

Open Publish 2006 • Sydney • Registration form and information

Delegate 1

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 Phone: _____
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 Conference Tutorials Combined package
 Tutorials (please specify): _____

Delegate 2

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Delegate 3

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Company details

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 Contact for billing: _____
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Payment details

Please invoice me
 Our purchase order number or reference: _____
 I enclose a cheque payable to Allette Systems
 (Australian dollars only please)
 Please debit my credit card:
 Bankcard Mastercard Visa Amex Diners
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Please mail or fax the completed form to us – see next column for contact details.

About the conference

Open Publish 2006 has evolved to become the leading conference for practitioners in the fields of content management and electronic publishing. As open IT standards proliferate and stabilise, and programming interfaces for web infrastructure grow more common, the technological playing field for publishers is rapidly leveling. At the same time, the escalating complexity facing management and production is relentless.

Open Publish recognises that the next wave of innovation will be driven through creative management and disciplined implementation rather than technology alone. This event will be focused on topics that help attendees to understand and leverage returns from commonly available technology.

Who should attend?

Open Publish is for those from both commercial and enterprise publishing environments. Attendees will typically be involved with designing, developing and managing change to cope with continuously evolving publishing solutions.

Prices

Conference Package	Rates
Tutorials only (Wed 26th July)	\$400
Conference only (Thu 27th – 28th July)	\$895
Combined package (Wed 26th – Fri 28th July)	\$1095

Please note: all prices are inclusive of GST and quoted in \$Aus.

Special offers

Organisations registering delegates for Open Publish can also book the same or an alternate delegate for Open Standards, a conference for standards in e-Business at half price. More information about the Open Standards event can be found at www.open-standards.com. In addition, for every two attendees registered, the third attendee will be eligible for a complimentary pass. So take advantage of these special offers now!

Exhibiting

Our exhibition area represents an excellent opportunity to market to those who truly make decisions in your industry.

Exhibition and sponsorship manager – Grant Nobes
 Tel: +61 7 3268 2895
 Email: exhibit@openpublish.com.au

Further information

Website: www.openpublish.com.au
Email: general-info@openpublish.com.au
Phone: +61 2 9660 8866
Fax: +61 2 9660 8869
Address: Level 2, 73 Union Street
 Pyrmont NSW 2009
 Australia

Open Publish 2006 is presented by Allette Systems (AUS) in association with Step Two Designs (AUS) and proudly sponsored by struktur AG (DE).

Open Publish 2006 • Program Schedule

Day	Time	Topic	Speaker	
Friday July 28	Track A	Innovating intranets	James Robertson	
		Making sense of portals	Caro Walker	
		The folks and their tags	Roger Hudson	
	Track B	The black art of web publishing	David Warwick	
		Beyond the guidelines	Maryn Toney	
		Late breaking session		
	Track C	Designing websites that work	Donna Maurer	
		Risk management	Martin Bauer	
		Building on accessible CMS: a case study	Matthew Harris	
	COFFEE BREAK			
	Track A	The failure of CMS	Marius Coomans	
		Applications & techniques for Rich Internet Applications	Niels Machle	
XML Governance and publishing		Rick Jelliffe		
Track B	The life of a stylesheet	Gareth Oakes		
	CM is not an IT project	Melanie Kendall		
	Closing plenary session			
Track C	AJAX – putting content in users' hands	Tim Lucas		
	The closing plenary session will feature a collaborative exploration of the latest, greatest and scariest trends in publishing.			
	Publish 2.0			
LUNCH • 12.40pm – 1.40pm				
Thursday July 27	Track A	What is Web 2.0?	Nik Cubrilovic	
		Mash-Ups	Mark Blair	
		Using structured content to improve service delivery & reduce costs	Peter Meyer	
	Track B	Selecting a CMS	James Robertson	
		Developing a content framework for a CMS	Howard Sachs	
		Open Access Journals	Bobby Graham	
	Track C	FrameMaker-friendly DITA	Deborah Pickett	
		Real world application development with DITA	Andrew Squire	
		Content-based collaboration	Philip Rutherford	
	COFFEE BREAK			
	Track A	Agile content management	Martin Bauer	
		Towards a pattern language for the web	John Allsopp	
Content inventory management		Edward Slenderowich		
Track B	Why are ERP or CRM projects funded over CMS?	Luke Hoban		
	CSS – building sites quickly	Russ Weakley		
	Case study on publishing automation	Chandri Perera		
Track C	Impacts of a CMS on your team	Maryn Toney		
	Content-based collaboration	Philip Rutherford		
	The case for collaboration	QBE		
COFFEE BREAK				
Wednesday July 26	Track A	Laying out pages using CSS	Russ Weakley	
		Improving the design of search technology	James Robertson	
		DITA in perspective	Deborah Pickett	
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Wednesday July 26 > Tutorials

9:30
Morning Tutorials

DITA in perspective
Deborah Pickett – Moldflow
Touted as “XML for the masses”, the Darwin Information Typing Architecture (DITA) is occasionally ascribed mystical powers in solving everyone’s documentation needs. In practice, however, the truth is more complex.

