

Dynamic Publishing Theatre Schedule

mediaPro '09: 4-5 November 2009

Wednesday 4th November 2009

Thursday 5th November 2009

10.00-10.45 **Flash Design With QuarkXPress 8**

Get a quick start on how to design and output Flash (SWF) with QuarkXPress 8 using animation, interactivity, sound and video. Presenter: Liz Hore (Quark)

11.00-11.45 **Dynamic Publishing in Government and the Public Sector**

Discover how the Irish Government saved costs and improved efficiency. Speaker: John Mc Grann (Quark)

12.00-12.45 **Automating Newspaper Production**

Benelux newspaper, magazine publisher and broadcaster, De Persgroep, explains how by automating a large part of their newspaper production, they were able to drive expansion by investing in regional content. Speakers: Luc Verbist and Guy De Bruyn (De Persgroep)

13.00-13.45 **Dynamic Publishing for Magazines**

Learn how international magazine publisher, Alain Charles, transformed its magazine production in less than a month. Speakers: Nick Fordham (Alain Charles) and Sakis Prassas (Quark)

14.00-14.45 **Easily Create XML Content Using Microsoft Word**

See how Quark XML Author enables everyone in the organisation to create XML in Microsoft Word with little or no training, resulting in more accurate content and streamlined print, Web and Mobile publishing. Speaker: John McGrann (Quark)

15.00-15.45 **Do More With Fewer Marketing Resources Using Dynamic Publishing**

Learn how you can save time and money by streamlining your marketing collateral process. Speaker: Sakis Prassas (Quark)

16.00-16.45 **Dynamic Publishing for Technical Documentation**

Integrate your subject matter experts directly into the workflow and use the power of XML to streamline your technical publishing and automate multi-channel output. Speaker: John McGrann (Quark)

17.00-17.45 **Flash Design With QuarkXPress 8**

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12.00-12.45 **Editorial Collaboration Meets Dynamic Publishing**

Microsoft and Quark demonstrate a new integrated solution for multimedia journalism and multi-channel publishing. Speakers: Rainer Kellerhals (Microsoft) and Vincent Savard (Quark)

13.00-13.45 **Increasing Publishing Efficiency from Author to Customer**

Hear how Key Note, a producer of thousands of research reports encompassing every major industry, improved their publishing process by moving to an XML-based editorial solution. Speaker: Mark Poston (Mekon)

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