

The Seybold PDF Conference

pdf
CONFERENCE

NEW!

thursday-friday
feb. 21-22, 2002
8:30am-5:00pm

Within enterprises, organizations and governments, PDF has become a dominant technology for digital documents. People increasingly use PDF for storing, exchanging, reviewing, marking up, approving, signing, repurposing, database-linking, proofing and—last but not least—printing digital documents.

To meet the enormous demand for strategic and technical answers about PDF, Seybold Seminars is launching a new two-day program, the Seybold PDF Conference. This is the world's largest gathering of PDF professionals. From developers to practitioners, the Seybold PDF Conference offers more than two-dozen conference sessions, special sessions and practical put-it-to-work tutorials.

WHAT YOU TAKE AWAY FROM THIS PROGRAM:

Nearly two-dozen conference sessions, special sessions and in-depth tutorials address the broad range of PDF practices for the large community of publishing, communication and IT professionals who know that the PDF format will be central to the future of their organizations. In this Conference everyone finds the answers to their toughest PDF questions. They learn the tips and tricks to optimize their PDF workflow today, and they learn where PDF will intersect publishing tomorrow.

PDF Conference Opening Keynote

Thursday, 9:00am-10:30am

MODERATORS: Craig Cline, Vice President of Content and Editorial Advisor, Seybold Seminars; Hans Hartman, President, Suite 48

PDF Today, PDF Tomorrow

KEYNOTE SPEAKERS: Joe Eschbach, Vice President, ePaper Solutions Group, Adobe Systems, Inc; Paul Showalter, Senior Technical Printing Specialist, Internal Revenue Service

With the new releases of Acrobat and PDF, more functionality is now in the hands of more people. What have we learned so far from the numerous ways people deploy PDF? Where can we make ROI gains in the future? In this keynote opening session, we present the perspective of a user (the world's record holder for PDF downloads, that is) and those of the company that's at the core of it all, Adobe Systems.

Special Lunchtime Session: PDF Power Panel

Thursday, 12:30pm-1:30pm

Here's a chance to have your real-life PDF challenges addressed by some of the leading thinkers in the PDF world—including senior Adobe personnel, expert third-party plug-in developers, and independent PDF aficionados and power users.

During the day, session attendees are encouraged to submit questions for the expert panel members; members of the PDF Power Panel answer the most intriguing ones.

Closing Session

Friday, 2:30pm-3:00pm

This closing session brings track chairs together to discuss what's been learned during the two days of the PDF Conference. The main objective is to find conclusions to the ongoing debates and to share your ideas with speakers and one another.



WHO SHOULD ATTEND?

- Document originators and printers
- Designers and production artists
- Department administrators
- Marcom professionals
- Prepress specialists
- Print output production managers
- Communicators
- Process support personnel
- IS designers
- IT managers
- E-pub administrators
- In-house publishers
- PDF software developers
- Documentation specialists
- Programmers
- Product managers
- Systems integrators

CONFERENCE CHAIRS



Craig Cline
Vice President of Content and Editorial Advisor, Seybold Seminars

Hans Hartman
President, Suite 48

PDF for Print Publishers Track



TRACK CHAIR: David Zwang, Systems and Process Analyst, Zwang & Company

There's no doubt that PDF has become a major standard throughout the process of print publishing. Whether it's used as a tool for collaborative proofing and prepublishing communication, targeted distribution or as a delivery format for final output, PDF is rapidly becoming engrained throughout the publishing process. In this track we address the technical and process relationships between originating applications and Acrobat, as well as the third-party tools that enhance Acrobat's functionality.

PDF and Authoring Workflows: Part I

Thursday, 11:00am–12:30pm

Acrobat is not an authoring program. But PDF has become an essential tool in print publishing workflows, not only as an output format but also as a proofing tool and as a foundation for cross-media publishing. In this lead-off session, a panel of three power-users describe their PDF authoring workflows. They talk about why they adopted PDF, the barriers they faced, the tools they used and the successes they've achieved.



PDF and Authoring Workflows: Part II

Thursday, 1:30pm–3:00pm

What are the core issues for building successful PDF authoring workflows?

- Where does the use of authoring applications, such as QuarkXPress and Microsoft Word, intersect with Acrobat? Which file do you edit, and which do you archive?
- How can your workflow include outside partners, such as authors, designers and output providers?
- How can you optimize the cross-media opportunities in PDF publishing workflows?
- How can you include XML or RTF in your workflow?

