



**CONVEX**  
**VIRTUAL EXPERIENCE**  
SEPTEMBER 21-23, 2020

 **CIDM**

Welcome to ConVEx! It's been an adventure getting here, and we are so grateful to everyone for having faith in our ability to deliver a leading industry event regardless of the challenges 2020 has brought. A special thank you to those of you who registered way back in January and chose to stick with us for 9 months as we reimagined how to provide the very best programming while keeping people all over the world connected in a meaningful way.

We are sincerely excited about what we've put together and proud of our speakers and exhibitors who have worked day and night to innovate and suggest activities to keep you engaged, entertained, and learning throughout the three days. It's important to us that ConVEx provide ample opportunity for two primary objectives: learning and networking, and we are thrilled to have enough speakers and volunteers to provide those opportunities 17 hours a day so that our peers all over the world are able to participate live.

Our efforts, however, can only take the event so far, so we now look to you to fully invest in the experience. Know that you'll get out what you put in. We encourage you to watch library presentations at your leisure in the days leading up to the event, using the actual event time to make connections with the speakers and other attendees. Identify the speakers who most resonate with you in their presentations and use this program to plan your event days to participate in their live conversations. Too many to fit in? Post your questions directly to the speakers in the #library slack channel starting now, and remember you'll have access to all 100+ presentations for the next year.

Take the initiative to make your presence known. Make maximum use of the slack channels before, during, and after the event. Highlight your takeaways. Chat with old friends and new acquaintances. Visit the exhibitors. Share pictures of yourself, your environment, your co-workers (even if they are of the furry variety), your lunch. Socialize in ways that the most introverted among you never imagined you could.

Take some time as well to visit our exhibitors now or during the event. Check out their downloads and links in the virtual exhibit hall and join their slack channels to ask questions about the products and services they offer. The commitment of these companies to CIDM underlies our ability to bring you this event; please show them your appreciation, and in the process earn entries for free training or conference events from CIDM.

Above all, enjoy yourselves. Open your minds to the information in the presentations, and your souls to a little rest and relaxation. Participate in the social events – happy hours, meals, trivia, and so much more. Set aside the stresses of your typical work day and immerse yourself in the chatter and activities available. You'll be glad you did.

*Dawn M. Stevens*

## KEYNOTE PRESENTATION

September 21, 2020 at 11:00 – 12:30 EDT

*Kristina Halvorson*

### How to Lead with Content Strategy

Managing content is complicated, pricey, and often stirs up internal politics. Learn how to demonstrate leadership in this evolving field by applying the fundamental principles of content strategy to your day-to-day work.

Kristina Halvorson is the CEO and founder of Brain Traffic, the coauthor of Content Strategy for the Web, the founder of Confab Events, and the host of The Content Strategy Podcast. Her consultancy Brain Traffic is recognized as a global leader in content strategy and serves enterprise clients around the world.

Kristina is the founder of Confab, the first U.S. conference dedicated to the topic of content strategy. And as host of The Content Strategy Podcast, Kristina speaks with content experts from all over the world in lively conversations that explore how content strategy can help businesses in every industry.

Kristina's passion for content strategy shines through in her writing and onstage, helping to educate and inspire audiences across every industry. She lives in St. Paul, Minnesota, with her two children, whom she often quotes on Twitter (@halvorson).



# A Special Thank you to our Platinum Sponsor!



Are you interested in what Adobe has to offer? Be sure to find Adobe virtually during the following events:

- Candid Conversations**  
*Break the Shackles of Content Types, Divraj Singh*  
*Microcontent & Chatbots: The Next Frontier in Customer Experience, Vivek Kumar*
- Test Kitchens**  
*Word to Chatbot in Under an Hour*  
*XML/DITA Authoring Made Easy With the Web Editor (within Adobe's CCMS)*  
*Review and Collaboration Made Seamless with Leading Authoring Tools*
- Virtual Booth and Social Activities**

## Transform your product content into a next-generation user experience

Deliver personalized, unified and up-to-date answers where your users need them



### Precision search across silos

By applying a unified taxonomy and dynamic workflows, users can intuitively search and filter across all your content, wherever they are.



### Personalized experiences

Show users the most relevant content based on their profile, preferences, product version and past activity.



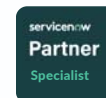
### Actionable analytics

Refine your data-driven strategy by locating outdated or unhelpful content, areas of friction, and content gaps.



### Real-time updates

Changes in any content source are automatically reflected across every channel, ensuring users always see the most up-to-date answers.



## SCHEDULE YOUR DEMO TODAY



MONDAY, SEPTEMBER 21, 2020

## Insights and Inspirations

11:00 – 12:30 EDT | 17:00 – 18:30 CEST

### How to Lead with Content Strategy

*Kristina Halvorson, Brain Traffic*

Managing content is complicated, pricey, and often stirs up internal politics. Learn how to demonstrate leadership in this evolving field by applying the fundamental principles of content strategy to your day-to-day work.

16:30 – 18:00 EDT | 22:30 – 23:30 CEST

### The Secret Life of Content

*Joe Gollner, Gnostyx Research Inc.*

This talk is about the opportunity that stands before us, as professional communicators, to start making a serious impact on how our organizations function. And amid the digital revolution that is heralding the fourth industrial age, and these forces are very real, we can see how fundamentally important it is to improve the flow of information content within organizations and between organizations and their suppliers, partners, regulators and customers.

## Trade Tips and Trends

13:00 – 14:00 EDT | 19:00 – 20:00 CEST

### Building a DITA Business Case

*Nenad Furtula, Vlad Khanin, Toni Mantych, Frank Miller*

The panel offers advice on the data you need and the predictions you can safely make to turn your skeptics into cheerleaders.

15:00 – 16:00 EDT | 19:00 – 20:00 CEST

### Design Thinking

*Minna Adame, Mallory Anderson, Jenifer Schlotfeldt, Missy Yarbrough*

Panelists share their experiences and provide guidance for applying the methodology in your own situations.

18:30 – 19:30 EDT | 00:30 – 01:30 CEST

### Information Architecture

*Kathy Clemens, Val Swisher, Amber Swope*

The panel discusses important considerations for designing the right architecture to support your information products.

## Candid Conversations

13:00 – 14:00 EDT | 19:00 – 20:00 CEST

### User-Centric Content

*Pim Bekker, Etteplan*

During this presentation you will learn the difference between document centric (PDF/Book) and user centric content (PDF, online, etc.), its value, and how it can help you achieve your content goals.

### Context and Reuse in DITA Projects

*George Bina, Synco Soft/oXygen*

Attendees will understand that reuse benefits do not come without a cost and that cost relates to the complexity created by managing the contexts.

### DITA: Beyond Tools

*Bernard Aschwanden, Publishing Smarter*

Vendors are geared to their tools. This session shows at least 2 CCMS tools, at least 3 ways to edit content, and the ability to work between them.

### What I Learned From Data to Influence My Content Strategies Decisions

*Jenifer Schlotfeldt, IBM*

I'll share different metrics we've leveraged for making strategic decisions about our content experience. Examples will include actual data for areas like ContentOps, Design, Development, and Content.

### The Evolution of an Industry

*Dawn Stevens, Comtech Services*

This presentation examines the current trends in technical communication and what they imply about the skills you should be acquiring today to be ready for tomorrow.

### Embracing Intelligent and Relevant Content for Customers

*Chip Gettinger, SDL*

Learn to take advantage of emerging techniques for managing digital customer experiences with content from a variety of sources. What are the best practices you can hear about to extend into your own organization?

MONDAY, SEPTEMBER 21, 2020

## Candid Conversations

15:00 – 16:00 EDT | 19:00 – 20:00 CEST

### Microcontent & Chatbots: The Next Frontier in Customer Experience

*Vivek Kumar, Adobe*

We will share insights on how help authors, knowledgebase experts, and user assistant designers can: Create modular and information-rich content snippets; Leverage Microcontent for search engine output, feature snippets; and Use Microcontent to power next-generation chatbots.

### DITA Writing and Editing Best Practices

*Jean Tennille, NextGen Healthcare*

The presentation will benefit the audience by offering strategies for transitioning to DITA without a content management system or content architect.

### Preserving Intelligent DITA Content Through Delivery Channels

*Charles Andrews, Ovitax, Inc.*

We all discuss XML and DITA, and the many benefits of working in structured content, but most of the time we don't talk about practical applications that have real world benefit.

### Deliver Customer Success from the Outside In

*Ted Wolff, Danfoss Power Solutions*

The audience will learn and practice how to use two key tools to define their organization's customer experience and define what is their customer's successful outcome.

### The Crossroads of Change Management & Content Strategy

*Tara Knapp, Lincoln Financial Group*

Attendees will learn the interdependencies between content strategy and change management from a practical usage perspective.

### Terminology and Taxonomy as Foundations for Content Strategy

*Ben Colborn, Nutanix & Val Swisher, Content Rules*

Attend this presentation from Ben Colborn and Val Swisher to discover the issues facing Nutanix and how Nutanix applied terminology and taxonomy guidelines to help the company better deliver consistent customer content experiences.

## Candid Conversations

18:30 – 19:30 EDT | 00:30 – 01:30 CEST

### A Match Made in DITA

*Teeghan Herian, 3M & Gretyl Kinsey, Scriptorium*

This case study will offer practical advice for starting a pilot project to demonstrate the need for widespread digital transformation.

### Do You Really Want To Make Me Cry?

#### Advice to my former self

*Robert Anderson, Oracle*

In this presentation, I will pull from my own experience and the experience of colleagues to describe what I wish I'd known years ago. If I could go back and start over, what would I do differently to save myself long term pain?

### What is the Digital Thread and Why is it Important To Me?

*Scott Thompson, PTC*

One key benefit of working with structured authoring environments is the potential for reuse of content.

