

Content Engineering Workshop

An intensive 2-day workshop to introduce the principles of content engineering

Delivering e-publishing solutions, developing content processing applications and implementing content management systems all require an integrated approach that draws upon different specialist skills and a variety of software tools.

Introduction

As a key player in a team responsible for introducing better ways of managing, processing and leveraging content in your organization, you have a major stake in:

- ▶ Reducing project risks frequently seen in content management projects.
- ▶ Adopting an agile process that will respond to the inevitable changes in business and technical requirements.
- ▶ Leveraging existing techniques, best practices, specific software tool strengths, and application components.
- ▶ Extending or improving the content management and publishing systems already in use within your organization.
- ▶ Reducing the overall costs, and associated maintenance overheads, of technology investments through the maximization of efficient automation in content processes.

Workshop Outline

This intensive 2-day workshop is designed to introduce the principles of content engineering and position them within both business and technical contexts. In this workshop, a special emphasis is placed upon:

- ▶ The unique challenges associated with processing and managing content and delivering e-publishing solutions.
- ▶ The business benefits associated with adopting a systematic approach to dealing with those challenges.
- ▶ The fundamentals underlying the discipline of content engineering.
- ▶ Best practices for delivering e-publishing solutions and content processing applications.
- ▶ An approach to designing solutions that can adapt to evolving requirements and the inevitability of change.

Course Objectives

After the workshop, participants will be able to:

- ▶ Identify and classify the requirements for content management systems and e-publishing solutions.
- ▶ Organize a project using a formal approach to designing, deploying and delivering applications for managing and processing content.

- ▶ Assess the applicability of different best practices, tools and development strategies.
- ▶ Anticipate and avoid the common pitfalls and bottlenecks found in content processing applications.
- ▶ Manage the lifecycle cost of investments in this area.

Who Should Attend

This course is designed to introduce the principles of content engineering and would be specifically relevant to:

- ▶ IT project managers
- ▶ IT managers
- ▶ Content managers
- ▶ CIOs, CKOs and CTOs
- ▶ Publications managers
- ▶ Web portal designers
- ▶ Information management consultants
- ▶ Enterprise architects
- ▶ Senior application developers

Contact us for more information about our Content Engineering Workshop, including details on availability and prices.

stilo.com/training

For more information, please contact: training@stilo.com
Stilo Europe +44 1793 441444 Stilo North America +1 613 745 4242