

SeyboldSM

SEMINARS **SAN FRANCISCO 2003**

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Get to Work Creatively



Seven All-Day Intensives

Ten Technology-Specific Conferences and One Special Summit

A Comprehensive Tutorial Program

Five Full Days of the Best That Digital,
Media, and Publishing Technology Have to Offer

The Gilbane Content Management Conference

*PRICELESS FIELD-TESTED KNOWLEDGE FROM THE EXPERTS! (It's so good that we had to use all caps.)
Keep ahead of the competitive curve and gain the benefits of content management without undue risks—learn
from the experiences of expert and objective practitioners.*

Register for The Gilbane Content Management Conference by August 22 and save \$300!

The all-stars of content management come together for an interactive keynote panel -- "interactive" means you get to participate.

Make sure your organization is ready for all content management has to offer at the Content Management Projects track.

Tackle multiple content management projects at the same time, and look good doing it.

Conferences at Seybold San Francisco 2003



New! The Creative Pro Conference

Presented by creativepro.com, the Creative Pro Conference is for those involved in conceiving, directing, designing, and/or producing materials for communication. From inspiration to production, the creative workflow is entirely covered, and provides you with technical insights and practical advice for thriving in today's and tomorrow's world of opportunities.



The Seybold-IDEAlliance XML in Publishing Conference

Challenged by changing markets, fierce competition, resistant corporate cultures, and rapidly evolving technology, publishers and aggregators must respond wisely or they will not survive. At the conference, you gain a better understanding of standards for publishing. You benefit from examples of how publishers are using XML, and learn the increasing benefits of XML in publishing and print applications.



The Enterprise Publishing Conference

You come away from this Conference with a thorough, up-to-date understanding of the trends, the key technologies, and future directions in enterprise publishing. You understand strategies that will help your organization improve and distribute its publishing technologies and skills. Most important, you gain insight into the changes required to keep your publishing operations current and efficient in today's competitive marketplace.



The Seybold-WOW Web Design and Development Conference

Despite the economic challenges of the last few years, Web design is entering a renaissance. This WOW-sponsored conference zeroes in on the most contemporary approaches to managing design and development problems and looks at the future of the profession and how changes to design and technology methods will influence the way we work over time.



New! The Future Image Conference on Digital Imaging

Digital imaging is rapidly becoming a powerful tool for businesses to interact with their clients, suppliers, and employees. Future Image, the leading provider of digital imaging information and analysis, presents a two-day conference that provides you with the information and skills you need to make your company more successful through the leading-edge use of visual information.



New! The Seybold Technical Illustration Conference: Communicating and Selling with CAD

In today's challenging environment, your effectiveness as a publisher of technical documentation depends on your ability to employ critical new standards and technologies. This conference provides you with information about new tools and technologies for the technical publisher and highlights how emerging technology standards will impact technical documentation in both the enterprise and government sectors.



The Gilbane Content Management Conference

Benefit from an unbiased, in-depth, and up-to-date understanding of content management technologies, vendors, trends, and best practices. The Gilbane Conference speakers have implemented every kind of content management system across all industries – get intimate with project issues, strategies, and best practices, and stay ahead of the competitive curve.



The Seybold-Romano Future of Print Conference

Welcome to the first conference on the future of print. By 2020, print will play a lesser role in communications and society, but it still will play a vital role. You learn about the major forces changing the print and publishing industries and gain insight into how to deal with those forces. There will be a future for print—what is your place in that future?



The PDF Conference

Companies around the world have generated considerable cost savings by replacing paper- and film-based workflows with PDF. How can they now move from the practice of "manually" generating PDFs to one that dynamically generates PDFs and cycles through these efficient workflows? The PDF Conference is the best place to learn about groundbreaking PDF innovations and true cost-saving best practices.



NEW! The Digital Media Conference by Sundance Media Group's Douglas Spotted Eagle

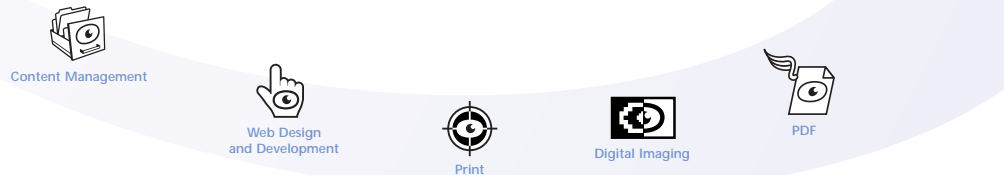
Seybold San Francisco 2003 has combined forces with Douglas Spotted Eagle of Sundance Media Group to give you a comprehensive, interactive experience focusing the Digital Media Conference around today's most sought-after subject matter. Conference instructors include Emmy- and Grammy-winning producers, industry authors, community forum hosts, and full-time trainers.