### Designing the Information Experience

*Angela Browne, SAP SuccessFactors*

By adopting a more holistic and empathetic approach to our content lifecycle, we can design an information experience that not only meets the needs of the technology but that also better meets the needs of the humans who use that technology.

### Using Style Guides to Achieve Content Collaboration and Consistency

*Liz Fraley, Single-Sourcing Solutions*

Defining the levels and types of style guides, some basic tips for getting one started (for each kind), where to start, what to include, and some ideas for making them useful (and usable) by internal and external content developers.

### Exploring Content Usefulness and Effectiveness Through Real-Time User Feedback

*Michelle Takemoto & Katie Ott, ServiceNow*

Given the impact product documentation has on purchasing decisions and customer satisfaction, innovative methods to explore content usefulness and usability are essential.

**Test Kitchens**

**13:00 – 14:00 EDT | 19:00 – 20:00 CEST**

**Word to Chatbot in Under an Hour**

*Chad Dybdahl, Adobe*

Join us in the test kitchen as we give new life to content locked away in a Word document, from transformation to DITA, to wiring up a simple chat experience, to teaching our chatbot new and exciting things.

**Serve Up Tasty Morsels of Microcontent with WittyDITA**

*Rob Hanna, Precision Content*

Come watch Rob Hanna demonstrate WittyDITA and start thinking about how you can unlock the knowledge in your enterprise.

**Two Wrongs Don't Make A Right: Learn The Value Of Proper Deduplication**

*Helen St. Denis, Stilo*

Learn how you can significantly reduce the amount of content that needs to be maintained on an ongoing basis and publish more accurate, normalized content, faster.

**15:00 – 16:00 EDT | 19:00 – 20:00 CEST**

**Remote Collaboration in a Challenging Environment**

*Sharon Figueira, IXIASOFT*

Join IXIASOFT as we browse through our intuitive, web-based interface, and explore working with a broad range of contributors to develop content from draft one through to approval.

**Live Demo: Injecting Docs Inside your Web App**

*Dee Beck, McAfee & Lawrence Orin, Zoomin*

Lucky participants can join Dee Beck from McAfee (yes! That McAfee!) as she reveals play-by-play insights into how they are now surfacing their technical content right inside their web applications; delivering end users the information they need, right when and where they need it.

**DITA Publishing and Feedback with oXygen Tools**

*Alin Balasa, Syncro Soft/oXygen*

WebHelp Responsive output provides the ability to update content continuously and the possibility to embed a commenting component to collect customers feedback.

**Test Kitchens**

**18:30 – 19:30 EDT | 00:30 – 01:30 CEST**

**Uncovering the Value of Metadata Management**

*Rik Page, Bluestream*

In this presentation Bluestream will show why metadata is vital and how you can extend its usage to provide greater value to the entire organization.

**Making DITA Authoring Easier for Casual Contributors/ Reviewers**

*Todd Burdin, Oberon Technologies*

Attendees will get to see how easily DITA Authoring and Review can be with browser based tools that do not require any XML tagging, yet they capture valid XML.

**The Schematron Method: Eliminating fat from your content**

*Brianna Stevens, Comtech Services*

Do you wish your content was slim and fit? Do you go back to unhealthy writing habits when under pressure? Are your time commitments keeping you from exercising more rigor in your editorial passes? Could you use a personal trainer to coach and encourage you during your day-to-day efforts? Look no further! Schematron could be your answer.

Elevate customer experience.

Create polished, personalized technical content with the power of IXIASOFT CCMS.









**Insights and Inspirations****05:30 – 07:00 EDT | 11:30 – 13:00 CEST****Changing your Management Style to Lead Effective Teams**  
*Emily Luijbregts, Siemens PLM Software*

This session will provide practical examples for how you can become a chameleon and succeed with complex projects and teams. Gain an understanding of why it is important to have an adaptive management style; obtain some ideas for how you can change your management style towards your team; and define personal changes that you need to be a success.

**11:00 – 12:30 EDT | 17:00 – 18:30 CEST****Building Information-Enabled Organizations***Scott Abel, The Content Wrangler*

What do Airbnb, Amazon, Uber, Facebook, Netflix, and Spotify have in common? They are all information-enabled companies that grow at an exponential rate (up to ten times faster than the competition) and do so with appreciably fewer resources than their competitors. To protect their turf from a capable, innovation-powered adversary, forward-thinking leaders are looking to protect the organizations they serve from disruption. Attend this session led by content strategy guru, Scott Abel, The Content Wrangler, to discover the common characteristics and capabilities that allow exponential growth organizations to outperform and outmaneuver the competition. Find out how your information development management know-how can make you a superstar in the eyes of management.

**16:30 – 18:00 EDT | 22:30 – 00:00 CEST****What We Don't Talk About: Unspoken Obstacles to Cross-Functional Content Efforts, and How to Overcome Them***Toni Mantych, Senior Director of Product Content at ServiceNow*

It's now accepted wisdom that companies benefit from providing "unified content experiences" that allow users to easily access and navigate between different types of content. Creating such unified experiences requires us to work effectively across traditional functional boundaries. Understanding the roots of why cross-functional collaboration is difficult can empower us to be more successful at crossing the chasm between silos. Drawing on recent research about diversity, inclusion, and unconscious bias, as well as the presenter's experience advocating for and leading cross-functional and enterprise content initiatives, this session will examine—and provide strategies for countering—some of the ways in which our behavior and even our language can unintentionally handicap our efforts to partner effectively.

**Trade Tips and Trends****03:30 – 04:30 EDT | 09:30 – 10:30 CEST****DITA Publishing***Radu Coravu, Chandi Perera, Brianna Stevens*

Separating form from content enables writers to concentrate on and perfect the substance of the message, without the distractions of what it will ultimately look like. But at some point, the message does need to take on a form, and that process can be intimidating to some, frustrating to others, and a mystery to even more. The panel provides guidance on preparing for and implementing a successful publishing pipeline.

**07:30 – 08:30 EDT | 13:30 – 14:30 CEST****Intelligent Content***Charles Andrews, Patrick Bosek, Rob Hanna, Fabrice Lacroix*

The term "intelligent content" encompasses both the inherent qualities of an information source and the processes used to create it. In the words of Ann Rockley, intelligent content is "not limited to one purpose, technology, or output... [but is]... discoverable, reusable, reconfigurable, and adaptable." To be intelligent, content must be relevant and specialized to make sense to a specific user in the specific context of their needs at the very moment in time in which they are receiving it. The panel discusses how to bring such intelligence into your content.

**09:00 – 10:00 EDT | 15:00 – 16:00 CEST****Content Reuse***George Bina, Kit Brown-Hoekstra, Stan Doherty, Scott Thompson*

The panel considers the critical factors in developing a successful reuse strategy.

**13:00 – 14:00 EDT | 19:00 – 20:00 CEST****Taxonomy and SEO***Ben Colborn, Joe Gelb, Sarah O'Keefe, Rick Tepnitz*

Panelists discuss strategies for making content more findable.

**15:00 – 16:00 EDT | 21:00 – 22:00 CEST****Multisource Content***Bernard Aschwanden, Carlos Evia, Debbie Femia, Peggy Sanchez*

The panel offers case studies and answers questions about tools and standards that enable multi-source authoring.

**18:30 – 19:30 EDT | 00:30 – 01:30 CEST****Collaboration***Tom Comerford, Chip Gettinger, Lisa Hultman, Kavitha Kandappan*

The panel offers insight into breaking down silos and gaining cooperation and mutual respect.

**Candid Conversations****03:30 – 04:30 EDT | 09:30 – 10:30 CEST****Maximising Reuse with Multi-dimensional Versioning***Jang Graat, Smart Information Design*

This presentation shows how to use metadata and XSLT processing to create your own multi-dimensional versioning system, which can be used with any existing CCMS or version control system. This may greatly increase the reuse potential while keeping conditional profiling down to a bearable minimum.

**Making our DITA Better – Part II: DIY DITA customization***Yendra Waney, Oceanering International*

Learn to do DITA customization yourself.

**From Audit Spreadsheets to DITA-XML Pilot Project***Magda Caloian, Vestas Wind Systems*

Although valuable prerequisites in an implementation project, the research and analysis phases are often done in a rush, if not skipped altogether. They take time and expertise, that are challenging the budgets, the patience, and the focus of any project stakeholders. By having a means to quickly turn the outcomes of a content audit (the taxonomy structure and the information models) into a pilot project will provide one more reason to justify the audit and will ensure a palpable deliverable a lot quicker in the project.

**Docs and KBs: Hell or harmony?***Lawrence Orin, Zoomin*

Learn the dos and don'ts of blending docs and KBs. Learn best practices for blending docs and KBs. Understand how to provide a seamless unified user experience while increasing efficiency behind the scenes.

**Content for Industry 4.0***Anu Singh, Fiserv*

This session will build the understanding of Content or information gap that can be bridged through new technology like Chatbot, Podcast, Video, AI and also the various content development options to be considered to leverage the technology available in the industry for establishing deeper connections of content with the audience for an enhanced user experience.

**Designing Docs for the Next Generation of Intent-based Information Architecture***Vishal Palliyathu, Cisco*

Vishal introduces a new design methodology that walks the audience through primary and secondary affordances, signifiers, mapping, constraints, feedback and feed-forward – all powerful ideas that helps demystify contemporary IA paradigms and helps them leverage their existing documentation libraries to better hand-hold customers into a seamless Intent-based Information Architecture.

**Candid Conversations****07:30 – 08:30 EDT | 13:30 – 14:30 CEST****Supporting the Content Delivery Needs of Manufacturing and Service Teams***Joe Girling, Congility*

In this presentation you'll learn key techniques and considerations for preparing your content for smart delivery to Manufacturing and Field Service teams, enabling user contributions within the delivery environment, integration with maintenance management and change management systems, and taking content offline efficiently while keeping it in sync, and the reasons customers need this capability.

**Tables are Dead, Long Live Tables!***France Baril, Architextus*

This presentation is for anyone who wants to improve user experience and development time.

