

1. MASTERING NEXT GENERATION DIGITAL COMMUNICATION SEMINAR

Most companies have great product content, but how do customers interact with your content? How do you make your content more findable on the web? And do you deliver answers to questions that drive customer success? Chat bots and AI may seem like science fiction, but companies like yours are using them today to help customers succeed.

Join Dakota, SDL, and Acrolinx on **October 10th, 2017** at the historic **Pfister Hotel in Milwaukee, Wisconsin** for a lively discussion on the current state of content delivery, how companies are bringing the future forward, and the fundamentals required to modernize your documentation.

Learn how manufacturers are using search, content classification, component content, text-to-speech, mobile apps, chat bots, and other technologies to build practical solutions to help customers get answers to questions.

3:30 – Registration and Welcome

4:00 – Panel Discussion

5:00 – Breakout Workshops

5:30 – Reception (networking, hors d'oeuvres, and HH)

6:00 – Summary from panel 6:30 – Continued reception

Panel Discussion:

Chip Gettinger from SDL, Dakota Systems' Paul Wlodarczyk, and Martin Kilbane from Acrolinx will join content leaders from leading manufacturing companies to discuss how they use emerging technologies to unleash their content.

Workshop:

After the panel discussion, panel members will work side-by-side with you to explore how these ideas can be applied to your company's content and digital strategy. Participants in the workshop will:

- Understand how successful customer journeys depend on content and how to justify investments in rich content.
- Learn how to make your content ready for the future using content strategies such as component content, writing for reuse & globalization, terminology management, content classification, machine translation, digital delivery, and analytics.
- Explore real-world examples of companies that have transformed from producing manuals to delivering successful customer experiences.
- Network with peers from nearby companies to help extend your communities of practice and accelerate your digital progress.

