

AUGI 2003

Registration and Program Guide



Arbortext Users' Group International

Adam's Mark Hotel • San Antonio, TX

May 5 - 6 Pre-conference tutorials

May 7 - 9 Conference

www.arbortext.com/AUGI

 **Arbortext**
content that means business

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INTRODUCTION

The 8th Annual Arbortext Users' Group International (AUGI) conference will be taking place May 7 - 9, 2003, at the beautiful Adam's Mark Hotel in San Antonio, Texas.

Venue

San Antonio is a modern city whose heritage, culture, traditions and natural beauty have attracted visitors for hundreds of years. Once you arrive in the city, the warmth you will feel is not just the sunny climate but also the hearts of its residents. Proud of their city and heritage, they are always ready with the special brand of hospitality for which Texas is so famous.

The Adam's Mark Hotel is conveniently located in the heart of downtown San Antonio on the beautiful Paseo del Rio ("River Walk"). The pride of the city, the River Walk's cobblestone walkways lead visitors to three miles of unique retail shops, restaurants and nightclubs.



Conference

The Annual AUGI conference is a great way to learn about and see demonstrations of upcoming product releases.

You will also have the opportunity to network with your peers and learn from their experiences, meet with Arbortext technology and service partners to see their latest products, and have access to a host of Arbortext employees who can address your questions and concerns.

As in years past, the content of the conference is developed specifically with our customers in mind – with many of your peers sharing their knowledge and expertise on a wide variety of topics as they relate to XML, SGML, Adept, Epic and many "tricks of the trade" that help make your job easier.

Highlights of this year's conference include:

- Three tracks: Strategic, Application and Product
- Nine educational pre-conference tutorials
- An "Ask the Experts" session
- Special Interest Sessions
- Two content management system review sessions

PRELIMINARY SCHEDULE

This schedule is subject to change.

Monday, May 5, 2003 - Pre-Conference Tutorials, Day 1

8:00am - 4:00pm Conference Registration
9:00am - 4:00pm Pre-Conference Tutorials

Tuesday, May 6, 2003 - Pre-Conference Tutorials, Day 2

8:00am - 4:00pm Conference Registration
9:00am - 4:00pm Pre-Conference Tutorials
6:00pm - 8:00pm Welcome Reception

Wednesday, May 7, 2003

8:00am - 9:00am Continental Breakfast - Registration
9:00am - Noon Welcome & Year in Review
Arbortext's Product Futures and Technical Vision
Noon - 1:30pm Lunch
1:30pm - 5:30pm Conference Sessions - Strategic track
Application track
Product track
7:00pm - 10:00pm AUGI 2003 Special Event

Thursday, May 8, 2003

8:00am - 9:00am Continental Breakfast
9:00am - Noon Conference Sessions - Strategic track
Application track
Product track
Noon - 1:30pm Lunch
1:30pm - 3:30pm Conference Sessions - Strategic track
Application track
Product track
3:30pm - 5:00pm Special Interest Sessions
5:00pm - 6:00pm Partner Gallery Cocktail Reception

Friday, May 9, 2003

8:00am - 9:00am Continental Breakfast
9:00am - Noon Conference Sessions - Strategic track
Application track
Product track
Noon - 1:30pm Lunch & Closing Session

Usability Lab Hours

Wednesday Noon - 1:30pm
3:30pm - 5:30pm
Thursday Noon - 5:00pm
Friday 8:30am - 11:45am

Partner Gallery Hours

Wednesday 12:30pm - 5:30pm
Thursday 12:30pm - 5:00pm
5:00pm - 6:00pm Partner Gallery Cocktail Reception
Friday 8:30am - Noon

PRE-CONFERENCE TUTORIALS

Advanced Application Development - AOM, ActiveX, XUI, Content Pipeline

Come see how to customize processing within both Epic Editor and E3. Emphasis will be on the new features that have been added since 4.2 including a preview of what is coming in 4.4. This is a course for programmers taught by other programmers. (Maximum of 30 students)

Prerequisite: Beginning Java experience is assumed for the section on the Content Pipeline. Beginning Windows COM programming is assumed for the section on ActiveX. Some experience in either VBScript or JavaScript/JScript is assumed for the sections on AOM programming and using XUI to create UI panels.

Customizing the Docbook DTD

This full day course is recommended for individuals or organizations who must subset, superset, or extend the DocBook DTD. Students will address methods and approaches for creating a customized version of the DTD.