**Getting Pushy With DITA: The Costs and Benefits of Conref Push***Stan Doherty, Oracle Cloud Infrastructure*

It's going to be a little time before DITA 2.0 and LwDITA are ready for prime time. Keeping DITA tech weenies engaged with the lesser-known features in DITA 1.2 and 1.3 makes sense for a Spring 2020 conference. Besides, the requirements and use cases for this particular feature have been under-documented and under-promoted. There's a lot more there.

**Using Keyword Research to Help Users Better Find Your Content***Natasha Mckenzie-Kelly, IBM*

You will learn how using the right keywords can help users find your content. This includes: Researching the keywords your users are using, measuring how you currently rank for those keywords, tools and techniques, and how to include keywords in your content.

**The Rise of the SME Author***Jörg Schmidt, SDL*

Learn what best practices SDL developed when implementing DITA based CCMS in industries like finance or pharma where subject matter experts without any knowledge of XML are the primary writers. This also applies to product managers or developers that have to contribute to the creation and/or review of technical content in product companies.

**Aligning Your Content Quality To Your Content Strategy Journey***Berry Braster, Etteplan*

During this presentation, we'll explain the role of content quality as part of your content strategy, and show you what steps need to be in place in order to make the journey from identifying the need to having it successfully in place as smooth as possible.

TUESDAY, SEPTEMBER 22, 2020

## Candid Conversations

09:00 – 10:00 EDT | 15:00 – 16:00 CEST

### Going The Distance: Migrating learning content to DITA L&T while implementing a new CCMS

*Maura Moran, Mekon*

Through learning about CII's experience, the audience will understand how to plan and execute a migration from structured content to DITA L&T, and a migration from a CMS to a DITA CCMS.

### Applying DITA to the Next Generation of Health Information

*Lee Bryars & Samar Guleria, EBSCO & Joe Gollner, Gnostyx Research*

Attendees of this session can expect to learn a view at a strategic alternative to fully modeling content up-front, a glimpse at how DITA may be employed to gradually unify siloed content, and an example of modeling content-driven UI components for flexible UI design.

### Considerations When Planning a DITA Migration: Advice from the front line

*Brian Trombley, Dipo Ajose-Coker, Nolwenn Kerzreho & Brianna Stevens*

Attendees will benefit hearing honest accounts from people with real-world DITA migration experience.

### Intelligent Microcontent and the 5 Moments of Need

*Rob Hanna, Precision Content*

Participants will learn about the story of microcontent and information 4.0, the 4 principles of intelligent microcontent, the moments of need, and collaborative authoring and publishing practices to support the learning needs of the organization.

### The Next Era of Content Analytics

*Fabrice Lacroix, Fluid Topics*

We will study how to properly capture the interactions of users with content. We will also explore the different levels of value that we can derive from modern delivery, text-mining and analytics technologies.

### Designing the Information Experience to Drive Customer Success

*Pat Burrows, Rocket Software*

This presentation will answer the what, why and how of aligning UX and ID, as well as the challenges and pros and cons. The audience will take away some ideas for consideration in working with their UX and UI design functions, whether integrated with information development or not, to improve their focus on the user experience and drive improvement initiatives.

## Candid Conversations

13:00 – 14:00 EDT | 19:00 – 20:00 CEST

### DITA Content Localization Looks Complex, but is it Really?

*Dominique Trouche, WHP*

If you are a documentation architect, a content strategist, a documentation manager, a technical writer or a localization manager, and DITA is on your to-do list, then this presentation is for you. It will give you an insight on how to leverage the functionalities of DITA to create localization-ready content and meet your DITA ROI target.

### Best Practices for Automated Conversions and Beyond

*Bill Gearhart, Ryffine*

This presentation will help you to determine the content that is best suited for migration and what should be left behind. We'll address the importance of developing your information model as the basis for automation, active inspection throughout the process, automated reporting, and continuous improvement.

### DITA: 15+ Years Old

*Kris Eberlein, Eberlein Consulting*

We'll consider the following questions: How well has DITA lived up to its early claims? Has it addressed the problems that it was designed to solve? Have other problems emerged? How is the landscape different in 2020 than it was in 2004?

### APIs Here We Come

*Peggy Sanchez, HPE (formerly Cray)*

Audience will learn about one effort to deliver API documentation in sync with APIs in a browser based format.

### Don't Forget the Technical Writers!

*Leigh White, IXIASOFT*

While a lot of the current focus is on how to integrate SMEs into the content creation process, that discussion leaves technical writers a bit at sea as to what their role will evolve into. This presentation will offer some insights into what those new roles might be and how to prepare for the transition.

### Research as a Common Denominator for Cross Collaborative Success

*Mina Adame & Missy Yarbrough, IBM*

We will walk through two case studies of how user research was planned, executed, and presented for design thinking workshops involving our multidisciplinary product team. Attendees will walk away with an understanding of how to leverage a KANO model for prioritizing features and how to set up a content journey playback template.

TUESDAY, SEPTEMBER 22, 2020

## Candid Conversations

15:00 – 16:00 EDT | 21:00 – 22:00 CEST

### Making DITA Authoring "Easier"

*Joe Jenkins, Oberon Technologies*

It will provide attendees with best practices and helpful techniques proven in production environments to simplify the Authoring process when using DITA. Best practices will include tools configuration, content modeling, and browser based authoring.

### Making the Right Business Case for DITA and Getting It Approved

*Vlad Khanin, NextGen Healthcare & Frank Miller, Ryffine*

While every company is different, there is a set of best practices and core concepts that can be applied to make the best business case for each member of audience. This presentation can be a template that can be easily customized and applied by everyone.

### Giant Leap Forward – A Reusable DITA Adoption Plan Framework

*Pam Noreault, SDL*

In this session, attendees will gain clear understanding of a framework for DITA adoption, take away an adoption plan that can be adapted to other projects, understand DITA adoption best practices, listen to "real-life" DITA adoption stories, learn from the mistakes of others, and understand the importance of a content inventory, DITA model, migration strategy.

### Turning Tunnels Into Windows: Achieving a personalized, unified digital experience

*Gilhooly, Zoomin*

In this session, Megan Gilhooly, VP Customer Experience at Zoomin, discusses constantly increasing customer expectations for personalized content experience, shares the unintended consequences of exposing content silos to customers, and provides practical advice for solving the issue. Spoiler alert: you probably won't like the answer, but you need to hear it!

### Auditing for Reuse Opportunities

*Kit Brown-Hoekstra, Comgenesis*

In this session, you can expect to learn 2-3 methods for auditing for reuse, strategies for identifying and preventing content creep, and an understanding of some of the reuse pitfalls.

### Lessons Learned from My Corporate Gig as a Content Strategist

*Debra Kahn, DK Consulting*

The audience will walk away with some tips and tricks for making an "unsiloing" content project go smoothly, as well as some ideas of what to avoid and what to pay special attention to. Throughout the presentation, I will provide examples and analysis.

## Candid Conversations

18:30 – 19:30 EDT | 00:30 – 01:30 CEST

### Mitchell! What I Learned When Converting a WWII Pilot Manual

*Keith Schengili-Roberts, Precision Content*

This presentation focuses on what it takes to convert an existing manual to the DITA format, how it was done in a collaborative manner and the shortcomings of DITA that were found (and how they were overcome).

### Using Warehouse Files to Improve the Overall Findability of Your DITA Content

*Liz Fraley, Single-Sourcing Solutions*

Learn to create a corporate index from a modern DITA XML dynamic publishing environment made up of hundreds of tiny files that are synched with Marketing's keyword research and structured metadata to boost the consistency and findability of product information—and do it quickly, frugally, and efficiently!

### Trade-offs: The Pros and Cons of Moving to a DITA-based Content Architecture

*Tracy Baker, Independent*

So many people are trying to figure out if DITA is right for their organization. I get asked regularly how I went about it. I'd like to "pay it forward" by sharing some things I've learned, including recovering from bad decisions or indecision.

### From Archaic Silos to End-to-End Digital Delivery: A story of content strategy

*Kathy Clemens*

Building a content strategy doesn't have to be intimidating, and doesn't happen all at once. Despite setbacks, the results are worth the effort to deliver an excellent customer experience.

### Design Evolution

*Dee Beck, McAfee*

The presentation will discuss how input from different people and places informed and influenced the design and how each version of the design moved the project forward.

### Put the Principles into Practice: Creating Content for Reuse

*Regina Lynn Preciado, Content Rules*

Participants will get hands-on experience working with content in a new way. Participants will develop awareness and skills to change the way they create content. These skills can be applied immediately any content creation environment.

TUESDAY, SEPTEMBER 22, 2020

## Test Kitchens

03:30 – 04:30 EDT | 09:30 – 10:30 CEST

### Selecting a Technology and Services Solution, Not Just a Bunch of Tools

*Bill Gamboa & Laurent Meurens, GlobalLink*

Attendees will learn and understand why it is necessary to have an expert help them create a vision of their solution and guide them using the right tools to achieve that solution.

### Make Your Metadata Great Again

*Fabrice Lacroix, Fluid Topics*

In this Test Kitchen, we will teach you how to align metadata through the intuitive creation of a custom taxonomy, and therefore make your content consistent and consumable. We'll also show how to create dynamic reading suggestions and links between pieces of content, leveraging newly-aligned tags.

### Discover the Solution to Your Linguistic Review Issues

*Dominique Trouche, WhP*

WhP has the solution to your recurring linguistic review pains: the Augmented Review, a collaborative web-based tool that enables your reviewers to spot the new content fast, view the original and translated DITA projects side-by-side, and edit the translation dynamically. The tool supports all the features and versions of DITA, as well as MathML.

07:30 – 08:30 EDT | 13:30 – 14:30 CEST

### Remote Collaboration in a Challenging Environment

*Nolwenn Kerzreho, IXIASOFT*

Join IXIASOFT as we browse through our intuitive, web-based interface, and explore working with a broad range of contributors to develop content from draft one through to approval.