This tutorial begins with the vision of DITA, but quickly delves into DITA’s details, with tales of problems that DITA solved (and didn’t solve).

The tutorial will cover the technical, social and professional approaches required to make DITA work.

Participants are encouraged to bring a laptop to try examples covered in the tutorial.

Improving the design of search
James Robertson – Step Two Designs
Searching intranets and websites is a major source of frustration for users, and may be causing the site as a whole to fail.

If a modern search engine has been installed, then it’s not a technology problem. Instead, the issue is that too often the search engine is installed out-of-the-box and then nothing more is done.

To make searches effective, the search interface and search results pages must be refined, and a range of under-the-hood changes made. Even a few days devoted to search will have a dramatic impact!

This tutorial will cover: key principles of effective search; two search personas: general and specialist search users; designing the search interface and results page; search engine usage reports; synonyms and best bets; and advanced search approaches.

Laying out pages using CSS
Russ Weakley – Max Design
Cascading Style Sheets can be used to build clean, semantically correct web pages. However, for many developers, moving from table-based layouts to full CSS layouts is a painful and time consuming task.

In this tutorial attendees will learn a simple step-by-step process that can be used to create a full CSS layout from a flat graphic website mockup.

The tutorial will cover: positioning methods; the document tree; correct structural markup; rule sets; selectors; floats; dealing with browser variations and bugs.

12:30
1:30
Afternoon Tutorials

Lunch • 1 hour

How to use a ‘standard’ schema/DTD management
Melanie Kendall – emorphus
A common misconception is that you can pick a standard XML schema/DTD and away you go. Unfortunately, it’s not that simple. Standard schemas offer flexibility in application which can lead to everyone applying the ‘standard’ differently.

This workshop will help participants select a schema and provide guidance on how to apply it in line with your specific requirements.

The tutorial will also look at the pros and cons of two popular standards – DITA and Docbook – and explore the creation of content models as well as other tasks you need to do to achieve a good fit for your content.

Topic Maps for content and knowledge management
Robert Barta – Bond University
Topic Maps (TM) and RDF are both XML-based meta-data standards, and as such compete in the Semantic Web arena. In this tutorial attendees will gain a consistent picture of basic concepts, corporate-size application scenarios and the current state of affairs.

The tutorial will cover: basic concepts for TM authoring and illustrate them along a practical use case introducing AsTMa= and LTM, followed by more advanced concepts for professional authoring: how (existing or ad-hoc) taxonomies and ontologies can be used to moderate the TM authoring process; how TM-based information can be seamlessly embedded within existing information landscape; how databases can be virtualised; how TMs can help to homogenise highly diverse data repositories; and a survey on the standardisation landscape and on the market.

Methods for XML Governance
Rick Jelliffe – Topologi
In many circumstances, XML is ideal technology for describing data structures and data formats. Widely understood and supported, the strength of XML is its flexibility. However, the drawback of this flexibility is that it is very difficult to objectively assess the quality of XML designs or implementations.

This tutorial provides techniques for non-technical people to participate in the classification, scoping and quality monitoring of XML-related development. By opening XML design decisions to all stakeholders, project governance, transparency and quality are improved.

This tutorial is specifically designed to help non-technical people participate in the design and measurement of XML solutions. However, development staff should also find it useful.

Thursday July 27 > Presentations

9:30
Keynote Presentations

Richard Jefferson – CAMBIA

Richard Jefferson is the founder and CEO of CAMBIA. He holds a PhD in Molecular, Cellular and Developmental Biology from the University of Colorado. CAMBIA is laying the groundwork for new and innovative biotechnology through its BiOS Initiative – the first biological open source movement – which is gaining visibility as a revolutionary model for accelerating inclusive innovation. Richard provides scientific and intellectual property expertise to the BIOS Initiative along with creative direction, oversight and fundraising activities.