The course format is a combination of lecture and paper exercises, complemented by demo style presentation.

Prerequisite: XML/SGML DTD Implementation experience; working knowledge of an ASCII-based editor.

Introduction to Editor

This half-day course will introduce students to using Arbortext's Epic Editor. Students will cover aspects of the Editor's functionality when working with both SGML and XML document creation. Software features will be shown in a demonstration-style presentation. Main topics covered include:

- Getting Started with Epic
- The Find Feature
- Modifying Attributes
- Working With Entities (Character, Text and File)
- Tables
- Spell Checking
- Change Tracking
- Printing
- Generated Text

(Maximum of 30 students)

Prerequisite: A general background in SGML/XML fundamentals.

Migrating to 4.3/5.0 - DCF Editor

This half-day tutorial will cover the creation and implementation of the DCF (Document Type Configuration File). This is especially useful for customers who wish to understand the process of migrating from a previous version or are considering an upgrade. Main topics covered include:

- Differences between ATD File and DCF Editor
- Understanding the DCF Editor
- Customizing a doctype using the DCF Editor
- Installing a custom doctype to the custom directory

(Maximum of 30 students)

Prerequisite: Knowledge of SGML/XML Concepts. Students must supply their own laptops if they wish to participate in hands-on exercises.

Multichannel and Publishing Distribution

This full-day tutorial, which is a condensed version of the 4-day course offered by our training department, will provide the critical integration points between data models, your repository, workflow and delivery. This tutorial will help students understand the impacts for design of each of these components and how they relate to one another.

Prerequisite: Project managers, business information stakeholders, IT experts and subject matter experts who need best practice guidance before architecting a system for dynamic content.

Standards Immersion

Long-running and highly acclaimed, this full-day, lecture-style tutorial will present a technical introduction to various XML-related standards, including XSL, XLink and XML Schemas. Though not an in-depth study of any one standard, this tutorial will provide attendees with enough of the concepts and basic structures of the various specifications to give them a general understanding of each standard and how they might fit into a standards-based information processing strategy. In addition, this tutorial will provide attendees with enough of an introduction to explore each standard further on their own. **Updated version of last year's tutorial.** (Maximum of 30 students)

Prerequisite: A general technical background in XML fundamentals.

PRE-CONFERENCE TUTORIALS

Techniques for XML DTD Maintenance

This full-day tutorial is recommended for DTD writers and maintainers. It teaches techniques and approaches for DTD organization and maintenance. Emphasis will be placed on models of DTD implementation that accommodate ease of future maintenance, as well as approaches for maintaining existing DTDs. This is an excellent tutorial for anyone involved in the design, implementation, or maintenance of DTDs. This tutorial is a combination of lecture and paper exercises. Main topics covered include:

- DTD creation and maintenance processes
- Declaring parameter entities
- Using DTD entities
- Approaches to customization
- DTD organization and architecture
- Extensibility techniques
- Testing DTD changes

(Maximum of 30 students)

Prerequisite: Involvement with the design, implementation or maintenance of DTDs; proficiency at absorbing technical material; and working knowledge of an ASCII-based editor.

Understanding SGML, XML and Arbortext Products

Whether you are an author who creates and edits information for use and reuse, or a systems analyst involved in designing a new multichannel publishing solution for your organization, you should begin by learning the fundamentals of XML and SGML.

Arbortext offers the ideal course for this purpose: [Understanding SGML and XML](#). This one-day hands-on course includes the following:

- XML and SGML concepts, benefits, and applications
- DTD and document instance syntax with written exercises for students

We recommend that everyone involved in the design and implementation of your new system attend this class or its equivalent. Software features will be shown in a demonstration-style presentation.

Main Parts:

- Understanding SGML/XML and Structured Information
- SGML/XML in Application
 - Defining Document Structure
 - Understanding Markup Syntax
 - Linking your Information
 - Creating Style
- Comparing SGML and XML
- Overview of Arbortext products

(Maximum of 30 students)

Prerequisite: none

XML Data Modeling

Recommended for XML project managers and other team members, this full-day tutorial will emphasize the philosophy, processes, steps and conceptual tools that result in the specification of a robust DTD design – one that meets the project's needs. This tutorial will also cover common modeling problems and solutions.

Main Topics:

- XML Concepts Review
- Overview of Data Modeling and DTD Development
- Setting DTD Development Goals
- Data Analysis
- Using the Elm Tree Diagram Notation
- Data Modeling
- Modeling Considerations

Prerequisite: User-level exposure to and understanding of XML concepts – no technical XML knowledge is assumed; proficiency at absorbing technical material.



