
CONFERENCE SCHEDULE

SUNDAY, APRIL 10 >>> PRE-CONFERENCE

2:00 - 4:30 PM

- ◆ *Check-in and Registration* **Foyer**

Conference check-in will be open Sunday afternoon and each morning Monday and Tuesday.

2:00 - 4:30 PM

- ◆ *Hospitality Lounge* **Hospitality Lounge**

The Hospitality Lounge will be open Sunday so you can get a head start on your questions.

4:00 - 6:30 PM

- ◆ *Welcome Reception, Check-in* **The Beach, Garden by the Bay**

The conference officially kicks off Sunday evening with a welcome reception on the shores of Mission Bay. Kick back and relax with fellow attendees and staff as we enjoy a craft beer tasting compliments of Modern Times Beer, a local favorite and brewer of “aroma-driven, complex, flavorful, sessionish beers.” Hosted wine and a variety of snacks and appetizers will also be provided for your enjoyment.

MONDAY, APRIL 11 >>> MAIN CONFERENCE DAY 1

7:30 - 8:30 AM

- ◆ *Registration* **Foyer**

- ◆ *Breakfast* **Bayside Terrace**

8:30 - 9:30 AM

- ◆ *Keynote* **Pavilion**

9:30 - 10:00 AM

- ◆ *Break, Networking & Hospitality Lounge* **Foyer & Hospitality Lounge**

10:00 - 10:55 AM

- ◆ *MadCap Flare for the Total Newbie: A Hands-on Primer for Getting Off the Ground in Flare* | **Daniel Ferguson** **Track 1**

Are you brand new to MadCap Flare and looking for a hands-on kick start to your project? In this session, Certified Flare Consultant Daniel Ferguson will lead you through the first steps in getting a Flare project off the ground and headed in the right direction. We will discuss the key components of all Flare projects, how all the different pieces fit together, and how to use Flare’s main features to start delivering top quality output. Bring your laptops, and get ready to dive in!

◆ **Mastering MadCap Flare for FrameMaker®, InDesign®, & Quark® Experts—Part 1 | Thomas Bro-Rasmussen Track 2**

For those who have lived their lives in the world of FrameMaker®, InDesign®, Quark® and other graphic-based products, it can be intimidating to venture into the unknown starting with MadCap Flare's Online output format. In this session, Thomas Bro-Rasmussen will discuss the ins and outs of the software, and what to look out for when terms like CSS, pixels, div containers, and breadcrumbs are relevant. This session is geared to the Flare newbie with some knowledge of coding languages and will provide actionable practices and tips for mastering Flare as a tech-savvy content marketer.

◆ **Intelligent Content and MadCap Flare | Denise Kadilak Track 3**

We all strive to deliver the right content, to the right customers, in the right way, but accomplishing this task is no small order. Enter the Intelligent Content strategy served up with MadCap Flare. This strategy addresses traditional content limitations, such as output, purpose, and technology. Creating a strategy to deliver intelligent content is also a challenge, but a challenge that pays off nicely when overcome.

In this presentation, we'll examine the following foundational concepts:

- What is intelligent content
- The challenges to creating an Intelligent Content strategy
- How Flare can make these challenges more manageable

On the intermediate user side, we'll focus on how Flare allows you to create semantically-aware and structurally-rich content, which in turn makes the content discoverable, reusable, reconfigurable and adaptable, all tenants of the Intelligent Content paradigm.

◆ **Introducing CSS Flexbox Layout | Matthew Ellison Track 4**

This session provides a high-level introduction to Flexbox, explains the most important CSS properties, and demonstrates how flexible web pages can be coded simply and elegantly using Flexbox techniques.

Certified Flare Instructor and Director of UA Europe Matthew Ellison will discuss the Flexbox Layout (Flexible Box) module, a W3C Last Call Working Draft, which aims to provide a more efficient way to lay out, align, and distribute space among items in a container. It offers a much more powerful way of positioning elements using standard CSS, without having to rely on the limited properties in the current CSS Recommendation.

