XML-in-Practice 2008

A Conference of IDEAlliance

Learn...LinkUp...Leverage

24th Annual Conference on MarkUp & XML

http://www.idealliance.org/xml2008/index.asp

December 8-10, 2008
Marriott Crystal Gateway
Arlington, Virginia USA

IDEAlliance cordially invites you to participate at the world's longest-running conference devoted to MarkUp and XML. **XML-in-Practice 2008** – the new name and focus of the conference – offers an unparalleled opportunity:

> **Learn** from the industry leaders and experts who are at the forefront of development and implementation
> **LinkUp** with professionals who are implementing or designing projects using XML
> **Leverage** the power of XML in the real world to impact your bottom line

For 24 years, IDEAlliance has been a leading producer of events related to XML and accompanying standards. In fact, the first draft of the XML specification was announced at XML 1996. We pride ourselves on events that provide attendees with the opportunity to meet and learn from leading industry experts, preview cutting edge technology, understand the most recent developments in standards and specifications, and see real-world examples of how XML is being used today.

To enhance the *XML-in-Practice* design, this year's conference will focus on XML in specific industry segments including:

- Government
- Publishing & Media
- Healthcare

XML-in-Practice will showcase real world applications and solutions that XML has enabled, enhanced and or made possible. In addition, and as is tradition with the IDEAlliance XML Conference, each track will offer topics of sufficient technical depth to explore pressing issues beyond the fundamentals.

Attend XML-in-Practice 2008 if you want TO:

- Learn how to apply XML technologies in your environment
- Interact with others who building XML applications in your industry
- Build a business case for an XML application
- Innovate best practices for designing and building XML applications
- See the latest XML product(s)
- Get hands-on-training in a specific XML product(s), technologies and standards
- Find out what new technologies and research will impact the future of XML

Attend XML-in-Practice if you ARE:
- Architects who are designing XML applications
- Business Analysts who are specifying requirements for XML applications
- CEO/CIO/CTO the Chief Officer who is involved in developing and integrating XML technologies and/or who wants to more about why XML technology is important to his/her business
- Developers working with XML technologies
- Education Librarian, Teacher, Professor who is using or researching XML technologies
- Enterprise Architects that are designing XML based architectures
- Government Agencies who are implementing and utilizing XML technologies
- Line-of-Business Managers that are involved in XML technology and design decisions
- Product Managers who are planning and developing products using XML technologies
- Project Managers that lead XML-based projects
- Publishing Professional who is working with E-Publishing technologies, workflows and graphics
- Sales Engineer who is working with XML technologies

New This Year – Business Perspective. A new component to this year's conference is a focus on XML from the business and management point-of-view. In addition to learning about the technical nuances of an application, there will be sessions presented by Senior Executives and Management who are tasked with integrating XML into their overall business strategy. These sessions will present a strategic big picture story that includes details on how XML has streamlined business processes, saved time, enhanced productivity, and improved the overall bottom line.

New This Year – Training.   Another new component this year is training. Instead of offering training on a separate day, we will be integrated training into the main program and adding a track completely dedicated to training that focus on topics that require more than a single session. This track will run the entire length of the conference and will offer hands-on, interactive sessions intended to give attendees the skills they need to implement XML on any level. These sessions offer basic level introductory topics as well as more advanced sessions that outline project architecture and key technologies.

We continue the tradition of **Peer Review** for the selection of presentations for *XML-in-Practice 2008*. Every year, we look to professionals, who are working with XML, and its accompanying standards and related technologies on a daily basis, to submit ground-breaking presentations. Within each track, we are looking for presentations that show:
- Key technical topics or **depth** – *with a focus on the next six months*
- High-level view or **breadth** – *with a focus on the next 12 to 18 months*
- Future or strategic considerations or **vision** – *for a look forward over the next three years*

Program Highlights

XML in Government: Learn about XML starting with the basics and moving into more advanced themes. Topics include: Introduction to XML, What is it and Why is it Important?, How XML is used to streamline processes, the use of XMP, standardizing XML vocabularies, content management, publishing, logistics, Web Services, database integration, and more. Uses and Benefits that can be used today!

XML in Healthcare: Learn how XML is a prominent technological component to today's healthcare systems and how XML will continue to take healthcare into new levels in the future. Key themes include: XACML, HL7

Health Care Information Standards, Clinical Document Architectures (CDA), ePrescriptions, eClaims, health care electronic records, etc.

XML in Publishing & Media: XML is continuing to revolutionize the Publishing & Media industry. Topics include: DITA, dynamic publishing, multi-channel publishing, content management, DAM, DRM, intelligent media, informed workflow, branding, advertising, color imaging, automated publishing, publishing XML to HTML or PDF, authoring, metadata and XMP, and more.

Training: Get hands on time working with XML. The training tracks will cover an introductory level of XML. This is perfect for someone who is relatively new to XML to prepare them to moving into more advanced topics. The foundation level of XML will cover content and knowledge with XML and Trends and Transients in XML. The applications track is for all levels and will address building XML applications; Web Services and Identity and the latest tools, systems and thinking in industry. You will not be limited in the training track. Simply attend the classes which are of interest to you or your management.

For more information on the Call for Participation:

DEADLINES & IMPORTANT DATES

Abstracts Due: September 19	Contact: Joy Donat
Notification: October 3	Email: jdonat@idealliance.org
Program Posted: October 10	Phone: 910-200-4117
Presentations Due: November 21	Fax: 910-256-8969

SCHEDULE

Day 1: Monday, December 8

9:00am-10:30am
Keynote

11:00-12:00noon
4 Concurrent Tracks #1

- Government

- Healthcare

- Publishing & Media

- Training

12:00noon-1:45pm
Lunch *with Expo*
Mix of food, demos and discussions…

2:00-3:00pm
4 Concurrent Tracks #2

- Government

- Healthcare

- Publishing & Media

- Training

3:00-3:15
Refreshment

3:15-4:15pm
4 Concurrent Tracks #4

- Government

- Healthcare

- Publishing & Media

- Training

4:30-7:00pm
Reception in Expo

Day 2: Tuesday, December 9

7:45-8:15am
Premier Sponsor Presentation #1

8:30-9:00am
Premier Sponsor Presentation #2

9:00-10:00am
4 Concurrent Tracks # 5

- Government

- Healthcare

- Publishing & Media

- Training

10:15-10:30
Refreshment

10:30-11:30
4 Concurrent Tracks #6

- Government

- Healthcare

- Publishing & Media

- Training

11:45noon-1:30pm
Lunch with Expo

1:45-2:45pm
4 Concurrent Tracks #7

- Government

- Healthcare

- Publishing & Media

- Training

2:45-3:00
Refreshment

3:00-4:00pm
4 Concurrent Tracks #8

- Government

- Healthcare

- Publishing & Media

- Training

4:15-6:00
Lightning Talks *with Reception*

Day 3: Wednesday, December 10

7:45-8:15am
Premier Sponsor Presentation #3

8:30-9:00am
Premier Sponsor Presentation #4

9:00-10:45
Keynote & XML Business Roundtable: Vision & Trends

11:00-12:30
Where Will You Be in 2010...Where Would You Like to Be?
4 Concurrent Industry Roundtables *with Industry Experts*

- Government

- Healthcare

- Publishing & Media

- Training

12:30
Adjournment