



Welcome

to the tcworld conference 2007, the largest event of its kind in the field of technical communication and information development in the world. Building on the success of last year's conference, tcworld 2007 again promises to be a truly global occasion, welcoming speakers and participants from all over the world. International interest in the event continues to grow, and the tcworld conference is rapidly establishing itself as the platform for information and knowledge exchange in the technical communication industry.

tcworld 2007 is supported by TCeurope, the European umbrella organization for technical communication, which represents technical writers and illustrators in ten European countries. The conference is hosted by tekomp, the German society for technical communicators.

I look forward to seeing you at the tcworld conference 2007!



Hanna Risku
President of TCeurope

tcworld conference 2007

New topics attract more participants



In November 2007, Wiesbaden will once again become the setting for the largest international gathering of technical communicators, localization experts and information managers.

With participation exceeding 2400 in 2006, the tekomp Annual Conference, tcworld conference and tekomp Trade Fair

have long become the world's biggest international events for technical communication and information management. Together they cover the entire chain of information development from the creation of information to the preparation of specific product information for multiple markets and languages.

As the association for technical communication, tekomp has been observing this vocational field for decades.

The formula for success is based on the right mixture of topics on basic principles and innovative subjects as well as the mixture of classical content with a look outside the box. This broader perspective includes the cooperation with the Globalization and Localization Association (GALA) and the Organization for the Advancement of Structured Information Standards (OASIS).

Integrated Information Management Forum

To offer an all-embracing view of the complete chain of information development, tekomp presents a new forum this year: the Forum for Integrated Information Management

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A comparison of DITA support in FrameMaker and XMetaL

So, you've decided to implement an XML-based workflow, have chosen DITA as your content model, and are ready to move forward into the new world of topic-oriented, structured authoring. And already, you hear the ominous question from your authors, "What tool are we going to use?" It seems that you still have some work to do.

Literally hundreds of tools are available that can produce XML and DITA XML. They range from the basic (Windows Notepad) to the exotic (web-based editors). For technical writers, however, the decision usually comes down to one of three choices: Arbortext Editor, Adobe FrameMaker, or Just Systems' XMetaL. Arbortext Editor is usually implemented as a component of a larger, served-based publishing solution, so in this article, I will focus on the differences between FrameMaker and XMetaL.

XMetaL is a XML editing tool that has direct support for DITA-specific features, such as map files, conrefs, and the DITA Open Toolkit. FrameMaker is a long-document publishing tool that can consume and produce XML and DITA XML content. As a result, the two tools require very different perspectives.

In FrameMaker, you are always in print preview (What You See Is What You Get, or WYSIWYG) mode. Elements are mapped to document constructs, such as tables, cross-references, paragraphs, inline formatting, and so on. In XMetaL, you are editing XML. You can view the XML in plain text mode, or use a word-processor view. But XMetaL is not WYSIWYG; it's better described as WYSIOO – What You See Is One Option.

Attributes and conditional output

Both XMetaL and FrameMaker support the use of DITA attributes and versioning based on those attributes. However, XMetaL's support is tied directly to output through the DITA Open Toolkit. You define what types of information you want to include or exclude in a ditaval file. When you generate output, you specify which ditaval file to use. Output is filtered based on the settings in the ditaval file.

In FrameMaker, you set attribute values on elements just as you would in XMetaL. But when you show or hide information based on those attributes, you operate directly

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With growing interest from international participants from an increasing number of professional fields, the tcworld conference will embark on new journeys and feature topics ranging from basic principles of technical writing to a broader look at information processes.

which offers a common frame for the multitude of disciplines the information process encompasses. tekomp has invited experts from industry and science from a wide range of information disciplines. Business integration, localization management, integrated product development, communication performance management,

product lifecycle management and international public relations are among the lecture topics.

Exhibition

Once again this year's exhibition will see a growth both in the

number of exhibiting companies as well as in the amount of exhibiting space. A total of 150 exhibitors are present in 2007, 43 of which come from abroad from countries such as China, Hungary, Poland, and the Czech Republic. GALA will once again sponsor the exhibit of nine international language service and technology providers and offer international activities on the trade show floor. At the request of many visitors of last year's exhibition, tekomp will also set up a bistro in the exhibition hall, where visitors can network while having a snack or a drink.