Event Overview

Five full days. A new world of possibilities.

At Seybold San Francisco 2003 every significant aspect of media technology converges. Nine intense media-specific channels from Web publishing to 3D animation offer the most complete, unbiased publishing and media technology forum in the industry.

This all-new event gives you knowledge and opportunity never before seen. Find the advantage you need to get ahead from 11 visionary conferences, 44 in-depth tutorials, and seven technology intensives, covering:



New! Seybold San Francisco Pavilion September 9-11

The new Pavilion gives you more free vendor educational programs than ever before. Meet the leading media technology companies, evaluate the latest products, and get the information you need to make a purchase. Participate in the dynamic Seybold 365 Marketplace at the center of the Pavilion, and discover the creative innovations that work for you.

Don't miss these exciting interactive programs:

Special Events

- WOW Iron Chef of Web Design
Produced by The World Organization of Webmasters
- RESFEST

Hot Spots

- WOW Professional Web Design Certification
- America 24/7 Art Gallery
- JDF Workflow Tour
- Internet Bookmobile
- Digital Imaging Gallery

Seybold After Dark

The Matrix Reloaded:
The IMAX Experience

Design Your Own Program

Seybold San Francisco introduces a revamped conference lineup. Choose programs that will give you the edge you're looking for. Go to www.Seybold365.com/sf2003 for full conference session descriptions.

Keynotes

Get inside with the next industry trends and innovations from the leaders of media technology.

Rob Burgess
CEO, Macromedia
Tuesday, 1:00pm-2:00pm

- Tim O'Reilly, CEO, O'Reilly Books
- Brewster Kahle, President, Alexa Internet
- Rick Smolan, CEO, Against All Odds, America 24/7

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---|---|--|--|----------------------------------|
| | | The Digital Media Conference by Sundance Media Group's Douglas Spotted Eagle | | |
| | The Gilbane Content Management Conference | | The Seybold Technical Illustration Conference | |
| The Enterprise Publishing Conference | | The PDF Conference | | |
| The Seybold-Romano Future of Print Conference | | | The Future Image Conference on Digital Imaging | |
| The Seybold-WOW Web Design and Development Conference | | | The Seybold-IDEAlliance XML in Publishing Conference | |
| | | The Creative Pro Conference | | The Seybold-CIP4 JDF Summit |
| Intensives | | | | |
| Design Intensive | | Print-On-Demand Intensive | Color Production Intensive | OS X Intensive |
| Digital Rights Management Intensive | | XML-Web Services Intensive | | Technical Publications Intensive |
| 44 Tutorials | | | | |

Register at www.Seybold365.com/sf2003.

For full access to all Conference offerings, the Platinum Passport is the package for you. Save \$300 when you register by August 22, 2003, for the Platinum Passport, and you'll receive an exclusive gift. Or go ahead and build your own program that fits your needs. We'll leave it up to you.

Educational Offerings in Content Management

The Gilbane Content Management Conference

Tuesday–Wednesday, September 9–10, 2003



Conference Chair: Frank Gilbane, Editor, *The Gilbane Report*

Content management has become a core requirement of all businesses and is now necessary across all corporate functions. Most mid- to large-size companies have implemented at least one content management system, while larger companies have multiple systems in place.

Implementations usually are focused on either Web content, documents, digital assets, or XML data. But, companies recognize they often need to integrate different types of content from multiple repositories, as well as data from other enterprise applications, to achieve business benefits they envisioned. This integration requirement means that content management initiatives need to consider both the specific requirements of individual applications and the broader IT requirements to provide infrastructure support for integrating content across multiple applications. This conference helps you with both project issues and strategies.

The dramatic and continuing proliferation of content management technologies guarantees that it will remain a challenge to keep up with the product technology, market landscape, best practices, and newly uncovered business benefits of content management for some time. The only way to keep ahead of the competitive curve and gain the benefits of content management without undue risk is to learn from the experiences of current, expert, and objective practitioners. Our conference brings you this expertise.