With flexible design for a range of different screen sizes becoming increasingly important, Flexbox is an exciting new technology that all technical communicators should be familiar with.

11:05 - NOON

◆ **Top Five Content Reuse Features in MadCap Flare | Paul Pehrson Track 1**

You know that MadCap Flare has content reuse features, but are you using them to your best advantage? In this session, Paul Pehrson of DocGuy Training discusses the top five content reuse features available in Flare and shows you how you can improve implementation in your current projects. We'll also talk about variables, conditions, snippets, snippet conditions, and more.

◆ **Mastering MadCap Flare for FrameMaker®, InDesign®, & Quark® Experts—Part 2 | Thomas Bro-Rasmussen Track 2**

If you're a skilled web designer, programmer, documentation specialist or technical writer, but have never dabbled in MadCap Flare, this session is for you! This is the second session in a two-part series on how to master MadCap Flare as a beginner. Flare pro Thomas Bro-Rasmussen shares his expertise with typographical points, tracking, kerning, millimeters, ratio of a page design, leading and what a PDF file really is within Flare.

◆ **Integrating API Reference Documentation with MadCap Flare | Andrei Essaoulov Track 3**

This presentation is a case study of kCura API documentation team's experience over several years integrating Sandcastle-generated .Net API reference HTML pages into a developers' documentation site authored in MadCap Flare. The first part of the presentation examines how we initially made it work with the tripane skin by importing CHM files into Flare. We then demonstrate how our process evolved over time, and the tools and automation techniques, such as Jenkins builds and PowerShell scripts, we used to improve it.

In the second part we examine the challenges that we faced transitioning our API documentation to the top navigation skin in Flare 11. We present in detail the technical recipe, including a custom master page and jQuery scripts we used to integrate Sandcastle-generated .Net API reference into the new documentation site.

◆ **User Experience—Employing UX Concepts in Your Documentation | Chris Steele Track 4**

In this session, led by Engineer & Translation Manager Chris Steele of PASCO Scientific, we'll cover the basics of User Experience (UX) design, why UX is important, and how it is typically applied to software and hardware products. Next, we'll apply these concepts to your documentation and will improve the following elements:

- Usability of your documentation
- Acceptance by users
- Perception of your products

Finally, we will provide best practices on how to elevate the overall value of documentation to your organization.

NOON - 1:30 PM

◆ **Lunch, Networking & Hospitality Lounge Garden by the Bay, Hospitality Lounge**

1:30 - 2:25 PM

◆ *An Introduction to CSS* | **Scott DeLoach**..... **Track 1**

In this session, Certified Flare Instructor and CEO at ClickStart, Inc. Scott DeLoach, will provide an introduction to CSS: what it is, what it does, how it works, and how you can use it in MadCap Flare. This session is designed to appeal to a wide audience – from newbie to guru. Whether you are migrating to Flare, enhancing CSS, customizing content or simply looking to maintain consistency, we will outline the common questions users face when first starting out.

Lastly, we will provide recommendations for learning more about CSS and options for using CSS to enhance and customize your content's design for different targets.

◆ *Case Study: Getting Your Content in Mint Condition for Translation* | **Jessica Kreger**..... **Track 2**

Peek under the hood for a nuts-to-bolts look at the content creation process that TradeStation, an award winning Online brokerage firm, uses to produce context sensitive Help for a customized trading platform for multiple international partners. Gaining a deeper understanding of the content creation process was critical in TradeStation's success. In this session, Jessica Kreger, Technical Documentation Manager at TradeStation, will take a look at the tools that enabled their success, and how you can use them to start your own translation project.

◆ *Your Secret Weapon: The Documentation Bible* | **Kate Schneider** **Track 3**

Whether you work with a team of writers or on your own, it's a good idea to keep track of your documentation procedures and style guides. Keeping everything in a centralized repository lets you organize internal processes and rules, and introduce new writers to the team.

