

Pre-Conference *Sunday, April 12, 2015*

2:30 - 6:30 p.m.

Check-in, Registration and Hospitality Lounge

4:00 - 6:30 p.m.

Welcome Event | A Taste of San Diego Craft Beer

Day 1 *Monday, April 13, 2015*

7:30 - 8:30 a.m.

Registration, Breakfast

8:30 - 9:30 a.m.

Welcome & Keynote

9:30 - 10:00 a.m.

Break, Networking, Hospitality Lounge

10:00 - 10:55 a.m.

Track 1 | Paul Pehrson

You're Using Capture with Flare, Right? Let's Talk Flare and Capture Integration

If you aren't using MadCap Capture with Flare, you're making a mistake. Come learn how Flare and Capture integrate to make your life easier. We'll talk about text callouts, using variables and conditions in Capture, and creating different versions of an image for print and online outputs. We'll also cover custom pallets and Capture Profiles. Come see what you're missing!

Track 2 | Catherine Horsfall

MadCap Flare for the Manufacturing Industry

Perhaps no industry stands to gain more from the facilities MadCap Flare can provide than manufacturing, especially when assembling bespoke, or semi-bespoke products. As such, manufacturing industry has the potential to provide MadCap Flare Authors and Strategists many well-paid hours of work. This session examines the broad benefits single sourcing can have in product production. It follows a typical yet fictitious company who manufacture HVAC equipment, demonstrating the effects that single sourcing using MadCap Flare can have on Quality, Cost, Service and Delivery. It examines the types of technical communications that the organization creates for internal and external use. Next it discusses how each of these can be effectively created, modified and published. Lastly, it looks at how ROI may be calculated—essential to all Manufacturing businesses. This session is suitable for authors and content strategists wanting to work effectively within manufacturing industry.

Track 3 | Doug Logan

Working with a Global Team to Develop Hosted Online Help Systems

Historically, online helps have actually lived inside the software itself. With the changes in technology, hosting online helps in one location is much easier. But, add a global component, security, and different software going to the same location and you create a challenge for yourself. In this session, we'll talk about how our global team worked with developers and architects to create a hosted environment for the online helps. By the end of the session, you'll have some ideas you could use for hosting your content.

Track 4 | Nita Beck & Laurie Pulido

Case Study: Streamlining eLearning Development for the Fastest Growing Online University in the US

Elearning Innovation (EI) creates hundreds of online courses per year for Southern New Hampshire University (SNHU). This session discusses how EI uses Flare's robust functionality, along with an innovative production process to streamline course development.

Topics include how EI streamlines the course production process by using placeholder snippets and variables for recurring learning elements. EI also leverages Flare's multiple publishing outputs. Currently, SNHU requires Word documents, which their internal team uses to populate their LMS.

Using Flare and custom add-ons EI's pioneered a new potential approach for SNHU, allowing content to be served directly to the LMS. I will also discuss how Flare, along with custom add-ons, can be used to create differentiated learning paths and to capture and analyze data on learner progress.

11:05 - 12:00 p.m.

Track 1 | Neil Perlin

Where Do I Start?

Flare's numerous options can be confusing for new users. Which options should you use? Is there an optimal workflow? In this presentation, I'll review the structure of a Flare project and suggest a minimum set of control files and standards to create before starting your first project and that can apply to later projects. These files and standards include naming conventions, defining topic type templates and adding them to the Flare interface, creating a stylesheet and table stylesheet, setting up a master/child project structure to automatically feed standard files to multiple projects, and more. The goal is to help new users start their projects under control and keep them that way.

Track 2 | Denise Kadilak

The Power of Print in MadCap Flare: It Is not Just an Online Help Tool

Too often Flare is dismissed as 'just for online help,' which is an unfair assessment of this powerful authoring/help-generating tool. Much like Adobe® FrameMaker®, in Flare you can create sophisticated, detailed Page Layouts, controlling the design and layout of your print/PDF output. In this presentation, we'll cover the Page Layout creation process — defining margins, page orientation and size, creating headers and footers, and inserting images and decoration frames. We'll also go through the process of associating the layouts we create with our content and then finally the process of generating the PDF output by creating a target.

