

**The Intermountain Chapter
of the
Society for Technical Communication
Invites you to our
September, 2008
Professional Development Meeting
featuring
Liz Fraley
speaking on
"Repurposing Content for
Multichannel Publishing"**

Date: Thursday, September 18, 2008

Time: 7:00 p.m.

**Location: Salt Lake City Public Library
(Main Branch) 210 East 400 South
Conference Room A**

(see map/driving directions)

Presentation Summary:

It all comes down to managing and reusing source. Recycling content (chapters, graphics, etc.) is not new. What is new here is the common set of back-end structure in XML form and the fact that more than one set of tools — including small, mission critical custom tools — are explicitly focused on the specific needs of a given project.

Reusing and repurposing content is all about improving efficiency: automating, accelerating, and merging applications, systems, and processes. In a multichannel publishing environment, it is critical that content development — source development — and its management are as efficient as possible.

At its base, we're talking about reusing authored source content chunks. This means modular writing, link management, and metadata to control

variable content within a book, across books, across releases or product lines, or across audiences. Multichannel publishing adds yet another dimension to the content.

After this session, attendees will have strategies for handling and producing documents in a multichannel publishing environment. They will understand how multichannel publishing works and how to repurpose and reuse all kinds of content. This includes leveraging authored content as well as engineering data and stylesheet elements. Audience members will be able to develop guidelines for reducing content and the effort for managing it.

About the Speaker:

Elizabeth Fraley, founder of Single Sourcing Solutions, Inc., is a Single-Sourcing/XML Architect/Programmer. For nearly 10 years, she has architected and implemented the single-sourcing systems. She specializes in practical development and deployment. She is a strong advocate of architectures that directly improve efficiency, productivity, and interoperability.

She holds both undergraduate and graduate degrees in English and an undergraduate degree in Computer Science. She serves on the Council for the San Francisco Bay Chapter of the ACM. She is very active in the XML user community, presenting papers regularly at industry and vendor conferences, including the PTC/User World Event and the Content Management Strategies Conference.

Driving Directions:

Exit I-15 at 4th South. Go East to 200 East. The Library underground parking entrance is just past the main library entrance on your right.

Or, ride TRAX! The Library Station provides direct access to the Library's North Entrance.

Salt Lake City Public Library

210 E 400 S
Salt Lake City, UT 84111-2825
(801) 524-8200



[1 Reviews](#) | [1 Photo](#)

Map for Salt Lake City Public Library