Who Should Attend

- IT strategists, managers, and staff
- Content management project managers
- Content management system designers
- Intranet, Internet, and extranet portal managers
- Information architects and knowledge managers
- Webmasters, developers, and administrators
- Business, market, and technology analysts
- Consultants and integrators
- Marketing and product executives

What You Take Away

Benefit from an unbiased, deep, and up-to-date understanding of content management technologies, vendors, trends, and best practices, from the most experienced and respected experts in the field. Our speakers have implemented every kind of CM system across all industries and have written books that others depend on. They help you get started, make vendor choices, benchmark your progress, or make strategic decisions. Project managers and implementers learn from others' experiences while IT strategists are able to make informed decisions, especially concerning integration. Business managers understand what can be accomplished with content management technology today and what their competition might already be deploying.

General Sessions

Tuesday, September 9

Keynote Panel: Interact with the Industry Experts
8:30am–10:00am

Our annual opening plenary panel looks at the big issues affecting content management strategies, including trends in the market, technology, and best practices. Frank Gilbane moderates a keynote panel of content management thought leaders. The panel discusses and debates content management versus enterprise content management, the role of database platforms, application servers, portals, open source, information integration, Web services, and other infrastructure technologies critical to content management strategies. Find out about upcoming technologies, market consolidation, and the tough issues facing both vendors and users, and hear predictions for the next 12 to 18 months. This panel is for anyone with a stake in content management, whether project manager, business manager, IT strategist, consultant, integrator, market or financial analyst, or vendor, and provides an informed context for what you hear in the rest of the conference and see in the exhibition.

Content Management Projects Track

Our Projects track focuses on the issues you face during the life cycle of a content management project: from initial requirements definition, to vendor and tool selection, to content and metadata modeling, to rollout, to ongoing management and technology refreshment. The topics are relevant to both enterprise content management projects as well as departmental projects. Sessions cover issues important to those just starting their first content management project and to experienced veterans who need to keep up with the latest practices.

Tuesday, September 9

Can We All Just Agree on How to Evaluate a CMS?
10:30am–12:00pm

Planning and Choosing a CMS
2:00pm–3:00pm

Are You Ready for Content Management?
3:15pm–4:15pm

Competitive Content Analysis: A Methodology and Case Study
4:30pm–5:30pm

Wednesday, September 10

Content Management Strategies for Multichannel Delivery
8:30am–10:00am

The Role of XML in Content Management
10:30am–12:00pm

Content Models and Information Architectures
2:00pm–3:00pm

Electronic Forms and Content Management
3:15pm–4:15pm

Beat the Clock with a CMS Vendor
4:30pm–5:30pm

Content Management Strategies Track

Our Strategies track looks beyond individual content management (CM) projects to issues important to multiple CM projects and to other business applications. Achieving many of the benefits of content management requires a content-aware IT infrastructure that supports integration among a variety of enterprise applications and repositories. This means important strategic and architectural decisions must be made about the role of database platforms, application servers, Web services, portal and enterprise search tools, information architectures, and development tools. This track helps you formulate or fine-tune your content management strategy for the future.

Tuesday, September 9

Enterprise Search: What's New and How It Relates to Content Management
10:30am–12:00pm

Content Management and Portals
2:00pm–3:00pm

Do You Need Enterprise Content Management, or WCM, DAM, DM, KM, PDM, or XM?
3:15pm–4:15pm

Open-Source Content Management
4:30pm–5:30pm

Wednesday, September 10

Content Integration and Information Integration
8:30am–10:00am

Categorization and Taxonomy Strategies for Migrating Content
10:30am–12:00pm

Infrastructures to Support Content Applications
2:00pm–3:00pm

Fitting Content Management into Business Processes
3:15pm–4:15pm

New Technologies That Could Influence Your Content Strategy
4:30pm–5:30pm

Digital Rights Management Intensive

Monday, September 8, 2003
8:30am–5:30pm

Presented by: Bill Rosenblatt, President, GiantSteps Media Technology Strategies

Peer-to-peer file-sharing services refuse to go away, protecting sensitive corporate information has taken on ever-greater importance, and publishers are putting more and more premium content up for sale online. Digital rights management (DRM) is a key element in all of these developments, yet DRM remains as controversial as ever. DRM seems poised to become mainstream technology, but how will it get there—through open standards, vendor solutions, or legal mandates? What business and legal imperatives will lead publishers to implement DRM? Will DRM really solve corporate information security problems? Will it enable new business models for content providers, or is it just a finger in the dike against piracy? Join us for a full day of discussions on this crucial and multifaceted topic.

Who Should Attend

- Technology executives
- Marketing executives
- General management
- Digital and new media executives
- Corporate information managers
- Intellectual property attorneys
- Wireless content developers
- Rights, permissions, and licensing managers

What You Take Away

Get a greater overall understanding of digital rights management as an industry and DRM applications in the corporate information and wireless markets. Learn how rights licensing can be used to create new revenue opportunities for existing content.