Brendan Quinn – BBC New Media

Brendan Quinn is regarded as an expert in web content management, having worked in the field since 1996 as a developer, project manager and technical architect for online publishers and media companies, and as an independent consultant in web content management during 2001. He is now a technical analyst and architect in the infrastructure group at BBC New Media <http://bbc.co.uk>, specialising in content management issues across the many parts of the BBC. Brendan has spoken at web development and content management conferences in Australia, Europe and the US.

10:55
11:15
Breakout Sessions

Coffee Break • 20 mins

Track A

What is Web 2.0?
Nik Cubrilovic – Omnidrive
With Web 2.0 technologies and tools, ordinary web users can now easily publish content of all forms to very large audiences. It is not uncommon to have individual bloggers with larger readerships than regional newspapers. In this presentation we will look at what content publishing on the web will look like in the future and now with Web 2.0.

Mash-ups
Mark Blair – Adobe
Mash-ups are a benefit of the emerging Web 2.0 generation of internet applications. Learn how Adobe Consulting worked with Yahoo! to build an API for their next generation of internet mapping software, allowing developers anywhere in the world to ‘mash’ their data with Yahoo! map data on top of the Flash Platform. Understand how you could do this too.

12:40
1:45
Breakout Sessions

Working Lunch • Exhibition Open

Content-based collaboration
Phillip Rutherford – Weborganic Systems
For some time the nature of how users collaborate has been dictated by technology such as email and instant messaging. However by federating a number of technologies into a single interface, mediums such as wikis and blogs are changing this situation. This presentation will look at how, and why users are starting to collaborate around content instead of technology.

The case for collaboration
J Thorburn, J Bourke & M Newham – QBE
Need to build collaboration between geographically dispersed business units? Need to demonstrate the intranet’s value? Trying to bring a group of experts together to build an intranet? Should you build your intranet or internet first? This session answers these questions and more, while exploring the development of QBE’s Workers Compensation intranet.

3:10
3:30
Breakout Sessions

Coffee Break • 20 mins

Agile content management
Martin Bauer – designIT
Content management is a new type of development project and agile is a new approach to development. Is it possible for content management projects to benefit from an agile approach? The short answer is yes. There are a number of areas where agile can help in the setup and implementation of a CMS. During this talk, you will learn how the agile approach can be successfully applied to content management projects.

Towards a pattern language for the web
John Allsopp – Westciv
Common problems in web design continue to be solved from scratch each time they are encountered. This presentation looks at the application of pattern languages (used in Architecture and Object Oriented analysis and design, and designing for the web) and outlines “WebPatterns” – a new approach to cataloguing common problems web designers encounter and solutions to those problems.

Track B

Selecting a Content Management System
James Robertson – Step Two Designs
There are a lot of myths regarding the selection of a Content Management System – the biggest one being that documenting more requirements is better than less. This talk draws upon experiences across more than a dozen organisations to present a best-practice methodology that allows all CMS requirements to be captured in 20 pages (or less!).

Developing a content framework for a CMS
Howard Sachs – iFocus
How many times have you heard “The CMS implementation was successful, but the users hate it”? This paper will explore the key issues when preparing content for migration. It will also discuss lessons learned through the implementation of several enterprise CMSs, and share some insights on pre-implementation, Information Architecture (IA) design, content modelling and the difference between IA and Navigation schemas.

Content Management System evaluation and selection
Pradipa Karbhari – SilverTrain
Selecting and implementing a CMS can be a challenge to many organisations. The costs and efforts can be significant, making it vital that the right package be selected. This paper addresses some of the lessons learned in helping clients with their CMS vendor selection process. It provides a systematic methodology, approach, best practices and critical success factors.

Impacts of a CMS on your team
Martyn Toney – iFocus
How do you get a return on your CMS and keep people using it? This presentation will focus on the human aspects of implementing a CMS into your organisation. From personal impacts, training and change management, through governance, management and processes, to moving to a content focused culture where people understand the value of content and their responsibilities.

Track C

FrameMaker-friendly DITA
Deborah Pickett – Moldflow
Adobe’s claim that FrameMaker 7.2 has support for the Darwin Information Typing Architecture is comparable to saying that the 12-tone musical scale has support for symphonies – the groundwork has been done, but not the heavy lifting. This paper explains some of the lifting that needs to be done to make FrameMaker useful in a DITA universe, with a focus on using FrameMaker’s page layout engine.

Real world application development with DITA
Andrew Squire – Elkera
The Darwin Information Typing Architecture (DITA) has triggered worldwide interest in XML content management practices for product and user assistance documentation. This presentation will explore the DITA architecture and development options using services provided by the DITA Open Tool Kit.