Social gatherings

The bistro in the exhibition hall will also be the setting of two social events: On Tuesday evening tekomp invites all participants to free beer and German pretzels at the welcome reception. The Rheingau get-together invites participants to enjoy traditional local wine while networking with old and new partners and colleagues.

In addition, tekomp offers several evening events in and around Wiesbaden.

For more information about and around the tcworld conference, please visit www.tekom.de/conference

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tcworld conference 2007 Overview

Expert Forums

Wednesday	Thursday
Forums/Workshops	Forums/Workshops
OASIS Open Standards Day	OASIS Open Standards Day
Integrated Information Management	User Assistance Online Help Usability
Localization in cooperation with GALA	Localization in cooperation with GALA
Fair	Fair

See page 4 for detailed information on the expert forums!

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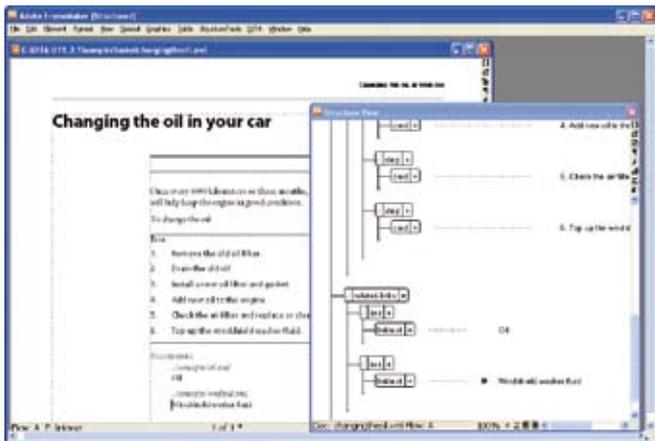


Figure 1: A sample DITA file displayed in FrameMaker. The document view shows a print preview; the structure view shows the element tree.

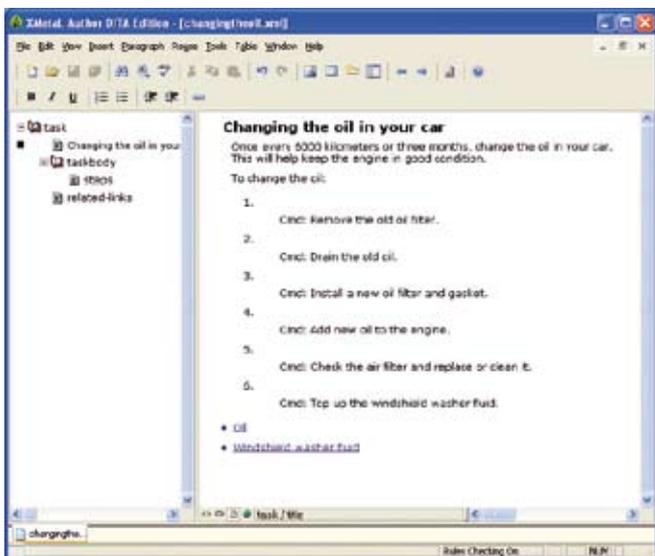


Figure 2: The same DITA file displayed in XMetaL. The word processor view has some formatting, but it's not a print preview.

the output file's show/hide settings reflect what the document showed you in FrameMaker.

In other words, XMetaL lets you label information as conditional and applies the settings when you create output. FrameMaker lets you label information as conditional and you set up the show/hide settings in your document to match the output you want.

Generating output

From XMetaL, you produce output through the DITA Open Toolkit. From XMetaL, you can select the output you want, and XMetaL calls the Open Toolkit to produce the files.

You can also use the DITA Open Toolkit to generate output for DITA files created in FrameMaker. The Open Toolkit integration should be available as a download from adobe.com by the time you read this article.

You can also use FrameMaker as a publishing engine to produce PDF files. The FrameMaker option gives you powerful formatting and is much easier to configure than the PDF output from the Open Toolkit. Some organizations have chosen a "mixed" workflow—they use XMetaL for authoring, FrameMaker for PDF/print publishing, and the Open Toolkit for HTML and other output formats.

