contenta users in your workplace. A working knowledge of Perl is required.

TECHNICAL **INTERMEDIATE** **ADVANCED**

SESSION 5D

TBD

TUESDAY AFTERNOON, SEPTEMBER 11

NOON TO 1:15 PM **LUNCH**

1:15 TO 2:30 PM SESSIONS

SESSION 6A

XPP Composition Using MS Word 2010 and .NET

Barry Frank, *Reed Technology*

This session will demonstrate a .NET application that will use MS Word 2010 automation to create and edit documents that can be submitted for composition via XPP auto processing. For this demo a PDF will be returned. Item format, Pagination Style and Page Layout specs are created dynamically by the program when submitting the composition request. The demo will not address complex formatting issues, but it will include tables, graphics and multiple font handling.

TECHNICAL INTERMEDIATE

SESSION 6B

SDL XPP Fonts

Laurie Hagar, *SDL*

This talk is an introduction to how fonts work in XPP, including how to install a font. It will walk you through the process from starting with a newly acquired font to the point where you can print out each character through XPP and inspect the results. There will also be a special focus on using symbols and how to add a new special character to your XPP font environment. (Special prize for best bad typography joke! Come prepared with a good one!)

TECHNICAL NOVICE INTERMEDIATE

SESSION 6C

Managing the Contenta 4.1 Upgrade

Cindi Monahan, *LexisNexis*

LexisNexis 2011 Initiatives included the upgrade of Contenta 3.c2 p3 to Contenta 4.1.8.1. In this session we will discuss: getting started and things to be aware of, initial planning, actual project plan, testing (user, QC and Performance), challenges, pre-release and release day activities and finally our lessons learned. Our release included a Solaris 9 to Linux hardware upgrade, Oracle 9i to 10.2 upgrade to RAC, Verity index rebuild challenges. The successful upgrade included environments for Development, Certification, Production, Training and Disaster Recovery.

MANAGEMENT ALL LEVELS

SESSION 6D

Adobe Distiller, GhostScript, and Your PDF Workflow: A Panel

Jon Parsons, *SDL*

Currently producing PDF from XPP requires use of either Adobe Distiller or the GhostScript bundled with XPP. The XPP team is investigating other possibilities as well. This session will start with a brief presentation on the current options and then an open discussion among the panel members on which PDF producer is preferred, what third party tools have a role to play in their production process, what challenges they face in delivering PDF that is useful downstream, and what gaps or hurdles are encountered along the way. Come prepared to chime in with your own requirements as well.

MANAGEMENT ALL LEVELS

2:30 TO 3:00 PM **COFFEE BREAK**

3:00 TO 4:15 PM SESSIONS

SESSION 7A

XML Path Syntax in Macros and Item Formats

Joshua Faigen, *Joshua Faigen Consulting*

Using Xpath syntax in the XPP Item Format "XML Path" field to set different specifications for distinct nodes that share the same tag name but have different ancestry (ancestry indicators, predicates and counters). Using attribute indicators and counters in XPP macros. Using tag name testing also in macros. Syntax made easier! As always, informality and an open floor for questions remain the order of the day.

TECHNICAL **NOVICE** **INTERMEDIATE**

SESSION 7B

SDL XPP Product Update

Jon Parsons, *SDL*

SDL XPP 8.4 is now in your hands. Since its release in March of this year, research and design work on a major new release of XPP has been done. The general outlines of where that work leads have begun to emerge. This talk will communicate those findings as well as what else is high on the backlog. This is the talk where you'll find out what's available now, what to expect in the near term, and where XPP will go over the longer term in supporting a solid, reliable, standards-based publishing workflow.

MANAGEMENT **ALL LEVELS**

SESSION 7C

Closing the Technology Communication Gap

Loretta Kremer-Pearson, *Gilson*, and a panel of experienced project managers

Has the excitement of a big, new project for your team quickly diminished due to misunderstandings between the various departments involved? Do you experience every day frustrations communicating requirements between technical and non-technical employees? You're invited to join a seasoned panel for discussions on challenges, suggestions, and solutions. The panel will include team leaders with widely varied experience including in-house services, contractor services, and commercial sales/service. The challenge: Providing and ensuring that you receive clear communications at all points during the project. The goal: A successful and timely project conclusion.

MANAGEMENT **ALL LEVELS**

SESSION 7D

Preparing for the ePub World

Bart Terryn, *Grafikon*

ePubs are omnipresent. The ePub world and the devices used to consume them are changing very fast. This session will go over the existing reading devices and the major players involved. It will also go into the details of the ePub2 and the ePub3 standard and the structure and different elements of an ePub publication. The session will also go into what things you need to be aware of when the day comes that you need to produce ePubs.

TECHNICAL **MANAGEMENT** **ALL LEVELS**

WEDNESDAY MORNING, SEPTEMBER 12

8:00 TO 9:00 AM **BREAKFAST**

9:00 TO 10:15 AM SESSIONS

SESSION 8A

XML Standards Update

Jon Parsons, *SDL*

Standards work continues at OASIS and the W3C but more often now in areas unrelated to publishing. DITA and S1000D remain the focus of SDL SCT's component content management solutions and the ePUB 3 standard has burst on the scene just as HTML 5 is referenced in many new contexts. Will CSS and Javascript prove relevant to the publishing world as well? This talk will attempt to sort out the big picture, highlight what's important and recommend what to focus on to keep your workflow capable, flexible, open — and standard.