Using structured content to improve service delivery and reduce costs
Peter Meyer – Elkera
This presentation will discuss the costs of ‘normal’ content management, where and why structured content is necessary, the options available for creating it and the costs and benefits of taking a structured approach. It will also explore the barriers to creating structured content and some of the steps needed to remove those barriers.

Open Access Journals
Bobby Graham – National Library of Australia
New trends in academic journal publishing support open access to research literature, bringing writing and discourse to wider audiences. The NLA is working with the Association for the Study of Australian Literature to migrate their peer-reviewed journal to an online format using Open Journal Systems to assist with every stage of the refereed publishing process, from submissions through to online publishing and indexing.

Friday July 28 > Presentations

9:30
Breakout Sessions

Innovating intranets
James Robertson – Step Two Designs
Intranets must be more than just a publishing platform to be successful, as they easily become a dumping ground for second-hand documents. This talk explores ways of looking at intranets within organisations – positioning the intranet as a business tool that is used daily. It also explores what we can learn from the innovation of Web 2.0, and how that can be applied.

Making sense of portals
Cairo Walker – Fantera
This paper outlines the difference between intranets and portals; looks at what portals do well and not so well; investigates the reasons for deploying a portal; and provides an overview of the best ways to deploy them, taking a ‘show me the money’ approach, finally highlighting the pre-requisites for driving a portal.

10:55
11:55
Breakout Sessions

The folks and their tags
Roger Hudson – Web Usability
Following the success of sites like Flickr[®], there has been growing interest in the process of social bookmarking. Compared to traditional taxonomies, folksonomies have the potential to give users greater control over how web content is classified. This paper will look at tagging and tag clouds and consider their role in helping users find website content that satisfies their interests or needs.

Metadata, indexing & navigation for websites
Glenda Browne – Web Indexing
Websites and intranets need a range of pointers to suit different needs. Pointers include metadata, A-to-Z indexes and clear labelling. e-Publishing has changed the nature of indexing, from a self-contained process to one requiring teamwork and attention to a range of technical issues. Tag clouds, folksonomies and other developments apply indexing principles in new ways.

12:40
1:45
Breakout Sessions

Working Lunch • Exhibition Open

AJAX – putting content in users’ hands
Tim Lucas
Ajax, shorthand for Asynchronous JavaScript and XML, is a development technique for creating interactive web applications. The purpose is to make web pages feel more responsive by exchanging small amounts of data with the server behind the scenes, so that the entire page does not have to be reloaded each time the user makes a change, with the aim of increasing interactivity, speed, and usability.

Applications and techniques for RIA
Niels Mache – struktur AG
Web applications typically use two media types: text and graphics. In past years the internet has been able to model human communication flows by adding rich media features such as dynamic text, VoIP/video and real-time graphics. This session provides an overview of techniques for Rich Internet Applications (RIA) such as Ajax, XUL, Applets, ActiveX and Flash. Communication protocols and client/server techniques for Flash will also be discussed.

3:10
3:30
Closing

Content management is not an IT project
Melanie Kendall – emorphus
Because a software system is involved, content management projects are often handed to the IT department, however the IT view of content, management and systems is different from the business view. Who should run the project and who else should be involved? What is special about a CMS project, and why do those differences often lead to failure?

Publish 2.0
The closing plenary session will feature a collaborative exploration of the latest, greatest and scariest trends in publishing.

3:45

Conference Concludes

The black art of web publishing
David Warwick – Komodo
This session will cover content creation, management and distribution, drilling into the activities involved. We will discuss designing, writing and structuring your web content. This paper will provide an overview on standards, accessibility, metadata, SEO, modeling workflow and a range of other topics that together add up to the black art of web publishing.

Beyond the checklist and guidelines
Martyn Toney – iFocus
What do you really need in a CMS? What do you need to consider? How do you select the best? This paper will help you to understand why a holistic approach is crucial to selecting an appropriate CMS. It will outline some of the real impacts and costs of a CMS, plus considerations and approaches to be undertaken in evaluating and selecting the best fit CMS.

Late breaking session
Due to the nature of the event topics, Open Publish has reserved two Late breaking news sessions to cater for new ideas and developments where normal lead-time is not possible.

The failure of Content Management Systems
Marius Coomans – Active Web Communications
Ten years ago we dreamt of empowering ‘content matter experts’ by giving them appropriate tools, but that remains a dream as most websites are still maintained by specialists. Contrast this with millions of weblogs being created and maintained by users with simple, low cost tools. What can we learn from weblogging to help us engage participants in a corporate setting?