GENERAL SESSIONS

Welcome & Year in Review

Hear how the year 2002 went for Arbortext and what our plans are for 2003. You'll hear from our CEO and the heads of our Sales, Marketing, Engineering and Services departments.

Product Futures and Technical Vision

Do you want to know what's new since AUGI 2002? Arbortext will provide an overview of upcoming product releases as well as demo the new and upcoming technologies available.

Special Interest Sessions

You will have an hour and a half for a round-table discussion with your peers on a topic that most interests you. To suggest a topic for discussion, please email it to augi@arbortext.com prior to AUGI 2003 or list it on the sign-up board at AUGI 2003. Candidates for discussion include:

- Migrating from SGML and XML
- Content conversion
- Content Management Systems
- Data modeling



CONFERENCE SESSIONS

Regardless of what stage your Epic implementation is in, the AUGI 2003 conference program has sessions that address your needs. With three tracks, Strategic, Application and Product, you can hear a wide variety of topics as they relate to XML, SGML, Adept, Epic and "tricks of the trade" that can help make your job easier.

Our speakers include Arbortext experts, customers and partners working on innovative, business-critical projects. You'll learn about projects that have been successfully implemented and ongoing for years, others more recently launched, and a few in the planning stages. Successful Arbortext implementations result in reduced costs, increased revenues and amazing ROIs. Learn how you can realize this for your company. Hear stories from the trenches from many industries and functional areas.

STRATEGIC TRACK TOPICS

The intended audience for this track includes: executives, managers, partners, project leads, prospects and supervisors. Topics may include:

Building your ROI

Learn approaches used to build an ROI to justify a business plan to management.

Content management system review for managers

Arbortext has invited those CMS vendors who partner with us to take part in a product review where each vendor will have a certain amount of time to answer some predefined non-technical questions. Each vendor will answer the same questions, which have been chosen by outside consultants and refined by the AUGI 2003 Review Board.

Corporate visions

Your peers will discuss the overall vision of their company and how XML is strategic to the success of that vision.

Customer success stories

Hear about industry applications and the problems faced, the scheduling pressures, the benefits received – both expected and unexpected – and how success was achieved.

Deploying structured authoring across the enterprise

Learn strategies that were used to deploy structured authoring across an enterprise. This session will discuss the challenges the organization faced, how those challenges were overcome, and how corporate buy-in was achieved.

Future technology applications

Hear how a company created a leading edge application that extends beyond the traditional content application.

Leveraging your investment

This session will discuss how a company leveraged its investment in Arbortext by extending the technology to another application or by extending the application to other groups within the organization.

Planning for reuse

Hear how a company re-engineered its business processes and how the people changed their way of thinking to adapt to the new paradigm.

Project management

This session will discuss strategies used and lessons learned while scheduling, staffing and managing other resource issues to successfully deliver a project.

The challenge of change

Hear about challenges faced by an organization adapting to new methodologies and processes and how those challenges were overcome.



"The conference allowed me to learn different things that other people are doing. I gained a lot of knowledge from talking to people from other companies."

"The conference, once again, has proven to be a place to learn from both Arbortext & other users. Thanks again for a great job!"

APPLICATION TRACK TOPICS

The intended audience for this track includes: authors, developers, editors, managers, partners, project leads, supervisors and technical writers. Topics may include:

Industry specific applications

Some of your peers will showcase their application or specific features of their application.

Data modeling methodologies

This session will discuss data modeling approaches and how data and document types were inventoried, how data flows were analyzed, how data consistency was ensured and how reuse was addressed.

Repository integration

Hear about others' experiences with integrating Epic Editor or E3 with a content repository.

Reuse approaches

Learn the challenges your peers faced with implementing reuse in areas such as managing objects, links and graphics, changing authoring behavior, building a reuse data model, and designing for multiple outputs.

Stylesheet design

This session will discuss approaches for designing stylesheets, including strategies to reuse style characteristics across all document types and outputs, dealing with output specific issues and layout challenges with automated publishing.

Translation support

Learn how to support and manage multiple languages and the types of translation tools to use.

Tips & tricks

Hear from your peers as to what they have found to be the best tips and tricks for authoring and developing with Arbortext products.

