PUBSNET™

placement + training
for technical communicators

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Masters:
Leading consultants and authors Gloria Gery, William Horton, and Neil Perlin provide seminars on EPSS, Single-Sourcing, WBT, and Electronic Documentation *at Boston University.*

Adobe: Hands-on PC Lab training on Acrobat, Framemaker, Framemaker+SGML, Illustrator, & Photoshop

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MASTERS SERIES

Held at Boston University in Tyngsboro, Massachusetts...register early, space is limited!

Gloria Gery

...developer of the Electronic Performance Support Systems concept, author of 2 books

Gloria Gery is best known for developing the Electronic Performance Support Systems (EPSS) concept. She has written, spoken, and consulted extensively on developing training strategies and programs associated with enhancing organizational performance.

Gloria has authored two books (both in their 7th printing) that have become hallmarks in training performance circles: *Electronic Performance Support Systems* and *Making CBT Happen*. She is the 1998 inductee into the HRD Hall of Fame sponsored by Training Magazine.

Electronic Performance Support Systems
APR 9, 2002   (Gery, $499)

In her ground-breaking book *Electronic Performance Support Systems*, Gloria Gery defined EPSS as:

"...an integrated electronic environment that is available to and easily accessible by each employee and is structured to provide immediate, individualized on-line access to the full range of information, software, guidance, advice and assistance, data, images, tools, and assessment and monitoring systems to permit job performance with minimal support and intervention by others."

Her seminar covers:

• Understanding the performance development problem and the current system tools and techniques available to solve those problems.
• Reviewing current systems development.
• Learning the characteristics and behavior of performance support systems.
• Developing the business case...and much more!

Neil Perlin

...expert in online & structured information

Neil Perlin entered technical writing in 1979, began creating online documentation in 1985, and is now an internationally recognized expert in online documentation design and development, as well as an expert in cutting-edge information technologies like XML and wireless web.

He has been providing online documentation training for six years, is a popular speaker at national and international technology conferences including the STC and WinWriters.

Structuring Information for Single Sourcing
MAY 13-14, 2002   (Perlin, $895)

• Defining your single-sourcing goals.
• Understanding the high-level strategic, organizational, political, and managerial issues.
• Bringing structure and control to information once the decision is made to single source.
• Identifying the detailed issues of material structure and design, coding standards, and writing standards.
• Relating XML to your overall single-source architecture.
• Developing an action plan to drive your single-source effort back home...and much more!

William Horton

...internationally recognized online information consultant, WBT expert, and prolific author

William Horton has been in the forefront of electronic information design since 1971. He specializes in applying ergonomics to the task of getting information from one human brain to another.

Bill is a Fellow of the Society for Technical Communications and a winner of the ACM's Rigo Award for contributions in software documentation. He is also a prolific author, having published 5 books including *Designing and Writing Online Documentation*, and *Designing Web-Based Training*.

Designing Web-Based Training
JUNE 3-5, 2002 (Horton, $1195)

• Understanding eLearning and analyzing learners.
• Choosing the course type and organizing the course.
• Integrating interactivity and testing into the course.
• Designing knowledge objects.
• Motivating learners and teaching in the virtual classroom.
• Selecting appropriate technologies and overcoming technical hurdles...and much more!

Designing Effective Electronic Documents
JUN 6-7, 2002 (Horton, $895)

• Organizing information for use online.
• Making information more accessible through well designed menus, indexes, and searching.
• Deciding when to teach and when to tell.
• Adding interactivity and feedback to your documents...and much more!