Enter the Documentation Bible: a one-stop shop for procedures and style guides. Because it is written using your current authoring tool, it acts as a sandbox for new writers to learn procedures while editing topics. However, it isn't just for training writers; it is a useful reference for the entire team.

In this session, MadCap Software Senior Technical Writer Kate Schneider will show you how to create and maintain a Documentation Bible, and use it as a training tool.

◆ *Case Study: Managing Training Courses in MadCap Flare—Part 1* | **Mio Kataoka** **Track 4**

The Education department at AppDynamics is passionate about enabling learners to quickly and effectively gain mastery of the company's premier APM solutions. In this session, we'll take a look at how AppDynamics was able to ditch the traditional and outdated course training set up and implement real-world relevant materials such as HTML5 presentations, student eBooks, and PDF lab guides. The Education Content Manager at AppDynamics, Mio Kataoka, will also share the lifesaving benefits AppDynamics experienced as a result of implementing MadCap Flare:

- True single sourcing
- Integration with multimedia contents
- Cost savings
- Content consistency

2:35 - 3:30 PM

◆ *Case Study: Creating a Knowledge Management System to Support Customer Advocacy* | **Steve P., Kevin B.**..... **Track 1**

Express Scripts, one of the nation's leading full-service pharmacy benefit management companies, recently developed an enterprise wide knowledge management system focused on improving efficiency and quality, as well as reducing operating costs. Business Systems Analyst Steve Pfeilsticker and Senior Manager Kevin Blackburn will share their experiences with using cutting-edge tools, such as MadCap Flare, to develop a centralized, one-stop shop Knowledge Management System focused on concepts such as single sourcing and content cataloging using metadata.

We'll cover the substantial benefits it is not only providing the CSRs (known as PCAs at ESI) and the enterprise as a whole (projected to save \$2M+ over the next 3 years), but also how it directly affects the member experience by:

- Reducing average call handle time
- Reducing inappropriate and unnecessary transfers/referral
- Improving overall quality

◆ *Case Study: Behind Bomgar's Online Help: How We Used MadCap Flare to Improve SEO & User Experience* | **Justin Brock** **Track 2**

The number one choice of enterprise support organizations, Bomgar, is a leading remote support solution dedicated to maximizing efficiency outside the office. In this presentation, Justin Brock, SEO Strategist at Bomgar, will reconstruct how Bomgar's TechComm team uses MadCap Flare to create an effective and user-friendly Help site. Brock will demonstrate:

- How to use CSS to select differing master pages for various sections of the site
- How to incorporate Flare capabilities to streamline development
- How Bomgar's weird take on snippets led to a navigational epiphany

This case study will guide teams experiencing similar pain points to success.

◆ **Case Study: Using MadCap Flare in an Agile SDLC | Robert Hays..... Track 3**

Are you interested in traditional project management or empowering people to collaborate and make team decisions? Not surprisingly, eBay Enterprise prefers the latter too. And in addition to continuous planning, testing and integration within MadCap Flare, Robert Hays, technical writer at eBay Enterprise will demonstrate:

- The different mindset and operating procedure required in an Agile environment versus the traditional Waterfall Software Development Life Cycle (SDLC)
- How using Flare to leverage your work in an Agile environment results in an elevated level of involvement and higher quality output

This session will examine how to get the most out of the Sprint Process, how the Agile SDLC can drastically reduce your workload, and how Flare fits into this new paradigm.

◆ **Case Study: Managing Training Courses in MadCap Flare—Part 2 | Mio Kataoka Track 4**

The Education department at AppDynamics is passionate about enabling learners to quickly and effectively gain mastery of the company's premier APM solutions. In this second session in a two-part series, we'll take a deeper look at how AppDynamics uses MadCap Flare and harnesses the HTML5 output format to simplify the content management creation process. Presenter Mio Kataoka will build upon the previously discussed benefits and share the team's recommended best practices in order to help an organization facing similar education challenges.