Content management system review for developers

Arbortext has invited those CMS vendors who partner with us to take part in a technical product review where each vendor will have a certain amount of time to answer some predefined application questions. Each vendor will answer the same questions, which have been chosen by outside consultants and refined by the AUGI 2003 Review Board.

XML Standards Update

Learn about the W3C's most recent developments in the area of XML-related standards, including XSL, XML Schema, XLink, XML Query, XInclude and others.



"Great conference. Very high marks for everyone involved in putting this AUGI together. Enjoyed the opportunity to interact with Arbortext staff. Thanks!"

PRODUCT TRACK TOPICS

The intended audience for this track includes: authors, developers, editors, partners, programmers, project leads, and technical writers. Topics may include:

Ask the Experts

Back by popular demand! Do you have questions about Epic Editor, E3 or related services that you haven't had a chance to ask? Well, here's your chance. AUGI attendees will have the opportunity to grill a panel of Arbortext experts during two sessions; one focused on Epic Editor and one focused on E3.

Epic Editor and E3 New Features

Hear what's new with 4.4! We'll demonstrate some of the great new features from our next release.

Product Futures

Interested in seeing more details about what you heard in the general session about Product Futures? In this session we'll demonstrate some of the exciting features we're delivering with our 5.0 release.

Useful Tips and Tricks for Epic Editor

Learn from the experts. For this session, Arbortext's technical staff will present a compilation of what Arbortext experts consider to be the best tips and tricks for Epic Editor.

Useful Tips and Tricks for E3

Learn from the experts. For this session, Arbortext's technical staff will present a compilation of what Arbortext experts consider to be the best tips and tricks for E3.



GENERAL INFORMATION

Registration

To register for AUGI 2003, complete the Registration Form located in this guide and return it by fax or mail, or register online at www.arbortext.com/AUGI.

Travel Information

San Antonio International Airport is only 10 minutes from the Adam's Mark Hotel. Car rental, limousine service, taxis and bus service are available at the terminal. Taxi fare averages \$15.00, not including tip.

Hotel Accommodations

AUGI 2003 will be held at The Adam's Mark Hotel in San Antonio, Texas.

The Adam's Mark Hotel
111 Pecan Street East
San Antonio, TX 78205

Tel: (210) 354-2800
Fax: (210) 354-2700
www.adamsmark.com

Conference Hotel Room Rate:

Single Rate: \$159	Double Rate: \$179	Triple Rate: \$199	Quad Rate: \$219
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The above rates may be reserved through April 5, 2003. After April 5, 2003, any reservations made will be accepted on a space and rate available basis.

Reservations:

Reservations can be made by calling the Reservation Department at +1 (210) 354-2800.

Be sure to reference "AUGI 2003" when making your hotel reservations.

In order to qualify for the conference rates listed above, you must make your reservations by April 5, 2003.

Facilities:

- Business Center
- Fitness Center
- Golf within 5 miles
- In-Room Dining/mini-bar
- One Lounge and two Restaurants
- Outdoor swimming pool

Check-in/Check-out Times:

Check-in time is 3:00pm. Every effort is made to accommodate guests arriving before the check-in time, however, rooms may not be immediately available.

Check-out time is 12:00 noon. In the event that your check-out time is before your departure time, the hotel will be happy to store your luggage until your departure time.

What to Wear

Feel free to dress comfortably throughout the conference. Casual attire is appropriate for all conference events. The average climate for San Antonio in May ranges from 70° - 80° Fahrenheit (20 - 25° Celsius).

GENERAL INFORMATION

Pre-Conference Tutorial Fees and Deadlines

Pre-conference tutorials will take place on Monday, May 5 and Tuesday, May 6, 2003. The tutorial registration fee includes material handouts, continental breakfast and lunch.

Before April 5, 2003	Full Day	\$ 200	Half Day	\$ 125
After April 5, 2003	Full Day	\$ 300	Half Day	\$ 150
On-site	Full Day	\$ 400	Half Day	\$ 200

Conference Registration Fees and Deadlines

The conference registration fee includes one copy of the conference binder; attendance at the Welcome Reception on Tuesday; continental breakfast, lunch and breaks Wednesday through Friday; attendance at the AUGI 2003 Special Event on Wednesday evening; and a copy of the conference proceedings on CD-ROM following the completion of the conference.

Early Bird Registration **\$ 750**

Must register before April 5, 2003

Standard Registration **\$ 850**

Must register prior to May 1, 2003

On-site Registration **\$ 950**

Register between May 1 - 9, 2003

Gold Registration **\$ 600**

Must have attended 3 or more AUGI conferences. You will need to list the years you previously attended.