Sessions:

How Will DRM Go Mainstream?
8:30am–10:00am

DRM in the Wireless Industry
10:30am–12:00pm

DRM in Vertical Markets
2:00pm–3:00pm

Rights Licensing: Turning Back-Office Overhead into Revenue
3:15pm–4:15pm

DRM and Peer-to-Peer: Peaceful Coexistence?
4:30pm–5:30pm

Tutorials

Seybold San Francisco's tutorials give you the skills you need to work creatively and efficiently in today's work environment.

Cross-Media Publishing

Fundamentals of e-Content Management for the Web H710
Monday, September 8, 2:00pm–5:30pm
Devan Shepherd, CEO and Chief Technical Officer, XMaLpha Technologies LLC

Building a Business Taxonomy H715
Thursday, September 11, 2:00pm–5:30pm
Theresa Regli, Content Management Strategist, Molecular

Packages and Pricing

Platinum Passport \$1,995 (After August 22-\$2,295)

Your all-access pass to get it all! With the Platinum Passport, you have the flexibility and freedom to attend any Conference, Intensive, or Tutorial of your choice—all week long. The Platinum Passport package includes lunch throughout the week, an official conference tote, and an exclusive, Passport-holders-only gift—Palm Zire.



Conference Bag



Palm Zire

Conferences \$995 each (After August 22-\$1,295)

Choose from ten conferences and one Summit covering all aspects of media technology. Each conference and Summit is packed with two days of education from industry experts. Conferences and Summit include lunch for two days, an official conference bag, and access to the Pavilion.

Intensives \$495 (After August 22-\$595)

Get up to speed in just one day! Each Intensive provides one full day of concentrated education to get you current on one of seven media technology topics. Each Intensive includes lunch for the day, an official conference bag, and access to the Pavilion.

Tutorials \$295 (After August 22-\$395)

Learn tips and tricks from industry gurus! Gain practical knowledge on the latest technologies. Half-day tutorials include an official conference bag and access to the Pavilion.

Hotel Accommodations

Don't miss out on exclusive Seybold Seminars hotel discounts. Take advantage of special rates while they're still available.

Receive discounts at our preferred hotels, check real-time availability, and change your reservation online! Reserve your accommodations at www.Seybold365.com/travel/ today! Or call toll-free 800-915-9801; Int'l: 508-743-0101.

Please note: All rooms are subject to availability. Please make your reservations early to ensure your choice of hotel. Room rate and room tax are subject to change. Change, cancellation, and refund policies are determined by individual hotels. Unless otherwise indicated, hotels may elect to charge your one-night deposit upon receipt of your credit card rather than wait for your arrival.

| Hotel | Single/Double | Distance from Convention Center |
|------------------------------|----------------------------|---------------------------------|
| 1. Argent Hotel | \$195 | 0.1 mile |
| 2. Canterbury Hotel | \$95 | 0.7 mile |
| 3. Crowne Plaza Union Square | \$155 | 0.5 mile |
| 4. Galleria Park Hotel | \$119 | 0.4 mile |
| 5. Grand Hyatt San Francisco | \$185 | 0.4 mile |
| 6. Handlery Union Square | \$135 [†] , \$155 | 0.4 mile |
| 7. Hotel Nikko | \$164 | 0.4 mile |
| 8. Hotel Palomar | \$194 | 0.2 mile |
| 9. King George Hotel | \$125 | 0.5 mile |
| 10. Maxwell Hotel | \$115 | 0.4 mile |
| 11. Palace Hotel | \$224 | 0.3 mile |
| 12. Pickwick Hotel | \$111 | 0.2 mile |
| 13. Powell Hotel | \$119 | 0.3 mile |
| 14. Renaissance Parc 55 | \$164 | 0.3 mile |
| 15. San Francisco Marriott | \$230 | 0.2 mile |
| 16. Sir Francis Drake | \$164 | 0.5 mile |
| 17. Villa Florence Hotel | \$156 | 0.4 mile |
| 18. W San Francisco | \$235 | Across Street |
| 19. Westin St. Francis | \$200 | 0.4 mile |

[†] Historic Room

Every day. Every hour.

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Look to Seybold Seminars, Publications & Consulting for a full-solutions publishing partner. We offer:

Events—dynamic conferences, interactive Pavilion, and more

Consulting services—solutions to fit your unique needs

Publications—technology advice you can trust from the top-notch, twice-monthly newsletter, *The Seybold Report*