Track 3 | Allison Ellington & Lori Guillory

Show Me the Money! A Business Case for Investing in Technical Documentation

How do you convince a company to invest in technical writers? Most companies know they need documentation for their products and services, but they often fail to make this investment. Your job is to educate the powers that be about the value you offer. The money they invest in you can save money long term by reducing support overhead and customer frustration and may boost revenue by increasing customer satisfaction and product adoption. Employees: your company saw the value of hiring you. You must now convince your company to give you money to make you more productive—for documentation tools, for conference attendance, or for another writer because you have too much work. Contractors: you need companies to see the value of hiring you. You must use your niche or technical skill sets as a bargaining chip so that companies realize you are worth the rate you charge. Then, once hired, you need to convince the company to buy documentation tools that they will own after you are gone.

Track 4 | Mike Hamilton

An Overview of MadCap Flare: What's New in Version 11

Join Mike Hamilton, VP of Product Evangelism, in this session that will provide an overview of the new functionality and capabilities that have been added to MadCap Flare. Learn what's new in MadCap Flare 11, including a new frameless top navigation HTML5 output, background and concurrent builds, absolute positioning, enhanced Microsoft® Word™ import support, a new Doc-To-Help import, augmented reality and much more!

12:00 - 1:30 p.m.

Lunch, Networking,

1:30 - 2:25 p.m.

Track 1 | Scott DeLoach

Best Practices for Going Mobile

In this presentation, I will focus on writing and designing content to be used for desktop, mobile, and print targets. We will discuss using condition tags, variables, snippets, skins, page layouts, master pages, and other features to efficiently develop and maintain content for numerous targets. The title mentions mobile because most users have existing content (usually written for print) that they want to adapt to use for mobile targets.

Track 2 | Matthew Ellison

Conditional Tagging and Conditional Build Expressions

This session takes a fresh look at conditional text, one of the cornerstones of an effective single-sourcing strategy. After a brief recap of the overall process for creating, and applying conditions, we'll move on to the critical (and often overlooked and underestimated) step of defining a conditional build expression within the Target. Using audience participation, Matthew will create in real time the appropriate conditional build expressions for a range of common single-sourcing scenarios.

You will learn:

- Why condition tags are so important (especially for HTML-based output), and how not using them can sometimes get you into hot water!
- What is the 3-stage process for working with condition tags
- All you need to know about conditional build expressions
- Why I tell my students that checking the Include option is usually a bad idea (and when it can sometimes be necessary to do so)
- The basics of Boolean algebra
- The circumstances when it is necessary to use Advanced expressions

Track 3 | Lynn M. Carrier

Using Acrolinx with Flare to Convey One Voice, Despite Many Writers

In 2013, Illumina invested in Acrolinx content quality software with a goal that the system would pay for itself within the first year through translation savings. We passed that goal in the first six months of ownership and are continuing to see cost savings and quality improvements with every new piece of content we write. In this session, Illumina will share our experience in installing, configuring, maintaining, gathering metrics, and — most importantly for writers — using Acrolinx to help writers around the company adhere to the Illumina brand and writing style guidelines.

Track 4 | Chris Steele

Cultural Belief Systems and Communication

In this session, I will discuss the nature of communication and miscommunication across cultural belief systems. These include differences within the target country (such as within the US) and across national borders. The session will focus on impeccability, assumptions, personal filters, and unintentional inequities.

2:35 - 3:30 p.m.

Track 1 | Daniel Ferguson

Supercharging Search: Delivering More Robust Search in Your HTML Outputs

Search is one of the most common ways that your users look for information that they need. When it works well, users can get the information they need and move on with the task at hand. When it doesn't, frustration ensues. In this session, we'll explore the features that you can use in Flare to enhance search capabilities in your HTML output. Topics include how to use Search Filters, how to use Synonyms, how to improve topic descriptions in search results, and more. At the end of this session, you'll be ready to deliver supercharged search to your users!

