XML-in-Practice 2008

A Conference of IDEAlliance

Learn...LinkUp...Leverage

CALL FOR PARTICIPATION

24th Annual Conference on MarkUp & XML

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

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

DEADLINES & IMPORTANT DATES	FOR MORE INFORMATION
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 14	**Fax: 910-256-8969**

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

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.

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. Sessions will be 60-minutes in duration with 45 of prepared presentation and 15 minutes of Q&A.

New This Year – Training. Another new component this year is training. Instead of offering training on a separate day, we are integrating 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.

Every year, we look to you, the 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:

- High-level view or **breadth**
- Key technical topics or **depth**
- Future or strategic considerations or **vision**

We ask that you submit papers that fall into the following proposed tracks:

1. **XML in Government** – Key themes include: the use of Web Services, UBL, XMP, standardizing XML vocabularies, content management, database integration, logistics, etc.
2. **XML in Publishing & Media** – Key themes include: DITA, dynamic publishing, multi-channel publishing, content management, DAM, DRM, informed workflow, branding, advertising, color, imaging, authoring, automated publishing, metadata and XMP, , etc.
3. **XML in Healthcare** – Key themes include: XACML, HL7 Health Care Information Standards, Clinical Document Architectures (CDA), ePrescriptions, eClaims, health care electronic records, etc.
4. **Training** – Key themes include: introductory topics, foundation, project architecture, key technologies, application development, etc.

Selection. All abstracts will be peer reviewed and announced no later than October 3. Selected paper speaker will receive a complimentary registration to the Conference. Each speaker will be expected to pay for travel, hotel, and related expenses. Presentations/Papers will be published online at IDEAlliance. For those papers not selected, the individual will receive a 50% discount off the IDEAlliance NonMember registration rate or 20% off the IDEAlliance member rate for a registration fee of $635.

Submit your abstract via email by 5:00 pm Eastern on Monday, September 19th to:
Joy Donat
jdonat@idealliance.org
Preferred formats are Word and PDF. If you have questions, contact Joy at 910-200-4117.

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Guidelines/Submission Instructions

Please submit the following information via email by 5:00 pm Eastern on Monday, September 19th to:

Joy Donat at jdonat@idealliance.org

Preferred formats are Word and PDF. If you have questions, contact Joy at 910-200-4117.

1. **Contact Information/Speaker**
   Name & Title
   Company/Organization
   Address
   Telephone
   Email

2. **Session Objective – 30 words or less**
   This is your short and high-level positioning statement.

3. **Session Categorization**
   Pick a track focus:
   - *XML in Government* – Key themes include: the use of UBL, XMP, standardizing XML vocabularies, content management, publishing, logistics, etc.
   - *XML in Publishing & Media* – Key themes include: DITA, dynamic publishing, multi-channel publishing, content management, DAM, workflow, branding, advertising, color, imaging automated publishing, publishing XML to HTML or PDF, authoring, etc.
   - *XML in Healthcare* – Key themes include: XACML, HL7 Health Care Information Standards, Clinical Document Architectures (CDA), ePrescriptions, eClaims, health care electronic records, etc.
   - *Training* - Key themes include: introductory topics, foundation, project architecture, key technologies, application development, etc. NOTE: If you are submitting a training session, be specific as to the level of difficulty of the session and experience level of the audience you wish to reach.

   Then decide if your talk is categorized as:
   - *Breadth* sessions will focus on the bigger picture, end–to–end projects. They may include technical details, but at a higher level.
   - *Depth* sessions will drill into technical details and show standards integration, code, and other developer oriented details.
   - *Vision* sessions will focus on what needs to developed, implemented, and applied now so that there is significant business and technological advancement in years to come.

4. **Session Scope – 200 words or less**
   Provide a brief outline of key topics to be discussed.

5. **Biography – 50 words or less**