### A Complete PDF Re-design in Under 10 minutes

*Joanne Hannagen & Corinna Kinchin, Miramo*

A short demonstration of how a PDF design can be completely re-worked in under 10 minutes using only the MiramoPDF's GUI template designer followed by a Q&A.

### Harmonizer: The First Step in Identifying Content Redundancy

*Christopher Hill, Data Conversion Laboratory*

Harmonizer simultaneously analyzes across any file format – XML, HTML, SGML, Word, FrameMaker, InDesign, PDF, and others – and is invaluable when planning a content reuse strategy or moving content to a new platform.

### Customizing the DITA Editing Experience in oXygen XML Editor

*Radu Coravu, Syncro Soft/oXygen*

You will have an overview of all the customization possibilities available to tune oXygen for your organization's DITA editing needs.

## Test Kitchens

09:00 – 10:00 EDT | 15:00 – 16:00 CEST

### XML/DITA Authoring Made Easy

*Ayush Gupta, Adobe*

Come join us in the virtual test kitchen to get a glimpse of all new functionalities of our web editor available with our CCMS – XML Documentation for Adobe Experience Manager.

### Live Demo: Watch the Silos (and Support Cases!)

#### Melt Away

*Joe Gelb, Zoomin and Rik Teplitz, Imperva*

You heard the story of Imperva's next-generation doc portal in Candid Conversations – now see it live so you can take home actionable strategies to guide your team to success.

### Improving the Salesforce Search Experience

*Rik Page, Bluestream*

Salesforce is everywhere but that doesn't mean it's perfect. Problems exist when it comes to searching for technical information and the delivery of information can leave users underwhelmed. Bluestream will show how clever integration with a CCMS and delivery platform can greatly improve the user experience.

### Content Ryffiner: Bake quality into your migration to DITA

*Micaela Monroe, Ryffiner*

Bring your own Docbook, Microsoft Word, or DITA content and run it through our secure Content Ryffiner (Content Ryffiner leverages Amazon AWS). Or, convert sample content that we provide you.

TUESDAY, SEPTEMBER 22, 2020

## Test Kitchens

13:00 – 14:00 EDT | 19:00 – 20:00 CEST

### The Simplicity and Power of a Static Site Generator (SSG)

*Dushko Radevski & Velizar Demirev, Jorsek/easyDITA*

In this test kitchen, Jorsek representatives will provide a live demonstration of easyDITA's Static Site Generator (SSG). A fast and intuitive way to turn your content into a fully functioning, easy to use, static website (built with Gatsby) in just 10 minutes.

### Semantic Booster: Powering your AEM tagging with PoolParty

*Maura Moran, Mekon*

We'll demonstrate how the Semantic Booster harnesses the powerful capabilities of AEM and PoolParty to make tagging simpler and more relevant, helping your users find content more easily.

### Check your Content with HyperSTE

*Berry Braster, Eteplan*

Run your content against style guides and other writing standards for compliance and areas for improvement. You can send some sample documentation over, which we'll then use during the Test Kitchen.

### Automagically Creating Software Videos Using Documentation

*Dave Gullo & Mark Hellinger, Videate*

In this presentation you will learn how to create a sustainable process to keep your video library in sync with your software releases, use your existing DITA, Markdown and Word documents to automate video production, and translate software videos into multiple languages at a fraction of the cost of other approaches.

## Test Kitchens

15:00 – 16:00 EDT | 21:00 – 22:00 CEST

### XSL-FO and CSS: Two Paths, One Destination

*Celina Huang, Antenna House*

Some people using the DITA-OT are not aware that they can choose between XSL-FO and CSS for PDF transformation. The audience will get a better understanding of the main differences between XSL-FO and CSS for paged media, what plugins to use, and how each process works using the DITA-OT and Antenna House Formatter.

### PTC Arbortext Solutions Tips & Tricks

*Scott Thompson, PTC*

End-to-end, Arbortext offers the seamless integration that enables you to create, edit, publish and manage XML content. A content enablement system capable of facilitating the deployment of a huge range of media, translated and delivered in real time. With Arbortext, you'll have the confident assurance of data intelligence of one smart system.

18:30 – 19:30 EDT | 00:30 – 01:30 CEST

### Automating DITA Content with Typefi and InDesign

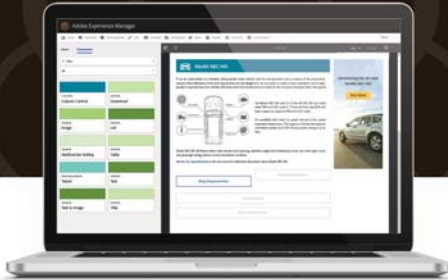
*Chris Hausler, Typefi*

This presentation will demonstrate how Typefi enables users to manage their XML content and assets in Adobe Experience Manager and easily publish that content with Typefi to produce richly-formatted documents. This enables customers to write once and publish to multiple media, including print.

### DITA to InDesign

*Jake Campbell, Scriptorium*

Join Jake Campbell as he shows you how Scriptorium's DITA to InDesign plugin can turn your structured content into styled and formatted InDesign output.



# XML Documentation for Adobe Experience Manager

An enterprise-class CCMS to manage documentation from creation to delivery

It's a component content management system for technical documentation, IT and marketing teams to manage structured content from creation to delivery, providing a consistent customer experience across touchpoints.

To know more, visit [bit.ly/DITA-CCMS](https://bit.ly/DITA-CCMS)

## Use the XML Documentation solution for



Efficient content management and higher velocity



A consistent user experience



A simplified authoring experience



Migrating to structured authoring



An integrated solution

## See what our customers have to say



With XML Documentation for Adobe Experience Manager, we can author, manage, and publish DITA content for multiple technical publications all within one solution.

- John Piechowski Director, Dealer Support, Briggs & Stratton



Read the case study at [bit.ly/briggs-stratton](https://bit.ly/briggs-stratton)



Moving to XML Documentation for Adobe Experience Manager has helped us build a solution where technical documentation is a more central part of the website and a bigger part of the customer journey.

- Laralyn Melvin, Senior Director, Technical Documentation, Palo Alto Networks



Read the case study at [bit.ly/palo-alto-networks](https://bit.ly/palo-alto-networks)

Watch the video at [bit.ly/palo-alto-networks-video](https://bit.ly/palo-alto-networks-video)



## Delight customers with consistent experiences by bringing marketing and technical content onto the same platform

- Single platform for marketing and technical content
- Content reuse across webpages
- Adobe Marketing Cloud integration
- First-of-its-kind 'blended' publishing



## Standardize content in DITA with a simple yet powerful web editor for all

- Built-in web-based DITA editor
- Simplified DITA authoring experience
- Content ingestion framework for DITA migration
- Advanced DITA authoring
- WYSIWYG map editor



## Stay ahead of the competition with market-leading enterprise content management capabilities

- Powerful version management
- Advanced link and dependency management
- Comprehensive search and tag management
- Centralized digital asset management
- Industry-leading translation management and localization support
- In-depth content health and readiness reports
- Easy integration through APIs
- Support for FrameMaker documents and books



## Empower distributed teams to contribute and collaborate faster and smarter

- Seamless web-based review experience
- Powerful project and workflow management
- Native integration with Adobe FrameMaker



## Effortlessly design and deliver immersive, omnichannel content experiences

- Direct publishing of DITA content to Experience Manager
- Content as a service
- Best-in-class multichannel publishing
- Enterprise-class publishing
- Effortless integration with other publishing solutions

For any queries, please write to us at [techcomm@adobe.com](mailto:techcomm@adobe.com)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

© 2020 Adobe. All rights reserved.

Adobe, the Adobe logo, FrameMaker and Experience Manager are either registered trademarks or trademarks of Adobe in the United States and/or other countries.

**SCHEDULE WEDNESDAY, SEPTEMBER 23, 2020**

Eastern	Main Stage	Shakespeare	Alcott	Tolstoy	Bronte	Twain	Austen	Dickens	Angelou	Dumas	Christie
03:30	Writing Well France Baril, Berry Braster, Nolwenn Kerzreho, Dawn Stevens	DITA and Markdown Alexandru Jitianu, Syncro Soft/oXygen	Where DITA Meets Aesthetic Design (and why it matters) Chandi Perera, Typefi	Making DITA Sexy: How to get your migration budget Rik Page, Bluestream	For Me – AI for User-centered Content Delivery Matthias Gutknecht, STAR Group	Adventures in Evolving Content Strategy Rick Teplitz, Imperva	Measuring Technical Writer Productivity Vasanth Vaidyanathan & Vidhya Kameswaran, KLA Corporation	Review and Collaboration Made Seamless Wortimla RS, Adobe	Repurposing Docs for Customer Enablement and Fast Onboarding Chefs at Zoomin	The Simplicity and Power of a Static Site Generator (SSG) Dushko Radevski & Velizar Demirev, Jorsek/easyDITA	
04:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
05:00	COVID Collaboration: The unforeseen effect Abi Bettle-Shaffer, IBM										
06:30	<b>Social Activity</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>	<b>Fix and Feast</b>
07:30	Conversion/ Migration to DITA Magda Caloian, Sabine Ocker, Helen St. Denis, Brian Trombley	Enhancing DITA Publishing with Plugins Radu Coravu, Syncro Soft/oXygen	Break the Shackles of Content Types: Care about experiences Divraj Singh, Adobe	Up or Down – Paradigm Shift in Technical Documentation Ahead? Frank Wegmann, Software AG	Collaboration is the Key to Success Vlad Khanin, NextGen Healthcare	Who Are You? Developing a Company Voice That is Consistent not Robotic John Baker, Jorsek/ easyDITA	Bridging Siloes – Unifying Content Strategy While Preserving Specifics Nolwenn Kerzreho, IXIASOFT	Uncovering the Value of Metadata Management Rik Page, Bluestream	Semantic Booster: Powering your AEM tagging with PoolParty Maura Moran, Mekon	How to Connect Your Content to IoT With a Content Delivery Portal? Pim Bekker, Etteplan	DITA Molière Special Session by <b>invitation only</b>
08:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
09:00	Translation / Localization Dipo Ajose-Coker, Todd Flaska, Dominique Trouche, Hal Trent	Taming the Wild West of Release Notes with Markdown DITA Debbie Femia, Abacus Insights	Putting Darwin Back Into DITA With an Agile Evolution Jean-Luc Borie & Frank Shipley, Componize Software	Tips and Techniques For Handling Graphics When Transitioning To DITA Bryan Tipper, Stilo	Becoming a Data-Driven Documentation Team Joe Gelb & Lawrence Orin, Zoomin	Whose Content Is It Anyway? Tom Comerford, Suprertext	Preparing Your Content for Intelligent Machines Joyce Lam, Precision Content	Remote Collaboration in a Challenging Environment Sharon Figueira, IXIASOFT	The Schematron Method: Eliminating fat from your content Brianna Stevens, Comtech Services	How to Collaborate Efficiently When Working Remotely Mihaela Calotescu & Bogdan Dumitru, Syncro Soft/oXygen	What's New in AH Formatter V7? Alex Critchfield, Antenna House
10:00	<b>Social Activity</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>	<b>Drinks at Dawn or Dusk</b>



