

Creating new user experiences?

Via user interfaces, user journeys and narrative



Communicator

The Institute of Scientific and Technical Communicators
Summer 2017

localisation e-learning
technical API
content CSS UX personas
ethics Email project UI
editing system
writer compliance user
XML DITA ISTC single-source
translation PDF UA
communicator CCMS software

Discover ST4 and
Paligo software

Promote yourself by
creating a portfolio

Tailor your documentation
for the European market

Read all about it!
From hot-metal to digital

MadWorld conference, 2–5 April 2017

One of the speakers from this year's conference, **Mike Kelley**, summarises the event.

Speaking at MadWorld was a fantastic experience. I felt a drive to become an unparalleled expert on the subjects of my sessions. I got to rub shoulders with (and ride the coattails of) the elite members of the MadCap Flare user group. I spent time solving problems, instead of writing about other people's solutions to a problem. As a speaker, many attendees wanted to spend time with me at the networking events or during breaks or meal times. I had no shortage of new friends.

I had so many people come up to me and say they were looking forward to attending one of my sessions. Random people I had never met pulled me aside and said I had the answers they were looking for, and expressed gratitude for me taking the time to put a session together. I know the other presenters had similar interactions. The attendees were all so warm, friendly, and genuinely excited to be there.

My talks covered using hover maps as a way to modernise the image map user experience and; how to write DRY (don't repeat yourself) CSS so that it's more compact and easier to maintain

MadWorld is unlike other technical writing conferences. Like the other events, attendees of MadWorld have their profession and industry in common. But what makes MadWorld unique is that every attendee has MadCap Flare in common as an authoring tool, or they are considering MadCap products for their tool chain. We're all trying to solve similar problems with the self-same tools. Even if an attendee is trying to do something completely unheard of or unattempted, they're still among other users, experts, and MadCap support

and developer personnel who are all using the same tools to try and find new solutions to fit their needs. Everyone has something to offer to someone else. I've been using Flare since 2008. As a nine-year user and a two-time, three-session conference speaker, I learned all sorts of new things from my fellow attendees, and they all gave so freely of their time and information.

“*The attendees were all so warm, friendly, and genuinely excited to be there.*”

MadCap made sure we had plenty of opportunity to network and enjoy each other's company. We had fantastic evening events that were catered and had drinks provided. A MadWorld event app was created that we used to post the new insights we were learning and the funny pictures we were taking. Each day someone would post a question to the app, like, “Where's a good place to eat breakfast?” or, “What should I do around San Diego?” Responses consistently flooded in, as did offers to accompany the original poster in case they were nervous about being out-of-town and potentially on their own. Friendships and alliances were forged through the app.

With the people I mingled with at MadWorld, I felt more than a commonality due to similar job functions, more than mere camaraderie. I developed a familial bond with them and I was determined to help them be successful in any way I could. I truly felt if I needed a place to crash after the conference ended, everyone I met would have offered a couch.

The MadWorld conference drew people of all sorts. One attendee had been using MadCap Flare for only two weeks prior to the conference. She was a helicopter pilot in the United States Army before transitioning to the National Guard. In her civilian life she's a technical writer by day, and by night she's also the lead singer and lead guitarist for a successful Salt Lake City band. I wanted to spend three days talking to just her! I found her story compelling and was grateful to meet her and others with such intriguing stories to tell.

So yeah, preparing to speak at MadWorld 2017 was a daunting and time-consuming task. I had such an incredible time, however, that I would gladly do it all again. I've never felt such a strong connection to a community as large as that.

If you're using MadCap Software and these things aren't enough to convince you to attend MadWorld, then consider this: it was soooo nice to escape the 40 degrees and raining weather of Utah in early April and experience the warmth, sunshine, and beautiful beaches of San Diego. **C**



Mike Kelley is the Principal Information Developer at inContact. A lifelong technology enthusiast, he started his career in tech

support, QA, and then tools programming. Mike has been using MadCap Flare since version 6 and loves to incorporate the latest in web development into Flare output.
E: mike@kelley.consulting
W: <http://mike.kelley.consulting>
T: @mkkelley89



MadWorld lounge



Mike Kelley presenting