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XML Governance and publishing
Rick Jelliffe – Topologi
XML-based open document schemas are being used to describe factors from page layout to semantics and hypertext behaviour. The difficult question to answer is how to judge the merits of the different structures and accurately assess the cost of implementation. This presentation will look the various parameters associated with open XML formats and publishing.

3:45

Conference Concludes

Designing websites that work
Donna Maurer – Maadmob Interaction Design
Designing large, information-rich sites is difficult. It requires time, resources and smart people. But user involvement informs design and makes it more likely to be successful. This presentation examines ways to ensure redesign efforts are successful, based on experience designing large websites and intranets.

Risk management
Martin Bauer – designIT
We all know there are risks in projects – we see them, discuss them and know the problems they cause, often before the project starts. The question is not whether risks exist in content management projects but rather, what do we do about it? In this talk you will gain an understanding of each of the processes in risk management, how to apply them and learn the risks in content management projects.

Building an accessible CMS: a case study
Matthew Harris and Bridgid O’Brien – Morphem
This talk will investigate the human issues involved in building an accessible CMS, such as knowledge transfer, stakeholder buy-in, programmer interest levels and skills availability. The paper will also describe the impact of technology, including consideration of the requirements of accessible devices and the challenges of browser integration.

Online publishing
Miranda Wageman – Curtin University
Curtin University has developed courses for online delivery for the past 5 years. Having moved from HTML to XML, the challenge was to automate the conversion from Word[®] documents to XML. This is being trialed with a customised Word macro. This talk focuses on the trials and tribulations of finding a solution, through various vendor and customised products, and demonstrates practical examples.

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The life of a stylesheet
Gareth Oakes – PTC / Arbortext
This paper explores the unique, powerful yet sometimes unpredictable world of stylesheets. Particular focus is applied to stylesheets that style markup for print and web. The session will cover the life of a stylesheet: gathering requirements; developing specifications; best practices for development and testing; recommendations to follow for documentation; easing the maintenance headache.

PTC/Arbortext Technology Symposium and Demonstration

Wednesday 26th July 2006
9:30am - 12:30pm

Arbortext was acquired by PTC corporation last year, which has resulted in many exciting product developments. PTC is a leading supplier of Product Lifecycle Management and Enterprise Content Management solutions, enabling organisations to optimise the development of physical and information products. The combined strengths of these technologies is to deliver to customers an integral, end-to-end technical publication solution that enables companies to create the publication’s content, collaborate on it effectively, control and manage the content, and communicate it appropriately to all relevant channels.

Come and learn how PTC/Arbortext enterprise publishing software helps companies to author, assemble, manage and publish information quickly and accurately.

Cocktail party

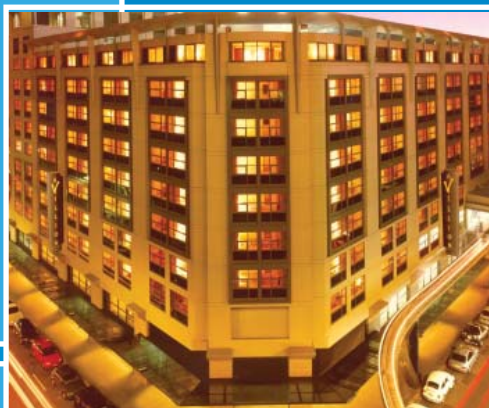
Thursday 27th July
5:00pm – 7:00pm

Come and join us for the Open Publish 2006 cocktail party. The cocktail party is an exclusive event for Open Publish attendees so you can network or just enjoy a few drinks and canapes with industry peers and friends.

Conference venue

Avillion Hotel
389 Pitt Street, Sydney NSW

Set in Sydney’s CBD, the Avillion Hotel is part of the World Square development. With a monorail station at the doorstep, it is just three stops from Darling Harbour and a vast range of shopping, dining and entertainment is just a few minutes walk from the venue.



Accommodation

We have negotiated special rates for conference delegates at the following hotels:

- The Avillion Hotel – 389 Pitt Street, Sydney
- The Blacket Hotel – 70 King Street, Sydney
- Medina Grand Sydney – Cnr Kent & Bathurst Street, Sydney
- Metro Hotel – 300 Pitt Street, Sydney.

For more information see the conference website and contact:

Spencer Travel – Amanda Paki

Tel: +61 2 9281 5477

Email: amanda@spencertravel.com.au

5:00

Cocktail Party