The entire discussion can really be condensed into a single, simple question: Do you care more about authoring in XML or about publishing XML to print/PDF? For author-

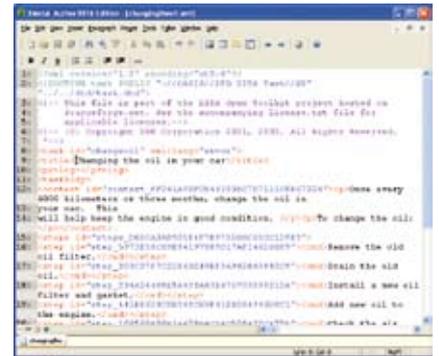


Figure 3: Text view in XMetaL.

ing, XMetaL wins on simplicity and transparency. For print/PDF publishing, FrameMaker wins on output quality.

In my presentation at tekcom, I will also address questions about support for content references (conrefs), DITA maps, and specialization.



Sarah O'Keefe: Founder and president of Scriptorium Publishing Services. The company is focused on implementing tools and processes to optimize publishing workflows. Adobe Certified Expert in FrameMaker. Publications on FrameMaker 7, The WebWorks Publisher Cookbook, Technical Writing 101, FrameMaker for Dummies.

OASIS 10 – Comparing DITA Authoring in FrameMaker and XMetaL Workshop, Wed, 8:45–10:30

In this workshop, participants will see how structured FrameMaker and XMetaL handle content creation for the DITA standard. This will include demonstrations of creating map files, cross-references, reusable components, conditional content.



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Expert Forums at the conference

USER ASSISTANCE
FORUM

In our forum on user assistance, you can learn everything about user-friendly User Interfaces (GUIs), the latest engineering methods and current test and evaluation procedures. Our experts will inform you about the product perspective of the users and about user behavior.

OASIS

The OASIS Open Standards Day offers specialist presentations on the basics and application of OASIS standards in the area of publication.

LOCALIZATION
FORUM

If manufacturers want to compete on the international market, their products have to meet the demands of the target markets. In this forum, you will find out everything you need to know about the internationalization of software and products, from new technologies to the management of localization projects. In cooperation with

**INTEGRATED INFORMATION**
MANAGEMENT FORUM

To act successfully in global markets, a well-functioning information structure is a must. Experts point out the challenges of cross-country communication and highlight the role of information management.

Using Wikis for Collaborative Authoring

As technical communicators, almost all our work requires collaboration of some kind. Anything we write may be reviewed by technical experts, marketing personnel, peer editors, proofreaders, and sometimes legal or process experts. We often collaborate with subject-matter experts, managers, translators, and production people.

Wikis are ideal for collaboration between people who work in different offices or even different countries. A wiki is a great way to post drafts; collect comments; discuss plans, schedules, and deliverables. The various stakeholders can access the wiki as needed, as long as they have a computer and Internet connection, and everyone always has access to the latest information.

The wiki software can be set up to control what each person can do. For example, some wikis are set up so they can be viewed and edited by anyone in the world. Others wikis limit creating and editing to just a few team members, while letting anyone view the results. And still others are closed to the public, providing a secure collaboration space for a team.

The word wiki (Hawaiian for "fast") can refer to both a site and to the software installed on the site. Wikis, which are similar to word processors, were first created by Ward Cunningham in 1994. (He called his creation WikiWikiWeb after being told to catch a Wiki Wiki shuttle bus that ran between the terminals of the Honolulu International Airport, because wikis let contributors edit pages quickly.) The first wiki software had a minimal feature set (simple registration process, history, page locking, and IP blocking). Some software, like MediaWiki—the wiki software used for Wikipedia—still uses this approach.

Each wiki page can have dozens of authors (although only one can edit the page at a time). This open, public approach assumes that people post with good intent—that is, that everyone posts only accurate information, avoids biased or inflammatory statements, and respects each other's efforts. However, wikis include a history of all changed pages, so that earlier versions can be restored quickly

if someone decides to deface or destroy a page.