Track 2 | Tony Self

SAQs: Seldomly Asked Questions

Frequently Asked Questions (FAQs) have become so common in Help systems and support Websites that the initialism has entered the vernacular. But are FAQs more a convenience for authors than a useful tool for readers? Do FAQs encourage "maximalism" by making it easy for information to be dumped into an unstructured bucket? Are FAQs really frequently asked, or are they more often SAQs — Seldomly Asked Questions? In this presentation, Tony Self takes a light-hearted approach to the topic, but discovers that there are serious questions that we need to ask ourselves. You will learn: when to use FAQs in your content; what type of questions are best to include; what type of questions you should avoid; and about the balance between too much and too little information.

Track 3 | David Hodgson

Best Practices for Context-Sensitive Help

Successfully implementing a Context-Sensitive Help (CSH) system requires cooperation with code developers and an understanding of some programming-related concepts. There are many alternative ways to implement CSH systems, which offer various tradeoffs concerning simplicity, expandability and maintainability. The presenter will discuss a variety of successful approaches, and will explain the benefits and shortcomings of each approach. Having successfully implemented a first CSH system, reusability becomes a concern. This presentation will show how to build future flexibility and reusability into the design of your first CSH system.

Mr. Hodgson has been working on CSH systems since 1996, both as a programmer and as a writer, and has ample experience of various implementations. Most recently, he has implemented CSH systems using MadCap Flare, with help files formatted in HTML5 and CHM.

Track 4 | Jose Sermeno

10 Things To Know Before Working in MadCap Flare

In this session, Product Evangelist Jose Sermeno will cover what experienced Flare users suggest are most important things to know (or wish they knew) when first getting started in MadCap Flare. Topics to be covered include submissions from current users, as well as common scenarios submitted by our technical support team.

Topics include:

- A basic understanding of CSS
- Exclude is way more powerful than Include – always set up conditional text on that basis

- The value of source control
 - Proxies – what are they, and when they should be used
 - Understanding the power of global Find & Replace
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3:30 - 4:00 p.m.

Break, Networking, Hospitality Lounge

4:00 - 4:55 p.m.

Track 1 | Angela Richer

Using MadCap Lingo to Localize Software (Yep!)

Like many other companies, we started out using Flare for documentation. When our company went global, we added Lingo to manage the localization of our online help files by an outside vendor and outsourced the translation of the software. For a variety of reasons (complexity of the application, an iterative development process, time to market pressures), we resolved that for round two, we would insource the translation of both the application and the online help, and that we would use Flare and Lingo to do it with. In this session, we will walk you through the integrated software translation process we designed to support an iterative development process that included moving 2500 files from SVN to Flare to Lingo and back. Ultimately, this worked beautifully, but there were some devils in the details.

Track 2 | Derek Warren

MadCap Flare in an Agile World: Strategies for Optimizing Quality and Productivity

Agile teams and implementations are like snowflakes—no two are alike, but they should all have one thing in common: completing the work of sprints on time. As users of MadCap Flare, you know it is a powerful, stand-alone application used to create various types of output. But are you harnessing the full power of Flare's single-sourcing capabilities? Do you have shippable documentation at the end of every sprint? Are you able to keep up with sprint cycles without sacrificing content quality? Is your content "agile"? Join Derek Warren, Principal Information Developer at Venafi, as he will show you how to harness the power of MadCap Flare by developing your own custom content models that can increase the quality of your content while speeding up content development cycles

Track 3 | Una Cogavin

Converting to MadCap Flare from a Wiki

The prevalence of wikis means there is a lot of great content written by software engineers and architects available to writers. To publish this content the writer needs to convert large quantities of content from wikis to a tool like MadCap Flare. While MadCap Flare does not support wiki conversion yet, there is a method writers can use. We'll walk through an example using a Confluence wiki.

Track 3 | Daniel Ferguson, Paul Stoecklein, Scott DeLoach, Nita Beck, Mike Hamilton, Jose Sermeno, & Neil Perlin

Lightning Talks

In this high-energy lightning talk session, speakers will share various experiences using MadCap Flare and other MadCap tools. Each speaker will present for 5-10 minutes, sharing tips, tricks and more in a fun, fast-paced format designed to give the audience a rich variety of information. The session will wrap up with questions from the audience.