3:30 - 4:00 PM

◆ **Break, Networking & Hospitality Lounge..... Foyer & Hospitality Lounge**

4:00 - 4:55 PM

◆ **Technical Authoring for Word Users: An Overview of MadCap Doc-To-Help | Mike Hamilton..... Track 1**

Whether you need to create policies & procedures documents, training manuals, knowledge bases or user guides – and you prefer to use Microsoft® Word – this session will show you how Doc-To-Help allows you to single source your content to produce any number of user guides, Online Help systems and more.

During this session, you will learn how to:

- Transform Word documents such as manuals into searchable Online content
- Create multiple types of output from a single project
- Use conditions to map content for different users and/or outputs
- Collaborate with team members and subject matter experts to improve your content creation workflow
- Add quality design to your output
- Make your content easier to find by automatically adding navigational items such as a table of contents and glossary

◆ **Case Study: Managing Various Targets in a Complex Project | Mary Beth Pozdol Track 2**

As a hardware manufacturer and software developer for the paper converting industry, the W.H. Leary online help site includes over 35 product kits, each with multi-item documentation. Single-source multi-channel publishing and localization is a necessity for this organization and many others. Technical Writing Manager Mary Beth Pozdol will share:

- The step-by-step process to setting up a MadCap Flare project
- Administrative best practices & benefits
- An outline of how to improve translation efficiency using MadTranslations and MadCap Lingo

By the end of this session, you will have a strong understanding of best practices when setting up complex projects.

◆ **Lightning Talks | Nita B., Scott D., Daniel F., Mike K., Robert H., Neil P., Paul P., Homer C. Track 3**

In this high-energy lightning talk session, speakers will share a brief presentation on a particular topic of their choosing. 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.

◆ **What Content Strategists Can Teach Us About Promoting the Value of Content | Ellis Pratt..... Track 4**

Technical communicators and content strategists both deal with content – yet one group can sometimes struggle to promote their value while the other one seems to thrive.

In this session, we'll look at what technical communicators can learn from content strategists when it comes to promoting their services. We'll discuss some of the buzzwords and metrics content strategists use, and whether these could be applied to technical communication. We'll also look at what motivates organizations to spend money on content, and why using facts and figures to convince them isn't always the right approach.

5:30 - 7:30 PM

◆ **Evening Event & Networking South Pool Patio, Fresco's**

Day one is done and it is time to sit back and relax poolside at the South Pool Patio and Fresco's. We'll enjoy snacks and light apps along with hosted beer, wine and margaritas.

TUESDAY, APRIL 12 >>> MAIN CONFERENCE DAY 2

7:30 - 9:30 AM

◆ *Breakfast* Pavilion

9:30 - 10:25 AM

◆ *Case Study: Customize All the Things! How inContact Created a Unique Help Experience Using MadCap Flare* | **Mike Kelley** Track 1

Don't be afraid to experiment and try unusual things. At inContact, we are using a TopNav menu that was customized from the ground up. Our OtherTopics master page has been modified such that the side menu no longer floats on top of topic content, but is displayed beside it - which prevents awkward content wrapping (or non-wrapping) issues. Come to this session to see what's possible with a little bit of imagination, know-how, and elbow grease.

◆ *Upgrading Legacy Projects to Handle Responsive Output (including Adaptive Content)* | **Neil Perlin** Track 2

Responsive output opens up new avenues for the technical communication industry. We can create outputs for almost any device from PCs to smartphones, but old projects can be hard to update due to a host of challenges. In this presentation led by Certified Flare Instructor, Neil Perlin, we'll discuss:

- The rationale for and technology behind responsive output
- Common technical and design problems and present solutions
- How to solve a long-standing writing problem with code and CSS
- How to deal with legacy project problems
- How to improve your projects going forward

◆ *Automatic for the Numbers: Understanding & Using Flare's Autonumbering Capabilities* | **Daniel Ferguson** Track 3

MadCap Flare offers powerful autonumbering capabilities, but sometimes, trying to figure out how to get Flare to autonumber your content correctly can leave you scratching your head. In this session, we will dive into the details of Flare autonumbering. We will walk through several real autonumbering scenarios, ranging from the simple to the complex. By the end of this session, you will be able to get Flare to autonumber your tables, images, numbered lists, text callouts, paragraphs, and in more ways than you need. Come discover this hidden Flare gem!

