

## Agenda

### October 26<sup>th</sup>

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**02:00 pm Welcome Addresses by RedDot Usergroup e.V.**

Introduction, presentation of lecturers and guests

*Dirk Langenheim, Chairman of RedDot Usergroup e.V., Intensive GmbH*

**02:15 pm Welcome Addresses by RedDot Solutions AG**

History, benefits, cooperation

*Gunnar Langmark and Peter Aylward, RedDot Solutions AG*

**02:30 pm 160 RedDot projects – administration made easy**

The Universität Karlsruhe (TH) hosts one of the greatest RedDot CMS installation in terms of number of project: the team operates more than 160 CMS projects meanwhile.

The lecture will show typical project structures, will provide an insight into the training concepts and typical user problems. Moreover small management tools and scripts will be shown that enable a time saving and mostly script based administration.

*Ulrich Weiß, University of Karlsruhe (TH), Computing Center*

**03:15 pm RedDot Solutions - Our Vision of Effective Content Delivery**

The management of content and digital assets for a web project has almost become a given within the industry with the emphasis changing away from the management and focussing in on the delivery of personalised and relevant content, to the right people at the right time. Static content could soon be a thing of the past with growing user expectations and a reluctance to return to sites where content is not dynamic.

How can your marketing department drive up-to-the-minute marketing campaigns through the web and be sure that they are hitting their target audience. Is the user experience compelling enough to make your stakeholders return to your site time and time again? RedDot Solutions will introduce you to current thinking on personalisation and the delivery of relevant and timely information to your user community.

*Andy Bellinger, Marketing Manager, RedDot Solutions Ltd.*

*David Ryan, Team Leader Professional Services, RedDot Solutions Ltd.*

**04:10 pm Coffee break**

**04:30 pm A step to efficient data management**

**Integration and synchronisation of the hybris PIM solution with RedDot**

RedDot users need additional software to consolidate and manage their structured data on one single platform. The hybris PIM solution is a standard software for these requirements facilitating a seamless integration with RedDot CMS and Live Server.

*Andrew Piscina, hybris UK Ltd.*

**05:15 pm Centralised and decentralised editing.**

**Training, support and workflow**

How to organise training and support when there's a team of editors as well as numerous departmental collaborators, most of which access the CMS only sporadically?

*Bernd Herrmann, Heinrich Boell Foundation*

**06:00 pm End of 1<sup>st</sup> day**

**08:00 pm Keynote : The MOJO of Content – Next Level CMS**

Over the past years strategies and tools have been developed to structure and to organize content. So what have we done and what is on the agenda for the years to come?

CMS should be more than just managing images and text-blocks. Content is reflecting live from different angels. Content Management has to provide the solution to capture, to reduce and to stimulate the life of companies and users.

Thoughts and ideas for the desktop or the dustbin.

*Ingo Eck, edoras GmbH*

**08:20 pm Conference Dinner**

## October 27<sup>th</sup>

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**09:00 am LiveForen**

Workshops in small groups with subjects of special interest.  
Proposals are required!

**10:00 am LiveForen**

Submission of the results

**10:30 am RDUG Workshops – RQL and more**

Experiences and impressions from the 2nd RDUG-RQL-Workshop in Karlsruhe. The lecture will also give prospects of RDUG activities concerning further workshops.

*Ulrich Weiß, University of Karlsruhe (TH), Computing Center*

**10:45 am Coffee break**

**11:15 am Content syndication using Reddot CMS: pushing content beyond your own domain**

There is a current and increasingly common strategic agenda to share and syndicate content and applications beyond your own home domain. RedDot can play a key role in enabling this agenda whilst maintaining content control, utilising technologies like RSS 2.0, XML, and channels like WAP.

*David Chrystal, Lead RedDot Developer at Corporate Document Services*

*Mike Collier, Technical Director at Corporate Document Services*

**12:00 am Integrating Easy archive solution  
Archiving Web content within the Sparda-Banks in Germany**

The Sparda-Banks in Germany are using the easy archive solution because it is easy to use even for non-technical staff and features staging and a neatless integration with the RedDot CMS.

*Stefan Popp, Sparda Datenverarbeitung eG*

**12:20 am Content Management and Translation Management**

Controlling the **Global Information Management** (GIM) process becomes more and more critical for global acting companies. A successful CMS implementation solving GIM challenges requires the control of your Language Assets by considering “Best Practices” in:

- Translation Management and
- Terminology Management.

*Michael Hoch, SDL Trados Technologies - a Division of SDL international*

**01:05 pm Coffee break**

**01:45 pm RedDot Usergroup goes international**

Perspectives to the international activities, feedback, acquisition of partners

*Dirk Langenheim, chairman of RedDot Usergroup e.V., Intention GmbH*

**02:30 pm Roadmap**

*Gunnar Langmark, RedDot Solutions AG*

**03:00 pm End of conference**