6:00 - 8:00 p.m.

Happy Hour at The Local Pacific Beach

Day 2 *Tuesday, April 14, 2015*

7:30 - 9:30 a.m.

Breakfast

9:30 - 10:25 a.m.

Track 1 | Neil Perlin

What ARE All These Options? Welcome to the HTML5 Skin Editor.

If you're moving to HTML5 output, either from WebHelp or from print, the options on the HTML5 Skin Editor can be overwhelming. The Styles and UI Text tabs can be especially daunting. The goal of this presentation is to make it less so.

We'll start by briefly reviewing the basic settings on the General, Size, Setup, and Toolbar tabs. We'll then look at the principles of how to use the Styles tab to define the properties of an HTML5 skin for regular use and for responsive output, with hands-on examples for illustration. Finally, we'll look at how to use the UI Text tab to change the names of elements on the HTML5 interface. There are too many options to cover everything in one session, but you will leave with a solid understanding of the overall concepts and mechanics of using the HTML5 Skin Editor.

Track 2 | Paul Stoecklein

Case Study: Goodbye Tripane, Hello Frameless Top Navigation

MadCap Flare's new frameless Top Navigation output for HTML5 changes the landscape for online documentation, freeing you from the limitations of the traditional tripane format. In this session, I will describe this new type of output and discuss why it's a big deal for content developers. I will demonstrate how to perform a simple conversion from tripane to frameless Top Navigation in less than a minute. And finally, I will take you through the detailed steps that I followed to convert Flare's online documentation from tripane to Top Navigation with a fancy new homepage and context-sensitive menus. I'll also include tips, tricks, and lessons learned along the way.

Track 3 | Una Cogavin

Case Study: Using MadCap Contributor Instead of Wikis

In this session, Una Cogavin will present a case study on how to convert subject matter experts over to MadCap Contributor for contribution and review instead of using Wikis to provide feedback.

Track 4 | Daniel Ferguson & Paul Pehrson

Consultant's Corner: Keys to Success in Consulting

Have you thought about going out on your own and doing Flare consulting? Join Paul Pehrson from DocGuy Training and Daniel Ferguson from Write Degree Communications for advice on starting up your own consulting business either part- or full-time. We'll cover some of the details of getting started as well as key skills that will help you be successful. We'll discuss marketing, communication skills, and keys for juggling multiple clients.

10:25 - 10:55 a.m.

Break, Networking, Hospitality Lounge

10:55 - 11:50 a.m.

Track 1 | Paul Pehrson

Managing a MadCap Flare Project, Including Source Control and MadCap Analyzer

There are a lot of pieces in the Flare project pipeline. How do you remember everything that needs to be done? Are there some features in Flare to help you manage a large project? The answer is Yes, Flare can help! In this session we'll talk about tracking the status of the project and how you can generate progress reports. We'll talk about other project-level tools for managing projects including source control and use of MadCap Analyzer.

Track 2 | Lynn M. Carrier

Ensuring Continued Success through Continued Innovation with Flare

At MadWorld 2014, Illumina shared best practices for creating a scalable Flare architecture to maximize reuse in authoring. We have found that even a system built on a strong foundation needs reinforcement as the amount of content and number of contributors grow. This year, we will share the ways we've continued to innovate and optimize our tools and architecture. By investing time and resources into our Flare system, we're able to ensure continued success with our authoring system, supporting the business needs, while helping our customers achieve their goals faster.

Track 3 | Angela Richer

Two to Tango: Working with Flare and MadCap Contributor

At Autotask, the subject matter experts for troubleshooting our software work in Customer Support, not Documentation. With a weekly release schedule and constantly changing support issues, it simply was not practical to make the Documentation team responsible for the content of the knowledgebase. In this session you will learn how our support reps use Contributor to create content for a knowledgebase with a distinct look and feel that is at the same time completely independent from the online help system, and seamlessly integrated with it. We will also show you how we used relationship tables and iFrames to publish the two systems on different schedules.