◆ *Case Study: A Flare for Training—Integrating Instructional Design into MadCap Flare Projects* | **Andrea M., Homer C.** Track 4

Training and documentation are often distant cousins when they really ought to be the best of friends. In this presentation, we'll share how one company set up the instructional design team with MadCap Contributor to author training materials to quickly produce beautifully designed Facilitator and Student Guides using the same (single-sourced) files. Presenters Andrea Maliska and Homer Christensen will take a look at how to incorporate instructional design elements into your MadCap Flare project with ease.

10:25 - 10:55 AM

◆ *Break, Networking & Hospitality Lounge*..... Foyer & Hospitality Lounge

10:55 - 11:50 AM

◆ *Case Study: The Ultimate Search Experience: Harnessing the Power of Metadata in MadCap Flare Topics* | **Steve P., Kevin B.** Track 1

Express Scripts, one of the nation's leading full-service pharmacy benefit management companies, recently developed an enterprise-wide knowledge management system powered by the combination of MadCap Flare and Google Search Appliance. In this session, our presenters will provide a crash course on the basics of metadata, its value, and how through effective cataloging of content and "dynamic publication" it can create a powerful ontology resulting in a more improved search experience for members and off the chart metrics for fellow employees.

◆ *Using MadCap Flare with Source Control* | **Matthew Ellison** Track 2

In this presentation, Certified Flare Instructor Mathew Ellison will explain the benefits of binding a MadCap Flare project to source control, both for multi-authoring teams and for sole authors. It provides a brief survey of the various options available (Subversion, Git, TFS, Perforce, etc.) with the pros and cons of each, and also presents an overview of the basic flow of information between Flare and the source control application. Lastly, Matthew will define and demonstrate some of the key source control concepts, such as checking out, committing, and branching, and illustrates how Flare integrates with the source control application.

◆ *Advanced Features in MadCap Flare* | **Denise Kadilak**..... **Track 3**

In this presentation, we will focus on some of the more advanced features available in MadCap Flare and the cool things they can accomplish. Presenter Denise Kadilak will lead a detailed look at the functionality and setup of the following:

- Global Project Linking and Run-time Merge: Great tools to help you manage your content as well as maximize content reuse and single-sourcing
- Advanced Conditional Text: Allows for granular control of condition-based output even if you have a large library of condition tags
- Search Filters: Allows users to narrow their search based on concepts you insert into topics
- Advanced Target Features: Such as Publishing, meta tags, search engine optimization, and more

◆ *The Ones and Zeros of Interfacing with Developers* | **Robert Hays**..... **Track 4**

Yes, developers ARE human beings! This presentation describes the soft skills every technical publication author should hone to ensure that they can quickly and painlessly extract information out of developers, to achieve a high level of content accuracy.

NOON - 1:30 PM

◆ *Lunch, Networking & Hospitality Lounge* **Garden by the Bay**

1:30 - 2:25 PM

◆ *Case Study: Localization Strategy for Multiple Outputs* | **Paul Ballard**..... **Track 1**

Vertu is a British manufacturer and retailer of luxury, handmade mobile phones with over 400,000 customers worldwide. In need of an outsource partner for creating the English and 21 other language versions of their user guides, Vertu chose to work with 3di; 3di chose to work with MadCap Flare. This case study presentation will take an in-depth look at how the 3di team approached getting the best from Flare to support the Vertu go-to-market teams over the last three years. The results have delivered smaller, easier to use guides, a far more efficient localization process, and a UK Technical Communication Award for "Best Use of Single-Sourcing and Multi-Channel Publishing."