ADOBE PRODUCTS

COURSE	LEARN HOW TO...	DATES
Acrobat Basics **Adobe Certified Training Team** Beginner to Intermediate (1 day, $399)	• Identifying the work area of a PDF document, following links, using bookmarks/thumbnails, viewing movies, reviewing notes, searching PDF files and filling out the forms. • Creating PDF documents using the PDF Writer & Distiller, and using other applications...and much more!	JAN 28 APR 8 JUN 17
Acrobat Intermediate **Adobe Certified Training Team** Intermediate (1 day, $399)	• Generating actions upon page openings/closings, using OCR, creating and using digital signatures. • Designing and creating complex forms, formatting fields, adding actions to form fields...and much more!	JAN 29 APR 9 JUN 18
Acrobat Advanced **Adobe Certified Training Team** Intermediate to Advanced (1 day, $399)	• Using Acrobat Catalog to create an index file for searching multiple PDFs, and automatically maintaining indexes. • Adding sound & video and embedded navigation. • Using JavaScript to perform calculations...and much more!	JAN 30 APR 10 JUN 19
FrameMaker Basics **Adobe Certified Training Team** Beginner to Intermediate (3 days, $895)	• Creating FrameMaker documents, page layout, defining paragraph and character formats,font, tab, numbering, and pagination properties. • Working with graphics, anchored frames, master pages, and tables ...and much more!	JAN 21-23 FEB 25-27 APR 1-3 MAY 6-8 JUN 10-12
FrameMaker Advanced **Adobe Certified Training Team** Advanced (2 days, $795)	• Using variables, cross-references, conditional text, and working with templates. • Building books with Table of Contents and Index...and much more!	JAN 24-25 FEB 28-MAR 1 APR 4-5 MAY 9-10 JUN 13-14
FrameMaker+SGML Authoring **Adobe Certified Training Team** Beginner to Intermediate (2 days, $795)	• Understanding and creating structured SGML documents. • Using Element Catalog, Attributes, and the Structure View. • Adding text, tables and graphics to documents as structured components of a hierarchical template...and much more!	APR 11-12
Illustrator Basics **Adobe Certified Training Team** Beginner to Intermediate (2 days, $795)	• Creating multiple shapes, tracing scanned images, editing text. • Understanding colors, gradients, and blending colors & shapes. • Using masking and cropping, rasterizing and filtering artwork, understanding printing, separating, and trapping...and much more!	MAR 6-7 JUN 26-27
Photoshop Basics **Adobe Certified Training Team** Beginner to Intermediate (2 days, $795)	• Working with various tools, views and palettes, with both vector and raster images. • Measuring color usage, creating and editing layer masks, using guides, creating clipping groups, adding adjustment layers, creating drop shadows, and working with transparencies...and much more!	MAR 4-5 JUN 24-25

WRITING, INDEXING & GLOBAL INFORMATION

COURSE	LEARN HOW TO...	DATES
How to Index User Manuals & Online Information **Susan Holbert** (1 day, $399)	• Developing a user-oriented index. • Increasing successful hit rates and overall usability. • Creating usable master indexes. • Using indexing software efficiently...and much more!	Check web site for latest public schedule
Successfully Globalizing Information **Hans Fenstermacher** (1 day, $399)	• Understanding user profiles, multilingual production issues, typographical conventions. • Working with cultural influences. • Developing processes for identical text segments, no-information syndrome, contradictory text, noun clusters, redundancy, and unnecessary words...and much more!	

ONLINE

COURSE	LEARN HOW TO...	DATES

Coursebuilder for
Dreamweaver (build WBT)
Mike Doyle
    Beginner to Advanced
    (*2 days, $795*)

- Understanding Web-Based Training, interactivity, and testing.
- Developing and judging true/false & multiple choice tests.
- Creating explorations, drag & drop exercises, and open-ended questions.

    Take a free course built using Coursebuilder at http://www.web-graduate.com.

APR 25-26
JUN 6-7

**Creating HTML-Based Help
with Robohelp**
David Locke
    Beginner to Advanced
    (*2 days, $795*)

- Learning techniques for designing & developing WebHelp^{TM} and HTML Help online information systems that are browser independent.
- Creating projects, style sheets, links, popups, frames...and much more!

MAR 11-12
MAY 30-31

Dreamweaver Basics
Mike Doyle
    Beginner
    (*2 days, $795*)

- Learning the ins and outs of Dreamweaver and how to make basic pages.
- Implementing basic table usage, text editing, site updating, simple JavaScript rollovers...and much more!

FEB 19-20
APR 23-24
JUN 4-5

Javascript Basics
Dr. Roy Rubinstein
    Beginner
    (*1 day, $399*)

- Understanding Javascript Basics, and working with data, operators and expressions.
- Writing control statements, understanding events & functions, and working with predefined objects and their methods.

FEB 21
APR 19

XML for Technical
Communicators
Neil Perlin
    Beginner to Intermediate
    (*2 days, $795*)

- Understanding XML and what is important to technical communicators.
- Working with elements, attributes, entities, creating DTDs, linking to DTDs...and much more!

MAR 18-19
JUN 20-21

Web & HTML Basics
Michael Doyle
    Beginner
    (*1 day, $399*)

- Understanding the basic concepts of Internet protocols, HTML, URLs, and the Web.
- Understanding the HTML markup language for formatting text and documents, working with images, mark-up tags and character entities, creating internal and external hyperlinks...and much more!

FEB 18
APR 22

WebWorks Basics
Adobe Training Team
    Beginner to Intermediate
    (*2 days, $795*)

- Using project launcher and project wizard to create projects.
- Preparing templates and mappings for conversion and designing styles...and much more!

FEB 4-5
MAR 25-26
MAY 13-14

WebWorks Intermediate
Adobe Training Team
    Intermediate to Advanced
    (*2 days, $795*)

- Mapping conditional text, using pass-through with conditional text to create forms, Javascript, & other demanding content.
- Configuring help files to load faster, optimizing search.
- Using TopicAlias markers to create context-sensitive help … and much more!

FEB 6-7
MAR 27-28
MAY 15-16

Our Customers from A to Z include...

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GenRad	Price Waterhouse	Yale University
HighGround Systems	Quantum Corporation	Zymark Corporation
IBM	Rational Software	and many many more!

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