



# DITA FEST 2011 EVENT SUMMARY



The 4th annual DITA Fest conference took place on October 25 in Santa Clara, California and was the best one yet! Over 180 people came together to talk about the state of DITA and structured content, and to share best practices for working with this powerful XML content standard. The theme for this year's conference was "DITA Comes of Age" and everyone agreed that with the increasing number of DITA deployments around the country, and the enterprise-wide opportunities that are now possible as a result of its proliferation, DITA has indeed "tipped."

## A New Perspective

This year's event featured an exciting keynote speaker, Aaron Dignan, who presented a highly thought-provoking talk on The Changing Rules of Engagement. Author of the book, "Game Frame – Using Games as a Strategy for Success," and founding partner of the digital strategy firm, Undercurrent, Aaron brought to bear research from the fields of psychology, biology, sociology and neuroscience and how they influence customer behavior. Equally compelling was the topic of gamification which all agreed had tremendous relevancy to customer engagement and product content.



## Customer Insights



SDL customers **EMC** and **McAfee** continued the discussion, sharing stories of their companies' paths to structured content and DITA.

Marcia Metz of EMC talked about Information Liquidity and how to transform information into valuable assets. Her talk provided a valuable mix of practical information and key insights for elevating information to a whole new level. She surmised that the net result of information liquidity is the following customer benefits: *Simplicity, Personalization, Quality, Immediacy, and Partner.*

Paul Giesing of McAfee provided an interesting synopsis of McAfee's journey to DITA. He talked about how they started on the road to DITA, what they've done to date, and where he sees them headed in the future. Sharing a detailed roadmap and best practices gleaned along the way, Paul provided a framework for companies at every stage on their path to DITA – whether just learning about DITA, in the process of implementing it, or a seasoned user who is looking for what's next. And because McAfee has been able to derive enormous value from their content they are leading the way in DITA expansion beyond technical documentation to other facets of the enterprise.



## Getting Into the "Nuts & Bolts" of DITA

Rounding out this action packed day were two panel discussions that allowed the audience to break into smaller groups for more intimate discussions. With a theme of "DITA Past, Present and Future" each panel provided a unique insight into views from both the managers' perspective as well as the technical side. Facilitated by two of SDL's subject matter experts, the panels brought together leaders from some of the top technology companies in North America.



## Wrapping Up in Style

The day ended with an exciting demonstration of today's technologies and offered an opportunity for some additional one-on-one discussions with presenters, customers and subject matter experts, as well as networking with fellow colleagues at a cocktail reception outside in the California sunshine.