◆ *Building on Foundation: Layouts that Rock MadCap Flare Top Nav Advanced* | **Justin Brock** **Track 2**

MadCap Flare's Advanced Top Nav output target uses Foundation 5, a flexible framework for front end web design. This presentation led by Justin Brock of Bomgar will explore awesome capabilities that are already built into Flare. We'll cover all you need to make your frameless help site a modern-looking, fully-functioning website. You'll learn how to use responsive design to cater user experiences to multiple screen sizes – showing different navigation to desktop users than with iPhone users, for example. We will also examine use cases for tabbed content, accordion panels, sliders, modals, and more.

◆ *Extending MadCap Flare with Web Programming and Scripting* | **Paul Pehrson** **Track 3**

Are you ready to take your MadCap Flare content to the next level? Join us to see how you can leverage web programming and scripting in your MadCap Flare projects, giving you incredible control over additional features that can add to your users' experience. We'll talk about PHP, JavaScript and jQuery and provide a glimpse of what is possible when you integrate web scripting into your Flare projects.

◆ *Don't Take That Tone With Me!* | **Ellis Pratt**..... **Track 4**

A number of leading software and technology companies are rethinking the writing style they use in technical documentation, leading to a change in tone and voice.

This session will look at examples of companies that have adopted a friendlier, conversational tone, including exploring how Microsoft®'s "No More Robot Speak" program has been implemented in the Online Help for its Office and Windows products.

We'll look at the reasons for this change, the techniques used, and we'll explore the implications of this on the technical writing and localization teams.

2:35 - 3:30 PM

◆ *Newbie to Complex Project in One Year or Less* | **Mary Beth Pozdol**..... **Track 1**

In a world managed by deadlines, who isn't looking for greater efficiency, speed and accessibility? In this session, Knowledge Director, Mary Beth Pozdol, W.H. Leary, recounts her role with a company that was expanding its reach to multiple international markets with badly out of date documentation. Mary Beth will discuss the timeline of transition, the importance of setting up the project structure, key documentation and the management of the Help site. Lastly, we will cover how to effectively use snippets, conditions, multiple target types, and interactive and downloadable elements in various document and media types along with the use of MadCap Pulse, MadCap Contributor and MadCap Lingo.

◆ *Case Study: Translation Management—A Checklist for Not Getting Lost in Translation* | **Jessica Kreger**..... **Track 2**

You've just been told you need to localize your content. You're in an Agile environment, you already use MadCap Flare, and you've chosen to use MadCap Lingo and MadCap Capture. Now what? Join us for an overview of managing a localization project: choosing a translation vendor, managing multiple languages, and achieving key milestones. Take an inside look at the localization schedule that TradeStation, an award-winning Online brokerage firm, uses to produce and launch context sensitive Help for a customized trading platform. You'll leave the session equipped with a checklist of the steps you need to follow to manage your own translation project.

◆ *Extending HTML5 Targets with jQuery* | **Scott DeLoach**..... **Track 3**

In this advanced session, Scott DeLoach will demonstrate how you can use jQuery (and JavaScript in general) to enhance HTML5 targets. We will discuss how MadCap Flare uses jQuery and how to interact/customize their plug-ins, where to find plug-ins, how to customize plug-ins, and how to add your plug-ins to Flare. We will also review cool real-world examples of HTML5 targets using jQuery plug-ins, and Scott will explain how you can add the same features to your projects. If you're ready to take your HTML5 targets to the next level, this is the session for you.

◆ *Under the Covers: Developing Internal Support Sites* | **Andrea Maliska, Homer Christensen** **Track 4**

You've seen it before: your support team has a Google Drive (or worse, a binder!) full of tech notes they reference when helping clients. Wouldn't it be great if Technical Support had its Own Private Idaho of the Help site with integrated notes, policies, escalation procedures, and a section devoted to the answers to those gnarly, one-off questions? In this session, you will learn how to evaluate the tools your support team needs and how to transfer that into an internal-facing support site.