Track 4 | Allison Ellington & Lori Guillory

API ABCs

An Application Programming Interface (API) is a set of instructions for accessing a web-based application. APIs let applications work together to get, send, or update information. Because APIs have no interface, the API documentation becomes the face of the product. As a technical writer, your job is to clearly define the API's concept, functionality, connectivity and messaging requirements, and expected responses for the API. Your audience is a developer. Your tasks are many:

- Decide how much business information to include for developers who may not be familiar with your industry.
- Mine information from a variety of sources: detailed designs, developer meetings, acceptance testing, schemas, Wikis, change requests, QA samples, interviews with developers.
- Structure the documentation so that the developer audience can quickly access functionality, message syntax, and samples.
- Understand how versioning impacts your developers.
- Use tools to help you read code and schemas.

In this session, we will cover what you need to know about documenting APIs.

12:00 - 1:30 p.m.

Lunch, Networking,

1:30 - 2:25 p.m.

Track 1 | Scott DeLoach

Responsive Content: A CSS-based Approach

In this session, I will present a CSS-based approach for providing responsive content. This method can be used with HTML5's responsive output option to adapt topic content for desktops, tablets, and phones. We will discuss how to use this approach to show/hide, redesign, and reword/replace content based on the device. I will share working examples that attendees can apply to their own projects, and we will explore options for extending this method for complex situations.

Track 2 | Tony Self

Under the MadCap Flare Hood

In this presentation, we will metaphorically look “under the hood” of MadCap Flare. All of Flare's project settings and configurations are stored in XML files. And “all” means everything: targets, glossaries, master pages, conditional text, variables, etc. This provides the opportunity for some behind-the-scenes engineering of Flare projects, particularly during migration of content into Flare. For example, a Word document containing a glossary of terms in a table can be reworked into Flare's glossary XML format with a series of search and replaces. Understanding the underlying XML structure can help unlock the potential for big time (and stress) savings, particularly for large projects.

Track 3 | Chris Steele

Using the MadPak Suite for Translations — A Case Study

In this session, we will discuss the techniques used by PASCO scientific to effectively and efficiently manage localization to 15+ languages using Flare, Capture, MadCap Lingo, and Analyzer. Chris Steele will cover best practices (tips and tricks) and the ROI of using the tools over traditional methods, including resource costs, translation cost, and quality control.

Track 4 | Catherine Horsfall

Developing Topic-Based Thinking

How do we develop true topic-based thinking in people who are used to creating and owning their own documents? The psychology behind topic-based authoring can be strongly at odds with that of single-author-single-document writing where the author is very much the manager, owner and controller of the final document. Not only do we need to develop their understanding of what topic based authoring is, we also need to change the way people think and behave. This session examines what topic-based authoring means at a theoretical level then looks at how this may be at odds with the way people are thinking and working today. Next it looks at how we can encourage people to work differently, yet maintain feelings of empowerment and ownership. Lastly it looks at rolling out change across organizations. This session is suitable for technical authors and content strategists looking to extend their reach beyond “help writing” to gain broader business benefits from a topic-based approach.

2:35 - 3:30 p.m.

Track 1 | Doug Logan

Incorporating Videos Using MadCap Mimic

Using videos in an online help is a great way to show users how to complete a task. Videos are becoming more common to learn something from an online source. In this session, we'll talk about how our team incorporates Mimic videos into the online helps while keeping the end-user in mind. We have worked together as a global team to incorporate standards for the way we use Mimic. Our goal as a team is to fully utilize the software in the MadPak Suite. In the end of the session, you'll feel comfortable working with Mimic and Flare.

Track 2 | Denise Kadilak

Migrating from Adobe® FrameMaker® to MadCap Flare: Preparation and Processes

After 11 years working in Adobe® FrameMaker® (five of those years in structured FrameMaker®), Blackbaud determined the increasing demands on the documentation team - content shared between six overlapping product lines - required a move to a more efficient, topic-based authoring environment with MadCap Flare. This presentation will focus on: - Overview of the migration process - How FrameMaker® content was prepared prior to the migration - The import process in Flare - What cleanup was required in Flare after the migration You'll also learn how implementing MadCap Flare increased Blackbaud's content reuse and allowed granular-level control of output at the paragraph, topic, TOC, and target levels.