**Insights and Inspirations****05:30 – 07:00 EDT | 11:30 – 13:00 CEST****COVID Collaboration: How large-scale remote work uncovered lessons in accessibility***Abi Bettel-Shaffer, Project Manager at IBM*

Abi covers use of tools like Slack, Trello, webex, zoom, teams, whatsapp, mural, box and the ways teams can use them to help collaboration. She also includes some potential pitfalls if you have differently abled people in your team, or in the client teams you're working with.

**11:00 – 12:30 EDT | 17:00 – 18:30 CEST****Introducing the Content Services Organization***Cruce Saunders, Founder and Principal at [A]*

Join Cruce Saunders, Principal at [A] (see simplea.com), and learn how the Content Service Organization works, and how it drives publishing performance and boosts team satisfaction.

**16:30 – 18:00 EDT | 22:30 – 00:00 CEST****It Takes a Village***Angela Browne, User Assistance Manager and Design Thinking Coach at SAP SuccessFactors*

Attendees will get an overview of the Design Thinking process including empathy maps and current-future-barriers. You'll also learn how we partnered with other teams throughout the process and how we sold the proposed changes not only to our customers but also to the rest of the business.

**Trade Tips and Trends****03:30 – 04:30 EDT | 09:30 – 10:30 CEST****Writing Well***France Baril, Berry Braster, Nolwenn Kerzreho, Dawn Stevens*

The panel addresses how writing strategies need to adapt to meet the needs and demands of today's information consumer.

**07:30 – 08:30 EDT | 13:30 – 14:30 CEST****Conversion/Migration to DITA***Magda Caloian, Sabine Ocker, Helen St. Denis, Brian Trombley*

The panel offers advice for planning and implementing a conversion or migration project.

**09:00 – 10:00 EDT | 15:00 – 16:00 CEST****Translation / Localization***Dipo Ajose-Coker, Todd Flaska, Dominique Trouche, Hal Trent*

The panel demystifies the translation and localization process.

**13:00 – 14:00 EDT | 19:00 – 20:00 CEST****User Experience***Dana Aubin, Megan Gilhooly, Carol Nugent, Ted Wolff*

The panel considers both angles as they provide insights on effective approaches for improving your user's interactions with and perceptions of your product and brand.

**15:00 – 16:00 EDT | 21:00 – 22:00 CEST****DITA 2.0***Robert Anderson, Kris Eberlein, Eliot Kimber, Zoë Lawson*

Learn what to expect directly from members of the technical committee working on the new standard.

**18:30 – 19:30 EDT | 00:30 – 01:30 CEST****Metrics***Laura Bellamy, Jenifer Schlottfeldt, Amanda Washington, Sunny Yang*

The panel will share key lessons learned from failures and successes as well as real-world strategies for data success.

**Candid Conversations****03:30 – 04:30 EDT | 09:30 – 10:30 CEST****DITA and Markdown***Alexandru Jitianu, Syncro Soft/oXygen*

Attendees of will learn: What is structured authoring and what benefits it brings, what is the difference between content and markup, what are DITA and Markdown strengths, and what solutions do we have when SMEs are sending us Markdown? Integrating Markdown into the DITA pipelines or getting DITA from them instead.

**Where DITA Meets Aesthetic Design (and why it matters)***Chandi Perera, Typefi*

In this session, we'll present a case for why good visual design is an important factor for any organization publishing structured, topic-based content, whether it's technical or educational. We'll also demonstrate that creating visually appealing documents using DITA source content is not only possible but achievable, even with automated publishing workflows!

**Making DITA Sexy: How to get your migration budget***Rik Page, Bluestream*

This talk will hopefully open the eyes of the attendees and get them thinking in a different direction when it comes to building the business case for DITA. It will make them think about how they are seen and seek to show them a new approach to funding.

**For Me – AI for User-centered Content Delivery***Matthias Gutknecht, STAR Group*

You will learn how work can be supported in a user-friendly way and with an increase in productivity? With AI based personalized assistance services information is communicated with a virtual assistant: personalized for each step of a process with visual and interactive support via video & voice where required. Networked intelligent information (knowledge graphs) is the base for this.

**Adventures in Evolving Content Strategy***Rick Teplitz, Imperva*

You'll learn how to develop an integrated documentation portal that can consume output from multiple help authoring tools, and serve multiple user bases, intuitively enabling users to identify and drill down on content relevant to them and serve them in a single, branded and unified front end.

**Measuring Technical Writer Productivity***Vasanth Vaidyanathan & Vidhya Kameswaran, KLA Corporation*

Your management needs a bird's eye view of Tech Writer workload. And you want a tool to isolate problem areas, so you can focus on getting your documentation done. The process that is to be discussed, would help with both the objectives.

**Candid Conversations****07:30 – 08:30 EDT | 13:30 – 14:30 CEST****Enhancing DITA Publishing with Plugins***Radu Coravu, Syncro Soft/oXygen*

You will learn various ways in which your DITA publishing can be enhanced either by incorporating other formats in a DITA project or by enhancing the available output formats to contain videos or automatic generated images, diagrams or equations.

**Break the Shackles of Content Types: Care about experiences***Divraj Singh, Adobe*

Join this session and learn to use a DITA CCMS to: Import legacy content (Word, HTML, InDesign, XML, Markdown, etc.) and convert it to structured content; Help align content, design, governance and systems across the customer journey; Deliver omnichannel experiences with publishing beyond PDF, HTML5, Mobile Apps and Website; and Implement content-as-a-service and leverage next-generation capabilities.

**Up or Down – Paradigm Shift in Technical Documentation Ahead?***Frank Wegmann, Software AG*

Participants will learn about the current state of Markdown and Lightweight DITA compared to traditional Markup. Technological, and organizational challenges as well as the question of integrated processing are discussed to give orientation as well as to provide an example, whether and how Markdown could somehow benefit in the field of technical documentation.

**Collaboration is the Key to Success***Vlad Khanin, NextGen Healthcare*

Collaboration is one of the key elements for success regardless of what you do and how you do it. It is easy to preach the idea, but you need a good strategy to get people to actually collaborate with each other. Audience will learn key aspects from engagement to promotion to utilization of tools and building processes to improve collaboration.

**Who Are You? Developing a Company Voice That is Consistent not Robotic***John Baker, Jorsek/ easyDITA*

This talk will empower authors and content strategists interested in developing their company voice. Attendees will gain clarity on what to prioritize in this process, what questions to ask, and how to move forward and all attendees will also receive a copy of Jorsek's Content Development Guide – style guide, information model, and information model.

**Bridging Siloes – Unifying Content Strategy While Preserving Specifics***Nolwenn Kerzreho, IXIASOFT*

This session is aimed primarily to information architects and documentation managers looking to maximize reuse and control with diverse life cycles or large and disparate product lines.

**Candid Conversations**

09:00 – 10:00 EDT | 15:00 – 16:00 CEST

**Taming the Wild West of Release Notes with Markdown DITA***Debbie Femia, Abacus Insights*

Creating release notes is usually a hassle, especially with one technical writer trying to corral the disparate content of a bunch of contributing (non-technical-writer!) Product Managers. This presentation explains one way to use Markdown DITA to improve the efficiency and ease of this process.

**Putting Darwin Back Into DITA With an Agile Evolution***Jean-Luc Borie & Frank Shipley, Componize Software*

Our presentation will unveil a Darwinian evolution of our platform – an entirely reinvented end-to-end journey of agile DITA content management. We're unleashing DITA's true potential by streamlining processes and opening doors to a whole new world of simplified content contribution for SMEs.

**Tips and Techniques For Handling Graphics When Transitioning To DITA***Bryan Tipper, Stilo*

This presentation will benefit audience members by teaching them essential techniques for properly handling graphics when transitioning to DITA.

**Becoming a Data-Driven Documentation Team***Joe Gelb & Lawrence Orin, Zoomin*

Learn how to leverage data and analytics tools to incorporate a data-driven approach to documentation. Find out how metrics can translate into actionable insights. Learn how actionable insights make your teams more productive, your content more relevant and build prestige across the organization.

**Whose Content Is It Anyway?***Tom Comerford, Supratext*

This presentation is for various stakeholders in content creation and delivery. It aims to propose a mind-set about content that can foster better collaboration in content production.

**Preparing Your Content for Intelligent Machines***Joyce Lam, Precision Content*

Attend this session to better understand the need for intelligent microcontent and its applicability to chatbots, voice interfaces, and intelligent agents. We will explore (a) impact of microcontent and focus on smarter, richer, compact content; (b) the importance of standardized metadata and classification; and (c) use of information typing to support intended reader response.