3:30 - 4:00 PM

◆ *Break, Networking & Hospitality Lounge*..... **Foyer & Hospitality Lounge**

4:00 - 4:55 PM

◆ *Responsive Content in MadCap Flare 12: How to Create Responsive Content in Minutes, Not Hours* | **Paul Stoecklein** **Track 1**

Every time someone walks into a glass door because they can't seem to peel their face away from their iPhone, we content developers are reminded how important small screens are in today's world. Creating a responsive skin is no big deal because Flare does that for you. But responsive content is another thing. How can you make sure your content is structured in a way that looks good on screens of all sizes? Enter Flare's new Responsive Layout window pane.

In this session, I will demo this new window pane, showing some concrete examples of how and where it can be used to quickly create responsive content. I will also cover media queries and styles, which work together to make these responsive layouts possible. Not only will you see all aspects of the Responsive Layout window pane, but I will also show you a few other exciting new features in Flare 12 that are very useful when creating responsive content grids, including the newly redesigned Stylesheet Editor.

Finally, this new responsive layout framework is for HTML5 online output only, right? It won't work for PDF output too, will it? Hmmmm... I wonder...

◆ *Creating Visual Help with MadCap Mimic* | **Neil Perlin** **Track 2**

Teaching users how to perform a task is often the best way to learn, but how can you create that visual help quickly and inexpensively? Meet MadCap Mimic, the multimedia application from MadCap Software. In this session, we'll look at how to use visual help in standalone form or as part of a MadCap Flare project. We'll then look at Mimic's concepts and features by creating and editing a movie live, embedding it in a Flare topic, and exploring how Mimic videos and Flare topics are integrated and thus able to share the same variables and more. You'll leave with a good sense of how Mimic can quickly and inexpensively expand the capabilities of your Flare projects.

◆ *Translations Workshop—How to Reduce Cost by 90% While Enabling New Markets* | **Chris Steele**..... **Track 3**

Become indispensable to your organization! Learn how to utilize the power of MadCap Flare, Capture, Mimic, Lingo, and Analyzer coupled with efficient processes and translation management to reduce your translation costs and lower the barriers to new markets. Your translations are a valuable asset to your organization. This session will show you how to use the MadPak Professional Suite of tools and skills to efficiently build these assets and continuously offer high-value to your organization.

◆ *Madbuild Bliss: A Case Study in MadCap Flare Build Automation* | **Andrei Essaoulov** **Track 4**

Documentation users nowadays have come to expect information that is always up-to-date and continuously refreshed, and MadCap Flare provides a rich set of features that enable a writer to automate build tasks to generate such up-to-date information. This presentation opens with a review of MadCap Flare's automation capabilities: Batch targets, local Windows scheduling, publishing destinations, and the madbuild command line utility. We will subsequently present an account of one documentation team's journey towards automation bliss, starting with the business requirement for a nightly build of up-to-date PDFs, and then fully automating the documentation site builds. We will examine in detail how kCura's documentation team implemented the build process with madbuild, SVN source control, Jenkins server, batch files and Powershell, and third-party tools for transferring the generated content and email notifications.

5:30 - 7:30 PM

◆ *Evening Event*..... **The Beach, Garden by the Bay**

Our final evening event will close out the main conference. After two full days of sessions, we'll wind down with music, food and drinks on the bay. We'll enjoy bonfires on the beach as the sun sets and toast to another fantastic conference.

WEDNESDAY, APRIL 13 >>> ADVANCED WORKSHOP

7:00 - 8:00 AM

◆ Breakfast Bayside Terrace

8:00 - 10:00 AM

◆ *Hands-on with Source Control & MadCap Flare: Connecting & Working with a Project Using a Cloud Source Control Provider* | Paul P. .. Track 1

You already know you should be using source control, but implementing it may sound daunting. In this two-hour workshop, we'll take an existing MadCap Flare project and bind it to your choice of either a Git or Subversion repository in the cloud, live and in-session.

You'll get all the tools you need including step-by-step instructions on the following source control tasks:

- Connecting to a source control provider through Flare's native integration
- Checking in and out files
- Adding additional users to your repository
- Reviewing revision history
- Dealing with conflicts, and more

Build the confidence you need to be successful in your source control implementation by participating hands-on in this course.