Wikis can be set up so that contributors can accomplish a wide variety of tasks. A few that may be most useful to technical communicators include:

- Posting drafts and letting subject-matter experts edit them
- Gathering input on layouts, structure, or outlines
- Identifying project schedules so that subject-matter experts and other reviewers know when to expect drafts
- Tracking writer and editor availability through calendar modules
- Posting standards, guidelines, or other static references (you don't have to let everyone change wiki pages)
- Hosting message boards for discussions between writers or between project team members

Over time, as people began to see the power of the collaborative effort behind wikis, they began adding functionality to wiki software to create management sets with more features. These include challenged registration (visitors have to confirm their e-mail address before modifying pages), workflow management, user permissions, image and file galleries, surveys, and a full administrative panel. For example, TikiWiki is a full-featured management system and includes image galleries, file galleries, forums, blogs, calendars, and more.

As you can see, there are lots of ways to use wikis. Before you decide to use a wiki for any project, however, take some time to identify the tasks you'll need to perform. Wikis are great as a shared workspace for storing information, editing files jointly, and leaving notes for each other. However, wikis aren't as efficient if you need a lot of synchronous communication like instant messages, conference calls, or real-

time presentations. Determine your needs first, and then decide if a wiki is the right tool for your project.

To view a wiki (and perhaps contribute to one yourself), visit:

- Wikipedia (<http://wikipedia.org>)
- WikiWackyWorld (<http://wikiwackyworld.com>)
- IVOA (www.ivoa.net/twiki/bin/view/IVOA/WebHome)
- SwarmSketch (<http://www.swarmsketch.com>)

In November, I will be presenting a workshop on using wikis for collaborative authoring at the tekono conference in Wiesbaden. I will cover this information and more, supplementing the session with live demos and screenshots.

Based on an article by Brenda Huettner and Char James-Tanny. Copyright © 2007 JTF Associates, Inc.



Char James-Tanny has more than twenty-five years of experience as a technical communicator.

She speaks frequently around the world on Help topics, tool-specific functionality and concepts, and Web 2.0 topics. She is currently secretary of the STC and a 2007 Microsoft Help MVP.

UA 36 – Using Wikis for Collaborative Authoring Workshop, Wed, 13:45–15:30

In the past, working collaboratively with virtual teams meant that you sent files through email and used Track Changes in Word. Break away from those old methods and learn how to use wikis to create articles, knowledge bases, documentation: anything that needs to be written collaboratively. Learn what a wiki is, what types of wikis are available, how to set permissions, and how to add and update content.



GALA Returns: We Meet Again at tcworld!

Visitors to the 2007 tcworld conference in November may recognize a familiar face from last year's convention. After its successful debut in 2006, The Globalization and Localization Association, GALA, has again agreed to present the localization track for the tcworld conference. The track, which was new in 2006, provides attendees with the most up-to-date information on translation, global language and cultural issues, and technologies to simplify the localization process.

As the world's largest trade association for language solution providers, GALA is looking forward to providing the tekomp audience with useful and exciting information in all of these areas. Some sessions within the track will build upon last year's topics, and others will present new, challenging issues, such as the growth of the content management field and its impact on technical communicators and language providers.

"Professionals in technical communications and information development who support global companies need the latest information on multilingual man-

agement and technologies," said Stephen Ryan, Board Chair for GALA. "They also need to remain abreast of outside forces—such as the convergence of content management and global management systems—that impact and change the way they do their jobs and provide their expertise."

GALA is an international non-profit association that encourages local communication as an indispensable component to a global strategy. Its member companies include localization service providers, translation companies, globalization consultants, internationalization service

providers, industry publications and language technology developers. They help clients by providing a better understanding of in-country issues and eliminating language barriers.

There are more than 240 GALA member companies worldwide, including 9 companies headquartered in Germany. GALA members will offer their professional advice and expertise throughout the localization track. They will also be available for one-on-one discussions in the GALA exhibit booth.

Please come by our exhibit at tcworld and join the localization

track to hear the latest about translation, localization and global business.

See you in November!

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info@gala-global.org

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- Yes**, I am interested in the 'tcworld' conference. Please send me the printed program.
- Yes**, I am interested in visiting the tekomp Trade Fair. Please send me my free entry ticket.
- Yes**, I am interested in the services of tekomp. Please send me more information.

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