This session pins down the essential authoring workflow issues and shows you how to address them.

Output Workflow: Making PDFs Print

Thursday, 3:30pm–5:00pm

So you think your QuarkXPress or Adobe InDesign file is ready for output. What are the steps to follow that will ensure successful print output? Do you preflight the original application file, the PDF file or both? How do you handle color management, proofing, handoffs to the service provider and corrections? Could PDF/X be an answer?

PDF for Application Developers and Integrators Track



TRACK CHAIR: James King, A Principal Scientist, Adobe Systems, Inc.

New features in Acrobat 5.0 and PDF 1.4 give application developers and integrators the opportunity to build powerful applications and integrated solutions. After an in-depth session on the inner workings of PDF, developers share their experiences in building successful PDF applications. Finally, this track offers a range of expert advice on how to script Acrobat, both inside and outside the application.

PDF Under the Hood

Thursday, 11:00am–12:30pm

As a serious PDF developer, you like to know what exactly is in a PDF file. A panel of PDF experts give you a peek under the hood. They shine light on key questions: What form does the data in a PDF file take? How is it organized? How is it possible to open the first page so quickly? How can you make a PDF file from scratch? What are the developer power tools for making, modifying, customizing and otherwise operating on PDF files?

The Power of PDF: Lessons from the Developers' Trenches

Thursday, 1:30pm–3:00pm

Few users have a clear sense of the true power that can be unleashed by cleverly using PDF features. The well-defined structure of PDF files and Adobe's encouraging stance have created enormous opportunities for third-party developers. Three PDF gurus/developers share the inside stories of the PDF applications they created.

Scripting and Acrobat

Thursday, 3:30pm–5:00pm

Acrobat contains a JavaScript interpreter that is primarily used for customizing PDF forms. But its reach goes further than forms—call it “scripting from the inside.” Acrobat, through its Acrobat Interactive Communications (AIC) interface, also supports scripting from the outside with Visual Basic and AppleScript. In this session we cover all these scripting opportunities from the developer’s viewpoint, coupled with detailed examples and expert advice.

PDF for Enterprises and Government Track



TRACK CHAIR: Karl De Abrew, CEO, BinaryThing.com

PDF is increasingly being adopted as the standard interchange format for enterprises and government organizations. However, these organizations’ often-restricted publishing environments require specific use of Acrobat and PDF. This track uncovers best practices for document creation, storage and distribution in large organizations and explores document security and control issues. It also reviews the impact of recent regulatory mandates and helps you plan and prepare for such changes in the future. Last but not least, this track discusses whether PDF competes with or complements XML.

Large-Scale PDF Deployment Strategies

Thursday, 11:00am–12:30pm

This session explores the challenges of building, maintaining and tracking large collections of PDF documents and implementing a document-approval workflow. Specifically, we

focus on creating, archiving and retrieving PDF files, along with enterprise-distribution tactics. We also explore document-security issues for maintaining content fidelity and digital rights management (DRM) to prevent unauthorized access to sensitive material.

Coping with Regulatory Mandates

Thursday, 1:30pm–3:00pm

Recent government initiatives have seen the introduction of new regulatory mandates on government agencies and third-party organizations that deal extensively with the government. How do these changes affect the creation and distribution of PDF files? How do you leverage Acrobat 5.0 to meet the accessibility requirements of Section 508? A panel of experts provide tips and insight on how to optimize Acrobat and PDF features for regulatory compliance.

PDF and/or XML

Thursday, 3:30pm–5:00pm

In this session the fur will fly as proponents of PDF and mark-up technologies debate the age-old question, To PDF, or to XML? A common notion fueled by the rise of PDF and structured mark-up technologies such as XML is that they’re mutually exclusive. In this session we find out if that’s the case and what the relative merits are of each technology, along with tips on how they could coexist in a publishing workflow.

PDF for E-Publishing Track



TRACK CHAIR: David Zwang, Systems and Process Analyst, Zwang & Company

The greatest strengths of Acrobat and PDF are found in pure electronic publishing workflows, whether for the Web, intranets, e-books or electronic document collaboration. Adobe Acrobat and a host of third-

party tools give unprecedented power and versatility to PDF as an electronic document format. This track looks at the tools and techniques that make PDF shine.