MANAGEMENT **INTERMEDIATE**

SESSION 8B

SDL XPP Tabular Update

Laurie Hagar, *SDL*

Find out what you can do with tables since XPP 8 came along, including the latest offerings in 8.4. This will include what you should know about breaking cells, proportional column widths and working with tabular notes. And what kind of table you'll get out of XPP's XML Export. This session will also touch on how what precedes a table impacts the table, and the mysteries of where markup meets tabular styles and Item Formats.

NOVICE **INTERMEDIATE** **TECHNICAL**

SESSION 8C

Trisoft to XPP

Jay Baldwin, *Tweddle*

Tweddle Group made a strategic decision to move to the DITA XML standard for publication creation and production. A major consequence of this was a necessary move from Contenta to Trisoft CMS, while keeping our significant investment in XPP intact. The session will provide an overview of Trisoft's "publication manager" approach, and explore the Trisoft-XPP publish tool architecture. We'll also share some things we are doing with XML and Trisoft metadata on the XPP server side to accommodate conditional formatting and custom tools.

MANAGEMENT **ALL LEVELS**

SESSION 8D

Xopus Technical

SDL

SDL Xopus is an XML authoring tool that leverages Web technologies so people can work with structured content without focusing on complex mark-up. You will be exposed to the inner workings of the browser-based technology and see how common Web skill sets enable you to work with Xopus. You will learn how SDL Xopus uses XML Schema and XSLT to create a friendly authoring interface. You will see how you can change the configuration to precisely control authoring behavior and meet the needs of your specific workflow.

TECHNICAL **ALL LEVELS**

WEDNESDAY MORNING, SEPTEMBER 12

10:15 TO 10:45 AM **COFFEE BREAK**

10:45 AM TO NOON SESSIONS

SESSION 9A

Pickups for Beginners

Karen Royer, *Cenveo*

This session will provide the user with a basic understanding of pickups. We begin by learning the various parts of a pickup as well as the different types, such as frozen and anchored. Examples will be provided to demonstrate differing behavior based on the options chosen. We will review some different scenarios and explore the various placement possibilities for pickup elements (the graphics and/ or text making up the pickup itself). There will be discussion on achieving desired pickup placement using the pickup anchors as well as the style specs.

TECHNICAL NOVICE

SESSION 9B

XPP Best Practices: Spec Management

Marc Hutchinson, *Solidair*

We all use them. We either love them or hate them. Either way, there are ways of managing them that make it easier to cope with such things as library organization, versioning, keeping track of registers and other aspects. We'll also be looking at using Excel and Access to provide some tools. All levels welcome.

TECHNICAL INTERMEDIATE

SESSION 9C

XPP Transformation Methodologies

Chuck Dombek, *WK Health*

This session for developers will focus on the transformation methods and tools (Perl, XSLT and Xychange) used to process your XML to/from XPP as well as to/from other desired tools or formats. After a general overview of transformation syntax and techniques, the session will review examples of each method on its own as well as an integrated example of all three. There will also be discussion on debugging practices and optimization.

TECHNICAL INTERMEDIATE ADVANCED

SESSION 9D

Non-SDL Indispensable Tools: A Roundtable

Dave Van Brunt, *ETS*

We all have them, those non-SDL tools that we either acquired or created without which some activity would be a descent into pain and suffering for either the user or the administrator. This roundtable gives all attendees the opportunity to talk about the tools that make life tolerable or even fun. The moderator encourages all attendees to bring at least one favorite tool to discuss.

TECHNICAL ALL LEVELS

WEDNESDAY AFTERNOON, SEPTEMBER 12

NOON TO 1:15 PM **LUNCH**

1:15 TO 2:30 PM SESSIONS

SESSION 10A,B

SDL XPP: Preserving the Old, Embracing the New

Steve Piercey, *SDL*

Over the time that XPP has been in the market, ways of thinking about writing styles have changed. The Web introduced the now common notion of cascading styles: establish a rule and then declare its exceptions. This talk will describe XPP's current approach to formatting the incoming content stream. It will contrast that with the cascading approach and show similarities, differences, and how it is possible to preserve the value of the old while at the same time receiving the benefits of the new.

TECHNICAL **ALL LEVELS**

SESSION 10C,D

SDL Contenta and Contenta S1000D Wish List

Jennifer Goodman, Rachel Cooper and Michael Cook, *SDL*

SDL Contenta and our S1000D products continue to adapt to changes in technology, industry standards and the business goals of our customers and prospects. This session is your opportunity to propose product enhancements to SDL product management and engineering. Please bring your requests in the form of a User Story: "As a (user/role [who]), I want to (task/action [what]), so that I can (reason/value [why])." You can review the 2011 Wish List User Stories on the XyUser Group web site: (www.xyug.org).

TECHNICAL **ALL LEVELS**

2:30 TO 3:00 PM: **COFFEE BREAK**

3:00 TO 4:15 PM SESSIONS

SESSION 11

XPP Wish List

Jon Parsons and Steve Piercey, *SDL*

The XPP Wish List Session is both a venerable XyUser tradition and a direct communications channel to SDL and the XPP development and product management team. The requests raised here help shape the product roadmap for XPP. Come prepared with your requests in the form of user stories, describing what you want to do, what role or perspective you have in doing it, and the business reason for your action. Contribute your insight by describing how XPP could better serve you.

TECHNICAL **ALL LEVELS**

4:15 TO 5:15 PM **BOARD OF DIRECTORS' MEETING**

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The 2013 XyUser Group Fall Conference
Boston, Massachusetts