Track 3 | Derek Warren

Harvesting SME Contributions: A Case Study

How many technical writers does it take to develop documentation for a brand new global financial system for an organization of 14+ million members? Definitely more than one! This session explores how one technical writer utilized MadCap Flare, Microsoft Word, and 15 subject matter experts to produce a complete user's guide for a new financial software system. Learn how an effective content model, manager buy-off, brief training sessions, and the power of MadCap Flare were used to produce online help and a robust user's guide using 1.5 technical writers and a team of SMEs.

Track 4 | Matthew Ellison

Migrate Legacy Word™ Documentation into MadCap Flare

In this session, we will cover tips and techniques (based on hard experience from a number of conversion projects) on how to migrate legacy Word™ documentation into MadCap Flare. This session is appropriate for a range of experience levels.

3:30 - 4:00 p.m.

Break, Networking, Hospitality Lounge

4:00 - 4:55 p.m.

Track 1 | David Hodgson

Embedded Video Production and Integration Tips for HTML5

HTML5's built-in support for video has been greeted as a significant enhancement to the world of online content. This coincides with increasing use of computer-based video for training and help, which has led to a desire to include video in help systems. The requirements of video production are significantly different from those of text-based content. Rather than discussing details of digital video recording and distribution technology, this presentation will emphasize the design of video presentations for efficient inclusion in embedded help systems, where video appears in a "multimedia" environment alongside text. In this session, the presentation will offer real-world examples of how to include video while retaining the effectiveness of the entire help package.

Track 2 | Mike Hamilton

Working With Microsoft® Word™: Strategies, Tips, and Best Practices

Love or hate Microsoft® Word™, most of us will have to deal with Word™-based content. This could entail the re-use of content created by other staff members, or could be the form of our needing to share our content with other departments. Perhaps you simply prefer the Microsoft® Word™ interface for your own day to day authoring. Is MadCap Flare or MadCap Doc-To-Help a better fit for your Microsoft® Word™ requirements? This session will answer those questions and look at strategies to achieve these goals and more.

- Do you need a workflow that is Microsoft® Word™ supportive or Microsoft® Word™ centric?

- Leveraging existing Microsoft® Word™ content
- Distributing authored content in Microsoft® Word™ format

Track 3 | Laurie Pulido

Do Your Learners Measure Up? Using Interactive Rubrics to Assess Learner Achievement

Technical writing teams are increasingly being called on to create internal or client training. While these teams are well-armed with product knowledge and writing skills, typically they aren't familiar with best practices in pedagogy. Key to elearning development is identifying learner outcomes - what do you expect the learner to be able to do and to know as a result of completing the training? These outcomes shape the course design, dictating the content and assessments.

To provide standards for assessment, EI uses Flare's single-sourcing functionality and custom add-ons to create interactive rubrics. The rubrics provide students with detailed criteria that must be met to meet the assignment objectives and ultimately the course outcomes. The rubrics are used by instructors as a grading tool, allowing instructors to provide feedback for each of the assignment criteria. EI's custom dashboard also provides detailed data on student achievement across individual outcomes, courses, or programs. This dashboard also offers stakeholders an "ROI meter," providing analytics on learner success.

Track 4 | Scott Bass, Don Rasky, Nicole Nelson, & Jose Sermeno

Translation Panel

In this collaborative panel discussion, our group of experts will share their experience, insights and best practices. You'll leave this session with a brain full of practical information, so bring your questions and get ready to learn:

- Creating content with translation in mind
- The high costs and low value of "wordsmithing"
- Key factors in vendor evaluation
- How to manage the internal review/QA process
- Tips for managing and maintaining TMs and termbases as assets

6:00 - 8:00 p.m.

Closing Event | Happy Hour on the Bay