**Candid Conversations**

13:00 – 14:00 EDT | 19:00 – 20:00 CEST

**Successful DITA, Process, and Skill Maturity***Deb Bissantz, TransPerfect*

Attendees will follow the stages of a DITA implementation as it matures to improve user experience and productivity. Users will learn how roles and skills also mature to support each stage.

**Trends in Localization Practices for Next-gen DITA***Dominique Trouche, WhP*

The audience will get an overview of the current trends in DITA authoring and management. They will also get a better understanding of how these trends extend to their multilingual content and what they can expect from their localization partner.

**Managing Too Many Versions in a Single Branch***Zoë Lawson, Casenet*

DITA gives us the tools to solve complicated problems maintaining dozens of versions, but we can all use tips and tricks on how to use the tools. Maintaining dozens of ditavals by hand is untenable, but you can do it with a spreadsheet and some XSLT.

**Mastering Efficiency and Impact in Content Creation and Delivery: a Mastercard Case Study***Jill Sheffield, Mastercard*

In this presentation, you'll learn how Mastercard transformed its content strategy to deliver targeted content to a global audience and elevate the customer experience; all while improving efficiency in content development and management.

**5 Critical Steps For Advancing Your Content Career***Jack Molisani, ProSpring Technical Staffing*

In this session professional recruiter and best-selling author Jack Molisani will discuss five key milestones you need to achieve to increasing your corporate value—and thus your standard of living.

**Herding Content – Content Management Reinvented***Sabine Bennett, Salesforce & Frank Miller, Ryffine*

This presentation will benefit everyone who is interested in content structure and reuse, and wants to learn more about how to organize metadata in classification maps and subject schemes, and why DITA is the way to go. I'll share the mistakes we made in the past and how we fixed them, how to use automation to clean up existing content.

**Candid Conversations**

15:00 – 16:00 EDT | 21:00 – 22:00 CEST

**Learning and Training: Join the conversation***Dawn Stevens, Comtech Services & Amber Swope,**DITA Strategies*

It's no secret that documentation and training groups often cover the same material in their respective deliverables. It only makes sense that they collaborate and reuse content wherever possible. However, despite the fact that DITA has supported learning and training topic types since 2010, reuse between documentation and training remains spotty. Join Amber Swope and Dawn Stevens as we discuss what challenges shared content introduces and how companies are overcoming those challenges.

**Fast, Flexible and Fine: Doing more with DITA***Caleb Clauset, Typefi*

Learn how "The Institutes" realized dramatic improvement without increasing staff, and how they can now meet requests for customized content within 24 hours—all without compromising on design quality.

**Leveraging Semantic Search to Improve Content Reuse***Christopher Will & Carlos Andino, Orbis Technologies Orbis**Technologies*

Discovering content across your publishing ecosystem is a challenge. Learn how semantic search helps you repurpose your content to optimize effectiveness, reusability, workflows, and efficiency. Learn how semantic search establishes similarity between content. Learn how semantic search and faceted navigation makes finding items within unstructured data easy.

**Integrating Portals to Improve Customer Experience***Dana Aubin, Allscripts*

Working on a new portal project over the last year and a half has inspired me to think creatively and not let the current restrictions of a tool or limitations of my ability to stop me from reaching out to others to help create a solution that exceeds our clients demands.

**Tell Me What You Need: User Experience Design for Documentation***Carol Nugent, VMware*

Learn about how we can use customer interaction to validate what we are doing now and anything new that we want to provide. This session includes examples of real testing and practical examples that you might want to adapt for your organization.

**Driving One Story for Your Customers!***Lisa Hultman & Katie Ott, ServiceNow*

We want to inspire content teams from any part of an organization to work together for the clearest message! We'll provide examples of actual initiatives currently in progress. We'll share how our various content teams come in and out of the content development cycle as our products go through development and how to coordinate those efforts.

**Candid Conversations**

18:30 – 19:30 EDT | 00:30 – 01:30 CEST

**The Metrics Dashboard: A "cross-check" for quality issues***Alicia Abuan, Jeppesen & Scott Hudson, ServiceNow*

We will demonstrate how a metrics dashboard assembles the important quality information from your metrics reports and creates a complete picture of your content quality. We will examine best practices to identify potential quality issues.

**Automating DITA files in Git for Translation to Multiple Languages***Olivier Libouban, Lingoport*

DITA files stored in Git (or similar) repositories frequently need to be translated into multiple languages. The problem is challenging enough with dozens, hundreds, or even thousands of files being translated into multiple locales. Plus there can be incremental modifications to the files, and new locales added. This automation solves these problems.

**Keeping With The Times***Toni Mantych, ServiceNow*

The need for, and type of required, business case for DITA and for CCMSes has changed over the years, and where we are now?

**Why You Need Content Transformation for a Successful Content Strategy***Val Swisher, Content Rules*

In this session, Val Swisher explores what it means to transform content and shares concrete steps you can take to begin preparing content for digital transformation.

**Cross-Functional Collaboration for Content Strategy***Kavitha Kandappan, AMD*

The audience will learn about the need for cross functional collaboration, challenged, a tips and techniques to overcome these challenges. This presentation will include a discussion that will enable audience to share their learning from cross functional collaboration experience with the group.

**IA Design and Agile Development: Mission (Im)possible!***Amber Swope & Jennifer Fell, DITA Strategies*

Amber & Jennifer review the primary Agile principles, review the primary IA design activities in the context of Agile methods, and discuss practical strategies for performing IA design activities in an Agile environment.



**Test Kitchens****03:30 – 04:30 EDT | 09:30 – 10:30 CEST**  
**Review and Collaboration Made Seamless***Wortimla RS, Adobe*

Join us in this session to learn how the review process in FrameMaker and RoboHelp works to easily collect feedback from various stakeholders simultaneously, quickly import changes from reviewers back into your source content, and accept and reject changes with the click of a button.

**Repurposing Docs for Customer Enablement and Fast Onboarding***Chefs at Zoomin*

In this test kitchen, we'll walk you through how Zoomin customers are building powerful customer enablement portals and pioneering dynamic workflows to empower their own users on onboarding success.

**The Simplicity and Power of a Static Site Generator (SSG)***Dushko Radevski & Velizar Demirev, Jorsek/easyDITA*

In this test kitchen, Jorsek representatives will provide a live demonstration of easyDITA's Static Site Generator (SSG). A fast and intuitive way to turn your content into a fully functioning, easy to use, static website (built with Gatsby) in just 10 minutes. Learn what it takes to publish documentation to a static site so it can be read by your audience immediately!

**07:30 – 08:30 EDT | 13:30 – 14:30 CEST****Uncovering the Value of Metadata Management***Rik Page, Bluestream*

What is metadata and why is it so important? The unprecedented functionality of Bluestream's Extended Metadata Module opens new possibilities. In this presentation Bluestream will show why metadata is vital and how you can extend its usage to provide greater value to the entire organization.

**Semantic Booster: Powering your AEM tagging with PoolParty***Maura Moran, Mekon*

We'll demonstrate how the Semantic Booster harnesses the powerful capabilities of AEM and PoolParty to make tagging simpler and more relevant, helping your users find content more easily.

**How to Connect Your Content to IoT With a Content Delivery Portal?***Pim Bekker, Etteplan*

During this presentation we will demonstrate how to combine IoT data and DITA based information in a CDP to actively inform your end users.

**Test Kitchens****09:00 – 10:00 EDT | 15:00 – 16:00 CEST**  
**Remote Collaboration in a Challenging Environment***Sharon Figueira, IXIASOFT*

Join IXIASOFT as we browse through our intuitive, web-based interface, and explore working with a broad range of contributors to develop content from draft one through to approval.

**The Schematron Method: Eliminating fat from your content***Brianna Stevens, Comtech Services*

Do you wish your content was slim and fit? Do you go back to unhealthy writing habits when under pressure? Could you use a personal trainer to coach and encourage you during your day-to-day efforts? Look no further! Schematron could be your answer.

**How to Collaborate Efficiently When Working Remotely***Mihaela Calotescu & Bogdan Dumitru, Syncro Soft/oxygen*

Due to the complex global situation produced by the COVID-19 pandemic, teams are forced to work remotely. This deepens the need for effective collaboration when writing technical documentation. oxygen Content Fusion and oxygen Web Author come to the rescue, offering all the support your team needs to collaborate.

**What's New in AH Formatter V7?***Alex Critchfield, Antenna House*

Join Antenna House as we explore all the cool new features of AH Formatter V7 and learn how you can transform your structured content into beautifully styled paged documents.

**13:00 – 14:00 EDT | 19:00 – 20:00 CEST****Smart Content Delivery for Parts and Service***Charles Andrews, Ovitas*

This demo will show parts and service content delivered to online and offline Web Applications for Field Service engineers and technicians. Find and filter information within Service content, order parts and build a shopping cart, all in one platform.

**Make Your Metadata Great Again***Fabrice Lacroix, Fluid Topics*

In This Test Kitchen, we will teach you how to align metadata through the intuitive creation of a custom taxonomy, and therefore make your content consistent and consumable. We'll also show how to create dynamic reading suggestions and links between pieces of content, leveraging newly-aligned tags.

**A Complete PDF Re-design in Under 10 minutes***Joanne Hannagen & Corinna Kinchin, Miramo*

A short demonstration of how a PDF design can be completely re-worked in under 10 minutes using only the MiramoPDF's GUI template designer followed by a Q&A.

**Test Kitchens****15:00 – 16:00 EDT | 21:00 – 22:00 CEST**  
**Collective Spaces for Unified Collaboration***Sara Pawlowic, SDL*

Authoring, review and approval processes are critical for many forms of business content. SDL Tridion Docs 14 expands the process of knowledge creation by making it easier for anyone in the organization to author and review content with browser-based interfaces.