Note: Please bring a laptop with MadCap Flare installed. You will be given a sample Flare project at the beginning of the workshop along with instructions on setting up a cloud-based repository. While this workshop will focus on Subversion and Git repositories, the information presented is generally applicable to all source control tools, even if some of the details are slightly different.

10:00 - 10:15 AM

◆ Break Foyer & Hospitality Lounge

10:15 - 12:15 PM

◆ *Cutting-edge CSS* | Scott DeLoach Track 1

In this workshop, we'll explore advanced CSS techniques, with an emphasis on what's new in CSS.

You will learn:

- What's new in CSS
- What works and doesn't work (yet)
- What's been added, will be added, and has been removed from the CSS drafts
- Best practices for using CSS

We will share examples of cutting-edge CSS features during the workshop and explain how they can be used and modified. Attendees will receive working Flare-based examples of the demonstrated techniques that they can use in their own projects.

The examples will focus on the latest features in CSS, including:

- Applying DRY coding best practices, including using `:scope`, `:match` and `:not` pseudo selectors
- Using rems
- Specifying ligatures
- Formatting code samples
- Creating and using variables
- Creating and using custom selectors and properties

Note: Examples may be updated to showcase the latest CSS features. This workshop assumes that attendees have at least an intermediate knowledge of CSS. However, it will provide an overview of the power and capabilities of CSS that might be interesting to less CSS-savvy attendees.

12:15 - 1:30 PM

◆ Lunch Garden by the Bay

1:30 - 3:30 PM

◆ *Controlling Your Output: Getting Your Master Pages, Page Layouts, & Stylesheets to Play Nice* | **Matthew Ellison** **Track 1**

MadCap Flare provides you with an exceptionally high level of control over the presentation and layout of your generated output. For HTML5-based output, this is achieved through a combination of style sheet, master page, and skin. For PDF output, on the other hand, it's a combination of style sheet and page layouts. With all of these different files involved in the mix, it is important to ensure that they play well together in order to achieve the precise format and layout that you require.

In this workshop, we will discuss the specific roles of each of these file types and how they relate to each other. You'll get a wide range of tips and best practices to ensure that your output looks polished and professional, and is easy to adapt and maintain in the future. You will learn:

- How to create lean and easy-to-maintain style sheets
- The essential components of a master page
- How to apply different master pages to specific topics
- How to create a page layout that responds well to changes in page size
- How best to set up chapter and heading numbering within a PDF publication
- How best to apply different page layouts to specific topics

Note: Please bring a laptop with MadCap Flare installed. You will be given a sample Flare project at the beginning of the workshop along with instructions on editing styles, and creating master pages and page layouts. This workshop will focus on HTML5 Top Nav and PDF output formats, although the information presented is generally applicable to a range of other output formats including HTML5 Tripane and MS Word.

3:30 - 3:45 PM

◆ *Break* **Foyer & Hospitality Lounge**

3:45 - 5:45 PM

◆ *EMERGENCY! What Do You Do When Things Go Wrong? Troubleshooting Strategies from the Experts.* | **Mike H., Eric S.** **Track 1**

We would all love to work in a world where problems never happen. A world where hard drives don't crash, files never become corrupt, links always work, sentences never run on, the sky is always blue, the coffee always perfect, and we get to ride our unicorns to work every day. When you find that world, please let me know!

For most of us the reality is that things go wrong, and usually at the worst moment possible. The goal of this workshop is to teach you how to handle those situations and provide you with the information to convert catastrophes to mere nuisances. In this workshop, we will share some of the same troubleshooting strategies that MadCap Software Technical Support use on customer projects on a daily basis.

This workshop will break emergency survival information down into the following categories:

- General preventive measures (An ounce of prevention...)
- External problems that can impact MadCap Flare
- Flare internal issues:
 - › Import errors
 - › Editor meltdowns
 - › Output build calamities
 - › Publishing problems

Note: A laptop will NOT be necessary for this workshop, however, troubleshooting flow charts will be provided for your future use.