

XML Publishing – Practical Tools for Production

A One Day Seminar – Reading Town Hall

Thursday 10th April 2008

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X-window Limited – the XML broker (www.x-window.co.uk) has long been committed to providing its commercial and technical publishing customers with up to the minute information about the ever evolving XML publishing production tools. Each year new XML tools emerge. 2007 was no exception, and 2008 promises to deliver yet more XML production functionality.

We know that it's difficult for managers and production staff to keep abreast of the ever changing XML technologies. Of course we all subscribe to the many technology newsletters that abound from the various vendors. That's okay if you just like reading about the technology! But how do you see it in action? How do you really gauge if it will do the job that you have in mind at the same time as making sure that all of your production work continues to meet those ever shortening deadlines?

X-Window understands this dilemma and has brought together a number of XML technologies for a one day seminar that will show you a selection of today's XML production tools that really can make a difference to your current publishing environment.

As well as being able to see these XML tools in use, we have also brought together experienced practitioners in the field of XML content creation, management and publishing to pass on their knowledge and practical experience to you.

Our aim for this one day seminar will be to ensure that all attendees leave with a clear understanding of some of the leading XML technologies available today to help you maximise the effectiveness of your current production environment or to help you in your preparation for any future XML publishing projects.

Target Audience

We believe that both executives and publishing production staff from **commercial publishers**, service bureaux, typesetters and **technical documentation production** companies that are responsible for day to day publishing production will be interested in attending this one day seminar.





The Day's events ▼

The day will be structured into two tracks. One track will cover the needs of Commercial Publishers, with specific XML topics and presentations aimed at the issues facing today's magazine and book publishers. The second track is aimed at Technical Publishers, with specific XML topics, including DITA, and is for those companies involved in the production of Technical Documentation.

Booking a place

Spaces will be limited to the first 60 people to book. To reserve your place, please see below for full details.

Waterhouse Chamber/Silverthorne Room	
10:00 – 10:30 Coffee	
10:30 – 10:45 Welcome & Introductions	
Track One - Commercial Publishers	Track Two - Technical Publishers
10.45 – 11.20 - In.Vision (Xpress Author)	10.45 – 11.20 - Ovidius (TCToolbox)
11.20 – 11.55 - Typéfi (InDesign)	11.20 – 11.55 - In.Vision (Xpress Author)
11.55 – 12.30 - Northmann	11.55 – 12.30 - Lionbridge – Translation and Localization
12.30 – 13.30 – Lunch	
13.30 – 14.05 - Sophia Search	13.30 – 14.05 - Exegenix
14.05 – 14.40 - Easypress (Atomik)	14.05 – 14.40 - EasyBrowse
14.40 – Tea	
15.00 – 15.35 - Mark Logic	15.00 – 15.35 - Antenna House
15.40 – 16.00 - Open discussions	
16.00 – 16.15 - Industry Updates and Close	

Cost

£60 per person or £100 per Company up to 2 attendees.

Includes Morning Coffee, Lunch, Afternoon Tea and Presentation Material.

Venue

Waterhouse Chamber/Silverthorne Room, Reading Town Hall, Blagrove Street, RG1 0RT. Within walking distance Reading Rail Station.

<http://www.readingarts.com/townhall/howtogetthere/>

Booking a place

You can book online at www.x-window.co.uk/events (preferred method), or by phoning +44 (0) 1793 721106. We will send you an acknowledgement with booking reference number and payment instructions.

