

Seminars and Workshops for Content Management and XML

Seminar Programme 2004

XML for Decision Makers 16.-17.3.2004 • 21.-22.9.2004

SGML/XML Syntax and DTD Design 23.-24.3.2004 • 28.-29.9.2004

INFOTAKT in Brief

INFOTAKT information design are service providers on every field of content management and electronic publishing.

The intelligent way to structure information: So that electronic documents meet today's demands, with new modes of publication, new media, new client circles, new applications methods, your information content must be in electronic form. This means that it can be exploited in various ways. This is facilitated by consistent organization and structure, workable concepts ("single source, multiple use"), and flexible standards such as SGM/XML.

Processing information efficiently: When specialists generate information, process information and finally publish or supply the information they must be able to concentrate all the way on the important thing, namely the content. To help them do this, they must be supported by modern workflow-mechanisms which make organization easier without prescribing rigid structures

INFOTAKT gives you support in renewing and developing your information structures and processes and offers you backup from the planning stage right through to implementation and starting up, with advice, training and practical assistance.

Seminar Concept

INFOTAKT offers seminars and workshops on topics related to content management: here the emphasis is on practical relevance, individual attention, made-to-measure training:

- ✓ **Practise-led:** the content of seminars by Infotakt is based on project experience. Practical applications examples play a central role in the seminars.
- ✓ **Individual attention:** the number of participants in a standard seminar is restricted to a maximum of six to ensure that each participant gets as much individual attention as possible.
- ✓ **Customized program:** in addition to certain standard seminars Infotakt offers workshops tailor-made for your specific requirements, and these can be specially designed as required. (examples page 4).

OPEN SEMINARS

XML FOR DECISION MAKERS

Aim

This seminar provides a compact overview of the concepts and potential applications of XML in the area of document management, typically for publishing house publications (e.g. lexicons, legal texts) and technical documentation. Participants will be able to decide whether and in which areas the use of XML is advisable for them.

Content

- ✓ **Starting point:** Situation and objective
- ✓ **Brief summary of XML:** Properties, advantages, potential applications for documentation
- ✓ **Analysis and planning:** Data and target analysis. Cost and project planning
- ✓ **Technology:** Systems, databases, SGML/XML and their interaction
- ✓ **Concepts and scenarios:** Single source, multiple use. References. Search mechanisms. Migration strategies. Multilingualism. Document variants (e.g. media-specific). Technical data and facts in documents
- ✓ **Decision and implementation:** Solution variants and intermediate steps. System selection: Decision criteria. Obstacles and risks

Method

The individual subjects are approached using example scenarios based on real life projects. To illustrate the technology, examples are demonstrated on the PC with XML software (editors, browsers etc.).

The number of participants is restricted to a maximum of six to optimise responses to individual questions.

Preliminary knowledge

No previous knowledge of XML is assumed.

Conditions

Cost	1.000 €
Dates	16.-17. March 2004 ♦ 21.-22. October 2004 First day 10 am – 5 pm, second day 9 am – 4 pm
Place	Würzburg, exact location will be announced later. Expected venue: Mercure Hotel Würzburg. The hotel offers attractive overnight rates for those attending the seminar. Please contact the hotel directly to reserve a room.

SGML/XML SYNTAX AND DTD DESIGN

Aim

This seminar provides a sound introduction to the language components of SGML/XML as well as fundamental strategies for document structuring. The participants are shown how to define simple SGML/XML document types (DTDs), and learn decision criteria for selecting suitable applications (editors, browsers).

Content

- ✓ **Which documents for conversion to SGML/XML?** Decision criteria
- ✓ **Fundamental syntax and methods:** Elements, attributes, entities; character sets, modularisation, links
- ✓ **Document type definitions (DTDs):** Analysis, design, quality control
- ✓ **SGML/XML applications** (editors, browsers): Overview and selection criteria
- ✓ **What next?** Strategic recommendations

Method

Alongside an introduction to concepts, this seminar comprises practical examples and exercises with appropriate SGML/XML tools.

Hardware and software are provided for carrying out the exercises (no less than one PC per two participants)

The number of participants is restricted to a maximum of six to optimise responses to individual questions.

Preliminary knowledge

No previous knowledge of XML is assumed.

Conditions

Cost 1.000 €

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COMPANY SEMINARS

If you have clear objectives, individual workshops are usually more effective than standard seminars. In this case INFOTAKT will discuss and arrange a specific training programme with you. If you are interested please send an email to training@infotakt.de or telephone INFOTAKT.

The content of a company seminar is tailored to both the relevant situation (type of documentation, system environment, dependencies and prevailing conditions) as well as the objective (products, media, target groups for the documentation etc.) and is specified individually with you.

The following gives a few **examples** of how company seminars can look:

APPLICATIONS FOR XML

Situation

You are considering the use of XML for your documentation, but are not sure whether the application justifies the time and expense involved or how the project should be approached.

Example of individual coaching

- ✓ **Starting point:** Clarification of the actual situation and objectives
- ✓ **Introduction to XML and data analysis:** Properties and advantages of XML, potential applications for the documentation. Overview or detailed introduction and practise in syntax, depending on requirements. Analysis of your data using examples
- ✓ **Concepts and strategies** for document structuring (dependent on the type of documents present or the objective), for example: XML and loose-leaf works; Dealing with document variants (e.g. media-specific); link concepts; search mechanisms
- ✓ **Solution variants:** Establishing alternative concepts for using XML in your documents. On request, introduction to extra subjects, e.g. combination of XML and databases, use of content management systems, use of workflow systems

DATA STRUCTURING WITH SGML/XML

Situation

You convert your documents to SGML or XML and would like to master or gain a firm grounding in the analysis and structuring of your document types over the medium term.

Example of individual coaching

1. Workshop Data Conversion I:

Introduction to data conversion. Introduction to appropriate tools. Starting to convert your data, planning further development

2. Implementation phase

Developing conversion further in your company. Guidance (review, advice) by INFOTAKT on request

3. Workshop Data Conversion II

Troubleshooting. Training in advanced techniques using the programs you have developed

OTHER EXAMPLES

- ✓ Data conversion
- ✓ Processing XML data
- ✓ Data structuring with XML schemas
- ✓ Introduction to XML languages, their concepts and application field: e.g. Xlink / XPointer for referencing, XSL (XSLT for transformations, XSL-FO as a layout language), BMEcat for catalogues etc.

REGISTRATION AND CONDITIONS

Registration

You can register for a seminar online, by fax or by sending a letter to INFOTAKT. After this you will be given written confirmation of your registration.

- ✓ Please fill out the registration mask for online registration on the website
- ✓ If registering by fax or letter please use the registration form.

Course fees for open seminars

The course fees for standard seminars are per participant. This does not include statutory value added tax. The course fees include refreshments during breaks and lunches as well as the seminar documents.

Cancelling

The registration is effective and binding after receipt of the registration confirmation. In the event of a cancellation no later than eight days before the start of the course, a fee of 100 euros will be charged. If the participant cancels after this period, the full course fee will be charged.

Organisation

INFOTAKT reserves the right to cancel seminars for unforeseen reasons

Further information

If you have any questions on the seminar programme or content, please call or write to INFOTAKT. We shall be delighted to give you individual advice.

INFOTAKT information design

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