**Harmonizer: The First Step in Identifying Content Redundancy***Christopher Hill, Data Conversion Laboratory*

Harmonizer simultaneously analyzes across any file format – XML, HTML, SGML, Word, FrameMaker, InDesign, PDF, and others – and is invaluable when planning a content reuse strategy or moving content to a new platform. The software produces reports in both HTML and Excel, providing content analysis and insight to consolidate content and eliminate redundancies.

**Discover the Solution to Your Linguistic Review Issues***Dominique Trouche, WhP*

WhP has the solution to your recurring linguistic review pains: the Augmented Review, a collaborative web-based tool that enables your reviewers to spot the new content fast, view the original and translated DITA projects side-by-side, and edit the translation dynamically. The tool supports all the features and versions of DITA, as well as MathML.

**18:30 – 19:30 EDT | 00:30 – 01:30 CEST****A Turnkey Content Development Solution with GlobalLink Inspire CCMS***Paul Akins & Hal Trent, GlobalLink*

Attendees will have the opportunity to see the turn key solution in action for the starter kit available in the GlobalLink Inspire CCMS. GlobalLink Vasont welcomes the opportunity to discuss variations of the starter kit for other industries with attendees.

**Content Ryffiner: Bake quality into your migration to DITA***Micaela Monroe, Ryffine*

Bring your own Docbook, Microsoft Word, or DITA content and run it through our secure Content Ryffiner (Content Ryffiner leverages Amazon AWS). Or, convert sample content that we provide you.



With offices in Vancouver, Canada and London, UK Bluestream has solutions for every industry wherever you are based. Our expertise and experience will bring control to your content and documentation processes. Turning your content into a business asset.

From wind turbines to...



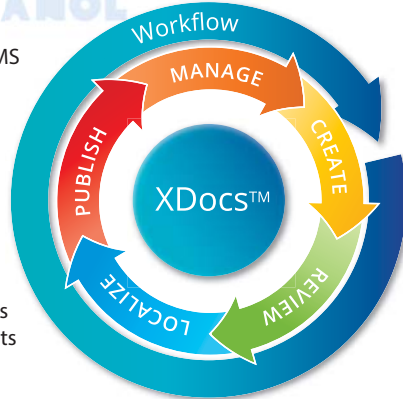
With XDocs you will increase sales, improve customer retention and assist your support staff. This is because you will instantly deliver relevant content to their device and platform.



Bluestream has been deploying XDocs DITA CCMS solutions for over fifteen years. This has covered every industry sector, every continent and every size of organization. As a result, we have the experience to guide you through the whole process; and shape a solution that fits perfectly.



XDocs has unique support for manufacturing companies giving authors instant access to manufacturing systems information. Import parts data, hotspot diagrams, build Illustrated Parts Lists and review them online in DITA+++.



...semiconductor, and everything inbetween  
Bluestream XDocs provides the perfect content platform.

www.bluestream.com  
info@bluestream.com



CCMS SOFTWARE, SERVICES & SOLUTIONS FOR ENTERPRISE TEAMS



www.orbistechnologies.com

The robots are coming

Let us help you plan for your content of the future while improving customer satisfaction.

How has your writing team adapted their writing to meet the needs of emerging technologies and omnichannel delivery? How is your high-value content being used across your organization to build better products and provide exceptional customer service?

Schedule a call with us today to learn how we can help you at [https://calendly.com/can\\_we\\_help](https://calendly.com/can_we_help)



Do you speak robot?



# Win Raffles at ConVEx!

*Want a chance to win prizes, conference registrations, and other items? Leave your virtual business card at the virtual exhibits, then visit the exhibitor slack channels and you could be a winner.*



## Fluid Topics

Unlock the value of your Technical Documentation with Fluid Topics Content Delivery Platform

**Break the shackles of static publishing and dynamically deliver your product content at the place and time of need without disrupting your writing processes**

- **Enable the self-service that your users demand**  
Make your content available to users whenever they need it. Give your customers the options they want and free up your support teams.
- **Drive your content strategy with insightful metrics**  
Track interactions with your content at the finest level, gain valuable insight into your documentation usage and drive your content efforts with Fluid Topics analytics.
- **Create engaging user experiences**  
Serve relevant, personalized content adapted to you users' needs and deliver content experiences that engage your customers across the product journey.
- **Get the immediate benefits of Dynamic Publishing**  
Leave static publishing behind and embrace the benefits of Fluid Topics Dynamic Content Delivery at once, whatever your current writing processes and tools.


fluidtopics.com

You have questions...



COMTech

We have answers...

<p><b>Content Strategy &amp; Information Modeling</b></p> <p>An Information Model defines your organization's information architecture and development strategies. Comtech's information architects help develop a comprehensive Information Model that defines your information types and elements used within them, establishes a metadata model, suggests authoring guidelines and standards, and reviews mapping, linking, and reuse strategies.</p>	<p><b>Taxonomy Development</b></p> <p>In today's continually expanding information glut, it can be difficult for users to find the content they need. Comtech consultants methodically guide your team through a rigorous design and categorization process to establish a comprehensive taxonomy focused on improving information accessibility.</p>	<p><b>Process Maturity</b></p> <p>To achieve maximum benefit from your resources, your organization needs mature and effective information- and product-development processes. Using the Information Process Maturity Model (IPMM), Comtech assesses your organization's readiness for the work ahead. We evaluate the level of refinement or maturity of your processes and recommend critical strategies and tactics for improving your organization's effectiveness.</p>
<p><b>DITA Implementation</b></p> <p>A successful DITA implementation requires balancing a variety of activities. Comtech provides the services you need, including:</p> <ul style="list-style-type: none"> <li>• Business case / strategic planning</li> <li>• Content assessment and information modeling</li> <li>• Tool requirements and selection</li> <li>• Tool optimization (constraints, specializations, schematron, and subject scheme)</li> <li>• Transforms and stylesheets</li> <li>• Pilot project coaching</li> </ul>	<p><b>User Studies</b></p> <p>Knowing and understanding your customers is key to your company's success. Comtech consultants facilitate customer site visits, customer partnering, and focus groups, and use tools such as questionnaires, individual interviews, group discussions, and on-site observations to gather the customer information you need.</p>	<p><b>Competitive Analysis &amp; Benchmarking Studies</b></p> <p>Comtech's benchmark studies enable you to discover industry innovations and learn best practices from other information development professionals both within and outside of your specific market.</p> <div data-bbox="625 435 954 587" style="text-align: center;">  <p><b>Comtech Services, Inc.</b> 710 Kipling Street, Denver, Colorado 80215 info@comtech-serv.com, 303.232.7586 https://comtech-serv.com</p> </div>

## Training

<p><b>Advanced Reuse Strategies</b></p> <p>A deep-dive exploration of all DITA reuse mechanisms, including conditional processing, conref, conref range, and conref push, keyref and conkeyref, branch filtering, and scoped keys.</p>	<p><b>Applying Agile Management to Information Development</b></p> <p>Practical advice for shifting your thinking about resource management, task allocation, and completeness of technical information and adopting the Agile project management approach.</p>	<p><b>Creating an Effective Information Taxonomy</b></p> <p>A structured approach to making technical information more accessible by it according to the categories and terminology important to your users.</p>	<p><b>Developing a User-Centric Content Strategy</b></p> <p>Techniques for learning about your users, their goals, and their work, and creating personas that will serve as a decision-making tool throughout the life-cycle of your project or product.</p>
<p><b>Developing a Web and Mobile Content Strategy</b></p> <p>Guidelines for transforming technical content to be accessible, easy to read, attractive, and responsive on the web as well as on mobile devices, while still fully supporting user goals.</p>	<p><b>Developing Your Content Strategy</b></p> <p>A systematic approach to defining the management, creation, production, delivery, and assessment of content, while balancing the considerations of organizational goals and capabilities with user needs and expectations.</p>	<p><b>DITA Basics</b></p> <p>An introduction to the DITA standard and hands-on practice creating topics, assembling topics into maps, applying metadata, and publishing final deliverables.</p>	<p><b>DITA Boot Camp</b></p> <p>An all-inclusive, intensive week of minimalism, structured authoring, and DITA training designed to equip and prepare authors for producing technical content using DITA topics and maps.</p>
<p><b>DITA for Learning and Training</b></p> <p>An introduction to the DITA standard and hands-on practice specifically for creating training content, including training plans, student materials, instructor guides, and learning assessments.</p>	<p><b>Editing Essentials for Writers and Editors</b></p> <p>Work through the five levels of editing and gain strategies and tips for creating cleaner content.</p>	<p><b>Information Modeling for Topic-Based Authoring</b></p> <p>A strategy for defining the architecture of your technical content, including the information types required, the elements they contain, and metadata, mapping, linking, and reuse strategies.</p>	<p><b>Minimalism: Creating Content People Really Need</b></p> <p>Practical application of the four principles of minimalism to select appropriate content for your users, structure it consistently, author it for easy understanding, and make it readily accessible.</p>
<p><b>Optimizing the DITA Authoring Experience</b></p> <p>Design guidelines for making it as simple as possible for your authors to create and publish content that conforms to your information model and authoring guidelines.</p>	<p><b>Precision Content Structured Authoring</b></p> <p>Learn and practice planning techniques and research-based writing methods to write clear, concise, well-structured business and technical content.</p>	<p><b>Publishing for DITA</b></p> <p>A hands-on walk-through of the essential DITA fundamentals, programming skills, and DITA Open Toolkit configurations required to style and publish DITA XML source.</p>	<div data-bbox="722 1142 966 1317" style="text-align: center;">  <p>All Comtech workshops are offered publicly and in-house. For a schedule of upcoming workshops and detailed course descriptions, visit <a href="https://comtech-serv.com/training">https://comtech-serv.com/training</a></p> </div>