Group Discount **\$ 600/each**

For groups of 3 or more from the same company. Registrations must all be submitted at the same time and before May 1, 2003.

Guest Registration **\$ 100**

Includes access to both the Welcome Reception and the Special Event.

Cybercafe

This year Arbortext will provide multiple PCs with Internet connections so that conference attendees may have browser-based access to their email.

Demonstration Lab

This is your chance to spend some time exploring current Arbortext products. Our Sales Application Engineers will be on hand to answer questions, demonstrate new features, and discuss possible solutions for your unique application requirements.

Partner Gallery

Come see the latest technology developments and products from Arbortext's technology and service partners.

Refund Policy

Requests made in writing for conference registration refunds and received by Arbortext before April 5, 2003, will be refunded in full. Refund requests will not be honored after April 5, 2003. Approved refunds will be mailed after the conference. Substitutes can be made at any time, but please notify us of any changes.

AUGI 2003 Registration Form

Conference: May 7 - 9, 2003 • The Adam's Mark Hotel • San Antonio, TX

▶ CUSTOMER INFORMATION PLEASE TYPE OR PRINT CLEARLY

Name of Registrant:		Title of Registrant:
Company:		
Address:		
City, State, Zip - Country		
Phone:	Fax:	Email:

▶ CONFERENCE REGISTRATION FEES

- Early Bird Registration –**
Must register prior to April 5, 2003 \$ 750
 - Standard Registration –**
Must register prior to May 1, 2003 \$ 850
 - On-site Registration –**
Register between May 1 - 9, 2003 \$ 950
 - Gold Registration –**
Must have attended 3 or more AUGI conferences. Need to provide the
years previously attended: #1 _____ #2 _____ #3 _____ \$ 600
 - Group Discount –**
For groups of 3 or more from the same company. Registrations must all be
submitted at the same time and before May 1, 2003. \$ 600/each
 - Guest Fee –**
Includes access to both the Welcome Reception and the Special Event \$ 100
- Total Conference Registration Fees:** _____ \$

The Conference Registration Fee includes the following: a hard copy of the complete conference proceedings; attendance at the Welcome Reception on Tuesday; continental breakfast, lunch and breaks Wednesday through Friday; attendance at the AUGI 2003 Special Event on Wednesday evening; one set of complete conference proceedings on CD-ROM following the conference.

▶ PRE-CONFERENCE TUTORIALS – Monday, May 5th and Tuesday, May 6th, 2003

Please indicate which optional, pre-conference tutorial you would like to attend. Pre-conference tutorials will take place on both Monday, May 5th, and Tuesday, May 6th, 2003. The tutorial registration fee includes material handouts, continental breakfast and lunch:

	Register Prior to April 5, 2003	Register Prior to May 1, 2003	Register between May 1 - 6, 2003
Monday, May 5, 2003			
Intro. to Epic Editor (half-day).....	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Migrating to 4.3/5.0 - DCF Editor (half-day)	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Advanced Application Development (full-day).....	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Standards Immersion (full-day)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Understanding SGML, XML and Arbortext Products (full-day)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
XML Data Modeling (full-day)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Tuesday, May 6, 2003			
Intro. to Epic Editor (half-day).....	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Migrating to 4.3/5.0 - DCF Editor (half-day)	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150	<input type="checkbox"/> \$200
Customizing the Docbook DTD (full-day).....	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Multichannel and Publishing Distribution (full-day).....	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Techniques for XML DTD Maintenance (full-day)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400
Understanding SGML, XML and Arbortext Products (full-day)	<input type="checkbox"/> \$200	<input type="checkbox"/> \$300	<input type="checkbox"/> \$400

Total of Pre-Conference Tutorial Fees: _____ \$

Please indicate if you have special dietary needs, require special services or if you are disabled: _____

▶ CONFERENCE TRACKS – Which conference track will you most likely attend:

- Strategic track Application track Product track

▶ PAYMENT INFORMATION – Payment must be received before the Registration Form will be accepted.

Total Conference Registration Fees: \$ _____
 Total Pre-Conference Tutorial Fees: \$ _____
 Total Amount Due: \$ _____

Payment Options:

- Check (made payable to Arbortext in U.S. dollars)
 Purchase Order No. (hard copy required): _____
 American Express MasterCard Visa