PDF for Markup, Review and Approval

Friday, 9:00am–10:30am

Acrobat 5, along with PDF 1.4, introduced a host of new tools that facilitate collaborative workflows. These tools, along with many third-party tools, provide new ways to bring process partners together to work on documents. We explore how these new tools can facilitate a quicker and less-expensive process.

PDF for the Web, E-Books and Wireless

Friday, 11:00am–12:30pm

The Web, e-books and wireless are three exciting new ways to publish information electronically. But each format has its own specifications, features and restrictions. In this session we look at how to prepare PDF content for distribution on the widest possible range of devices and how to address the challenge of smart reusability.

Seven Minutes with a PDF Developer (Print-Related Plugins)

Friday, 1:00pm–2:30pm

There are hundreds of products that complement the functionality of Adobe Acrobat. Ten developers with a new product or significant upgrade are given seven minutes each to explain the strengths, merits and uses of their product. If you’re tired of long-winded sales pitches but need to know the best PDF tools, this is the session for you!

PDF for E-Forms and Database Publishing Track



TRACK CHAIR: Karl De Abrew, CEO, BinaryThing.com

The application and platform independence of PDF have already made it a de facto standard for document distribution. But linking PDF to enterprise database systems remains an enormous challenge; everyone agrees on the huge potential efficiencies, but gaining agreement on implementation strategies is not as easy. Hear how cutting-edge users have integrated e-forms solutions into enterprise database systems, and explore how these systems can dynamically generate PDF files.

E-Forms

Friday, 9:00am–10:30am

From your personal tax forms to your corporate expense reports, PDF e-forms are a large and growing portion of the day-to-day use of PDF documents. This session explores strategies for designing efficient forms and integrating them into enterprise data-collection systems. We address online versus offline use of forms and implementing the XML-derived Form Data Format (FDF) to collect form data.

Integration with Enterprise Database Systems

Friday, 11:00am–12:30pm

PDF files are typically generated from desktop or office publishing applications. However, many corporate database, content and document assets are stored in large enterprise systems. Would PDF's application- and platform-independent file format encourage the distribution and use of these key information assets? How do you support the

real-time generation of PDF? A panel of enterprise administrators show how they have integrated PDF with their enterprise database systems.

Seven Minutes with a PDF Developer (General Plugins)

Friday, 1:00pm–2:30pm

There are hundreds of products that complement the functionality of Adobe Acrobat. Ten developers with a new product or significant upgrade are given seven minutes each to explain the strengths, merits and uses of their product. If you're tired of long-winded sales pitches but need to know the best PDF tools, this is the session for you!

PDF for Print Output Providers Track



TRACK CHAIR: Chris Heric, President, Christopher J. Heric & Co.

It's not easy to implement a productive, bullet-proof prepress workflow that leverages the advantages of PDF. Typical workflow elements include creating, distributing, preflighting, proofing, correcting, trapping, imposing, separating and printing PDF files. Can you build this yourself with off-the-shelf tools, or does it make more sense to use high-end PDF workflow systems? In either scenario, how do you offer support when prepress problems occur? Find the answers here.

PDF Prepress Workflow Solutions: Off-the-Shelf or Create Your Own?

Friday, 9:00am–10:30am

PDF prepress workflow solutions come in two flavors: high-end, comprehensive workflow systems or custom solutions built with off-the-shelf software. We explore the pros and cons of both approaches and how they're implemented. Does using PDF for prepress workflows exclude PostScript, or are there efficient ways to mix and match PDF with PostScript? Should PDF be on your radar screen when designing a PDF workflow?

Top Support Issues in PDF Workflows: What Goes Wrong and What You Can Do About It

Friday, 11:00am–12:30pm

At some point in the process something's bound to go wrong when PDFs are created, distributed, preflighted and processed through a complex prepress workflow. Did someone say "fonts?" How about "undocumented features?" We'll discuss the main PDF support issues and how to build an effective end-user support structure.

FOR ADDITIONAL PDF EXPERTISE, CHECK OUT THESE TUTORIALS:

- TUES. H622 NEW! Advanced JavaScript Using Acrobat 5.0
- TUES. H610 Creating and Enhancing PDF Documents
- TUES. H621 NEW! Creating Acrobat Forms
- WED. H623 NEW! Data Import/Export Techniques with Acrobat 5.0
- WED. H614 PDF for Prepress
- THUR. H629 PDF Prepress Workflow
- FRI. H624 Interactive PDF: Converting Print Files into Dynamic Digital Documents

SEE PAGE 32 FOR MORE DETAILS.