LIVE PANEL DISCUSSION

What You Need to Know

What You Can Afford to Ignore

and the Future of TechComm

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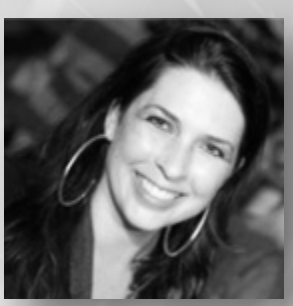
JENNIFER
WHITE



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Owner | Hyper/Word Services

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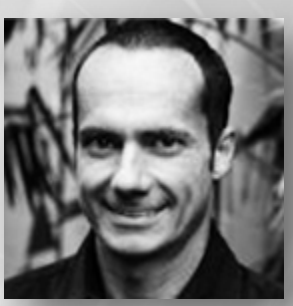

Certified Flare Instructor

Author | MadCap Flare Certified Test Review + Developer's Guide

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MIKE
HAMILTON

VP of Product Evangelism | MadCap Software

@MadCapMike

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MOBILE

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ALTERNATIVE

OUTPUT

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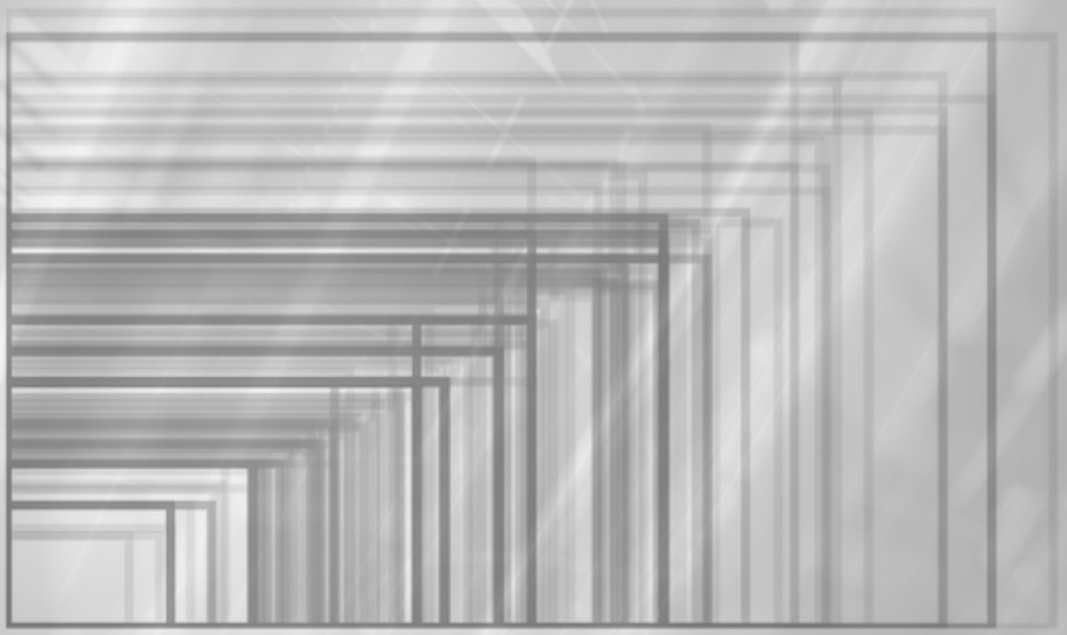
OUTPUTTING

TO THE UNKNOWN



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RESPONSIVE

DESIGN

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TRENDING
FORMATS

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DITA

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TRANSLATION /
LOCALIZATION
BEST PRACTICES

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AUGMENTED

REALITY

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FUTURE-PROOFED
CONTENT

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SOCIAL
MEDIA

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CONTENT
STRATEGY

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WEB
ANALYTICS

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CLOSING

THOUGHTS?

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