MADWORLD

APRIL 12-14, 2015 | CATAMARAN RESORT HOTEL AND SPA | SAN DIEGO, CA

"MadWorld was a very instructive, very fun event! The user conference format affords a welcome focus which sometimes gets lost in industry-wide conferences which have to try to satisfy more desparate needs." –Kai Weber

"This conference rocks! Can't wait to enhance my projects with all the new tricks and tips I've learned." –Chad Kreiger

WHO SHOULD ATTEND MADWORLD?

- ✓ Technical Writers
- ✓ Documentation Managers
- ✓ Software User Assistance Managers
- ✓ Technical Communication Experts
- ✓ Information Architects
- ✓ Content Managers
- ✓ Students and Professors
- ✓ Anyone interested in content development, technical communication and user assistance

CONTENT

- Basic tools usage
- Advanced product features
- Topic-based and structured authoring
- Single-sourcing
- Translation
- Case studies
- Social collaboration
- Project management
- New product releases
- CSS
- Expert panels
  ...and more!

CONFERENCE + HOTEL $1699

Package includes 2-day conference registration and 3-night stay at the Catamaran Resort Hotel and Spa: Sunday, April 12, Monday, April 13, Tuesday, April 14.

CONFERENCE ONLY $999

Monday, April 13 and Tuesday, April 14.

ADVANCED TRAINING WORKSHOP $349

Wednesday, April 15, 8:00AM - 12:15PM.

www.MadWorldConference.com

The MadWorld Worldwide Learning Conference Returns to San Diego April 12-14, 2015!

MadWorld 2015 is the premier technical communication and content strategy conference for technical writers, documentation managers and content strategists.

- **40** Information-packed Sessions
- **20** Expert Speakers From Across the Globe
- **3** Nightly Networking Events
- **2** Ask the Experts Panels
- **1** Hospitality Lounge with Technical Support Staff
- **0** Reasons Not to Attend

WHY ATTEND MADWORLD?

1 » Learn from the experts.

All MadWorld sessions, panels and lightning talks are taught by the best of the best – the kind of people you don't run into every day. This is a great opportunity for you to learn from their years of shared experience.

2 » Bring home best practices.

MadWorld attendees come from organizations all over the world – from small businesses to Fortune 1000 companies and from universities to large government agencies. You'll be able to exchange ideas and build one-on-one relationships with people who have dealt with the same challenges your organization may be facing, and learn more about how they tackled those challenges.

3 » Stay informed.

MadWorld is a showcase for the latest technologies in technical communication. As technologies advance, your skill set will need to adapt, and what better way to plan for the future than with a conference with your peers. You'll be able to learn first-hand the challenges and opportunities that lie ahead and help make informed decisions.

PLUS:

HOSPITALITY LOUNGE

The MadWorld Hospitality Lounge is a space dedicated to one-on-one support with our technical support team and peer networking for the duration of the conference.

NIGHTLY EVENTS

Enjoy nightly events and network with peers, all with the backdrop of San Diego's beautiful Mission Bay.

madcap software