

# MADWORLD

The Premier Technical Communication and Content Strategy Conference

APRIL 10-12, 2016 | HILTON SAN DIEGO RESORT & SPA | SAN DIEGO, CA

## SESSION CONTENT INCLUDES:

- Advanced CSS Techniques
- Advanced Print Publishing
- Boosting Performance
- Career Development
- Case Studies
- Content Strategy
- eLearning
- Extending Flare with JavaScript, JQuery and More
- Hands-on Workshops
- Leveraging Word® Content with Doc-To-Help
- Managing Complex Projects
- Managing Flare Users Groups
- Search and SEO
- Single Source Publishing
- Source Control
- Team Authoring
- Translation Management

## WHO SHOULD ATTEND THE CONFERENCE?

- Clinical Documentation Specialists
- Content Managers
- Documentation Managers
- eLearning Specialists
- Human Resource Managers
- Information Architects
- Instructional Designers
- Knowledge Base Experts
- Marketing Managers
- Policies and Procedures Specialists
- Professors
- Software User Assistance Managers
- Students
- Technical Communication Experts
- Technical Subject Matter Experts
- Technical Writers
- User Assistance Specialists

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

PRESENTED BY:  madcap  
software

## The MadWorld Technical Communication and Content Strategy Conference Returns April 10-12, 2016 to San Diego, California!

MadWorld 2016 is the premier technical communication and content strategy conference for technical writers, documentation managers and content strategists.

### CONFERENCE HIGHLIGHTS

- › 40 Information-packed Sessions Presented Over Two Full Days of Learning and Networking
- › Sessions for New Users (aka Newbies), Advanced Users (aka Gurus), Tools Neutral, and Everything In-between
- › Expert Speakers, Trainers and Consultants from Across the Globe
- › Nightly Networking Events on the Shores of Mission Bay – in the Heart of America's Finest City!
- › Hospitality Lounge with Access to Technical Support Team Members During the Conference
- › An Optional Full-day Advanced Training Workshop on Day Three Following the Main Conference
- › World-class Accommodations and Conference Space

### WHY SHOULD I ATTEND?

#### 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 100 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 similar challenges, and learn best practices and processes to tackle those hard-to-solve situations.

#### 3 >>> STAY INFORMED

MadWorld is a showcase for the latest technologies and solutions in technical communication. As industries evolve, your skill set will need to adapt, and what better way to stay ahead of the curve than with a conference on the future of content authoring and management. You'll be able to learn first-hand the challenges and opportunities that lie ahead and make informed decisions to position yourself for success.

### MADWORLD 2016 PRICING

	HOTEL + CONFERENCE	ADVANCED TRAINING WORKSHOP
August 1 – October 30	\$1,699	\$399
October 31 – January 31	\$1,799	\$499
February 1 – April 10	\$1,899	\$599

	CONFERENCE ONLY	ADVANCED TRAINING WORKSHOP
August 1 – October 30	\$1,199	\$399
October 31 – January 31	\$1,299	\$499
February 1 – April 10	\$1,399	\$599

REGISTER BY OCTOBER 30 FOR THE BIGGEST SAVINGS!