# The Center for Information-Development Management

710 Kipling Street • Suite 400 • Denver, CO 80215 • 303/232-7586

## CIDM Member Benefits

	Bronze - \$500/yr	Silver - \$2,000/yr	Gold - \$5,000/yr	Platinum - \$7,500/yr
	Independent Consultants, Professors, Students	Organizations up to 10 named members	Organizations up to 30 named members	Organizations unlimited members
<b>Annual Conferences:</b>	\$300 discount on a conference of your choice	1 registration to BP	1 registration to BP	1 registration to BP
<b>Best Practices (BP)</b>		+	+	+
- \$1395		\$300 discount on registrations to BP & CMS	1 registration to a conference of your choice	2 registrations to a conference of your choice
<b>CMS/DITA NA (CMS)</b>		+	+	+
- \$1695		\$200 discount on registrations to DE	Silver level discounts on additional conference registrations	Silver level discounts on additional conference registrations
<b>CMS/DITA Europe (DE)</b>				
- \$1195				
<b>Online Conference</b>	15% discount	2 for 1 registrations (limit 2 per conference) + Group discounts available	4 registrations per conference + Group discounts available	Unlimited registrations
(2 per year) - \$500/each				
<b>Public Workshop</b>	No discount	\$100 discount	2 for 1 registrations (limit 2 per workshop)	2 for 1 registrations (limit 2 per workshop)
2-3 Days				
<b>Public Workshop</b>	No discount	\$200 discount	\$200 discount	\$200 discount
5 Days				
<b>Private Workshop</b>	No discount	No discount	10% discount	10% discount
<b>Webinars (6 per year)</b>	Included	Included	Included	Included
<b>Monthly management Round tables, white papers, studies &amp; surveys</b>	Included	Included	Included	Included
<b>Best Practices Newsletter (PDF)</b>	Included	Included	Included	Included
<b>CIDM Members Only website access</b> (forums, surveys, newsletter archive, etc.)	Included	Included	Included	Included

*For Silver and Gold memberships, benefits apply to named members only. Discounts apply to regular prices only.*



**The Center for Information-Development Management**

[www.InfoManagementCenter.com](http://www.InfoManagementCenter.com)



## The Center for Information-Development Management

710 Kipling Street, Suite 400, Denver, CO 80215-303/232-7586

### CIDM Membership Information

#### Community and Resources for Information Development Professionals

CIDM is an organization dedicated to help advance the profession of information development worldwide. Through CIDM, information professionals can communicate with each other regularly and learn about each other's successes, problems, and innovations. Each member can learn from the experiences of others and avoid the pitfalls of innovative practices. Members can also communicate with a large number of technology vendors and encourage the development of tools that genuinely meet their requirements.



**DITA North America** – Annual spring conference that brings together managers, information developers, technology specialists, and tool vendors to learn from one another how best to implement content management and the DITA standard. Presentations in four tracks: Information Design and Development, Technical Solutions, Management, and Technical Innovations.



**Journeys** – Annual spring conference, that focuses on information needs throughout the user journey, from initial discovery through long-term advocacy. Designed for anyone who creates information from marketing to support to training to documentation, sessions encourage cross-department collaboration to provide users a unified message regardless of where they are in their journey.



**Best Practices** – Annual fall conference for managers of information development, training, and support. Discover the best ideas and innovations in the industry, including social media, dynamic publishing, content management, and enterprise-wide information creation. Interact with a community of peers who share your same challenges.



**DITA Europe** – Annual winter conference that brings together managers, information developers, technology specialists, and tool vendors to learn from one another how best to implement content management and the DITA standard. Presentations in two tracks: Business and Practical Applications.



**IDEAS** – Semi-annual two-day online conference focused on a specific management topic and offering practical and relevant information from industry experts who have hard-won knowledge and experience with the topic.



**Best Practices Newsletter** – A quarterly publication providing practical guidance for professional information-development managers, focusing on industry best practices and in-depth analyses of strategies being discussed in the executive conference rooms.



**Monthly Management Round Table** – A monthly “open-mic” session for members to discuss trends and issues in information-development.



**CIDM Hosted Webinars** – Ninety-minute sessions that enable you to connect directly with industry leaders who share their experiences and insight on critical information-development topics.



The Center for Information-Development Management

[www.InfoManagementCenter.com](http://www.InfoManagementCenter.com)



# CIDM

## Membership Matters

### What are members saying about CIDM?

*CIDM is our go-to resource for expert advice on all matters of information development management.*

*We look forward to each issue of the Best Practices newsletter, in which a fellow CIDM member is invariably exploring an issue that we are also facing.*

*We want to maintain a growth mindset, and CIDM is part of the solution.*

*The connections I've made allow me to learn, share, and validate processes, practices, and ideas with stakeholders of the community.*

*I have been associated with CIDM for 20 years, and it continues to challenge and propel my thinking as an industry practitioner and a leader within my company.*

*CIDM is an important forum for staying connected to industry leaders and peers in other organizations and provides vital information that help us to stay on top of best practices and trends.*

*They are consistently at the leading edge of our information services domain, and have an uncanny ability to assemble highly-relevant resources.*

# Return on Investment



## Sample Platinum Membership ROI:

Event	Number of Participants	Per Person Benefit	Benefit Savings
Best Practice – free pass	1	\$1,395	\$1,395
CMS/DITA – free pass	1	\$1,695	\$1,695
DITA Europe – free pass	1	\$1,195	\$1,195
IDEAS – free passes	60	\$500	\$30,000
Workshop 2 for 1 pricing	12 (6 free)	\$975	\$5,850
		Total Benefit	\$40,135
		Membership Fee	-\$7,500
		<b>Total Savings</b>	<b>\$32,635</b>

## Sample Gold Membership ROI:

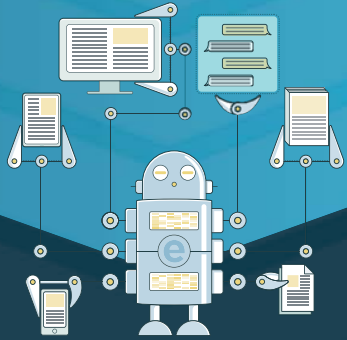
Event	Number of Participants	Per Person Benefit	Benefit Savings
Best Practice – free pass	1	\$1,395	\$1,395
CMS/DITA – free pass	1	\$1,695	\$1,695
CMS/DITA – discounted passes	2	\$300	\$600
IDEAS – free passes	8	\$500	\$4,000
Workshop 2 for 1 pricing	6 (3 free)	\$975	\$2,925
		Total Benefit	\$10,615
		Membership Fee	-\$5,000
		<b>Total Savings</b>	<b>\$5,615</b>



Open New Doors With Smart Content  
 Preserve DITA Intelligence Through Delivery  
 MEDAS Metadata Services from Ovitas

Visit [Ovitas.Com](http://Ovitas.Com)  
 +1 (781) 222-5270

Get your documentation done up to 60% faster.



easyDITA  
 By JORSEK

**stilo**  
www.stilo.com

**EXPERIENCE XML IN A WHOLE NEW WAY**  
Exceptional Tools for Structured Content Solutions

A Data Usability Company  
**ANTENNA HOUSE**

## DITA to PDF Solutions

from Antenna House



### AH Formatter V7

Publish high quality and beautifully styled paged documents from DITA

+



### PDF5-ML Plugin

Easily customize PDF output with this plugin for the DITA Open Toolkit

+



### I18N Index Library

Sort back-of-the-book indexes for Arabic, Chinese, Korean, Japanese, and more languages

Learn more at [www.antennahouse.com](http://www.antennahouse.com).

## Shake off the shackles of XSL-FO



**MirammoPDF™** is the key

**Etteplan**

Services & Solutions for  
Technical Documentation,  
Engineering,  
Embedded Systems & IoT

Request a free analysis and booklet  
at [SimplifiedEnglish.com](http://SimplifiedEnglish.com)

Best writing, with  
Simplified Technical English

**HyperSTE**

Starting at \$13 per month

Engineering with a difference  
[etteplan.com](http://etteplan.com) | [simplifiedenglish.com](http://simplifiedenglish.com)



## The Ultimate DITA Solution



[www.oxygenxml.com](http://www.oxygenxml.com)



## Your guide to structured content



[ryffine.com](http://ryffine.com)



COMPONIZE DITA CMS

# STREAMLINE THE PRODUCTION OF YOUR BUSINESS DOCUMENTS



## Content Structure Solutions

Data Conversion Laboratory provides customized solutions to complex content challenges. We specialize in helping technical communication departments structure content for reuse.

- DITA conversion
- Semantic enrichment
- QA validation
- Legacy conversions
- and so much more

GET STARTED







KEY:  
 ● Consulting resource  
 ▲ Developer resource

- Technical people
- Outstanding customer commitment
- Applied experience
- Practical
- Resourceful

When you adopt **STRUCTURED CONTENT**, **MEKON** can help provide some of the glue to **ENSURE YOUR SOLUTION STICKS!**

Mekon Ltd. 31-35 St Nicholas Way, Sutton, Surrey SM1 1JN.  
 t +44 (0)20 8722 8400 e info@mekon.com w mekon.com



## Create Content Experiences To Enhance Your Customer Loyalty

Let a CCMS develop, repurpose and deliver specialized content that adapts to the many eyes that see your brand.



**VISIT OUR BOOTH**

## Join Us each night for virtual social activities!

### Tuesday Night Escape Room



### Monday Night Talent Show



CIDM's GOT TALENT

### Wednesday Night Bar Trivia



## DO MORE .



TYPEFI®

## Where DITA meets Design

Established in 2001, Typefi is a recognized global leader in single-source automated publishing software, leveraging the power of XML and Adobe InDesign to flawlessly render your content in 30+ formats for print, web, and mobile.

**Publish your DITA, your way.**

Australia . USA . UK . Netherlands . [typefi.com](http://typefi.com)

*Thank you to our Exhibitors!*



*Thank you to our Exhibitors!*



# Join CIDM virtually for the Best Practices Conference

November 16-18, 2020

