

In today's economy, you need more out of developer conference. You need both ...

# Knowledge and VALUE

Only \$780  
Including Meals  
or  
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ToolBook User's Conference / e-Learning Authoring Conference  
August 3 - 5, 2009  
(preconference training August 1 and 2)

Attend **THE** worldwide ToolBook conference  
with an extra opportunity to learn  
complementary technologies like Flash, Silverlight  
e-Learning Management, SCORM, and JavaScript.

NO KEYNOTES, EXPO, OR PSYCHO-BABBLE.  
JUST ONE GREAT TECHNICAL SESSION  
AFTER ANOTHER.

3-DAY, JAM-PACKED CONFERENCE  
MEALS INCLUDED WITH ALL REGISTRATIONS  
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## Session Highlights See [www.tbcon.com](http://www.tbcon.com) for full list “Without a doubt the best bang for the buck of any conference I have ever attended.”

### ToolBook Beginner

A Beginner's Look at SmartStyles and SmartPages  
 An Introduction to the Actions Editor in ToolBook Instructor  
 An Introduction to the Simulation Editor in ToolBook Instructor  
 Behind The Scenes - Top 10 Questions Received by ToolBook Support  
 Creating Your Own Catalog Objects the Easy Way  
 Learning & Mastering ToolBook: The Class  
 Learning Management Support - Deploying and Tracking ToolBook Content with your Learning Management System  
 ToolBook Assessments - Understanding ToolBook's Question Bank Feature  
 Top Ten Things I Wish I Knew When I Started  
 Using PowerPoint to Storyboard ToolBook Applications  
 What's New - Getting the Most Out of the Latest ToolBook Release

### ToolBook Developer

Ask the ToolBook Experts  
 Connecting to Databases in ToolBook Using ADO  
 Getting Wild and Saving Time with OpenScript  
 HTTP Post with ToolBook and .NET  
 Mauro's Top Ten List of Native OpenScript Tips  
 Rapid Content Creation - Understanding ToolBook SmartStyles and Templates  
 ToolBook Assessments - Advanced

### Flash and Silverlight Developer

A Practical Look at Actions Editor Array Variables and SCORM API Calls  
 Best Practices in Flash User Interface Design  
 Cascading Style Sheets, Object-Oriented Programming, and Custom Classes in Flash  
 Creating a Flash SCORM Lesson  
 Creating and Controlling Flash Video  
 Creating Animations with Flash CS4  
 Externalizing Flash Content: XML and Media  
 Flash for Beginners  
 Flash for Programmers  
 Moving a Commercial ASP.NET Application to Silverlight  
 Using the Flash External Interface Class to Communicate with the Browser, ToolBook, and .NET Applications



“I loved it all!! Excellent sessions, nice people, good food. Very well organized!!!”

### Web Technologist/Manager

Creating e-Learning with Training Studio  
 Creating Online Tests with Exam Engine  
 e-Learning Management 101: Estimating, Pricing, and Running Your Business  
 Introduction to Silverlight and Microsoft Expression Studio  
 JavaScript for ToolBook, ASP.NET, Flash, and Silverlight  
 Media - Using Adobe Flash in ToolBook Content  
 Object-Oriented Programming with .NET, Flash, and ToolBook  
 Programming 101 for e-Learning Developers  
 Programming 202 for e-Learning Developers  
 Show & Tell

### Faculty

Tim Barham - SumTotal Systems, Inc.  
 Dan Carr - Dan Carr Design  
 Denny Dedmore - SumTotal Systems, Inc.  
 Tom Hall - TCC Publishing Inc.  
 Bill Hurley - American Signature, Inc.  
 Lee Jay Karns - Vertical View Software Associates  
 Jeff Rhodes - Platte Canyon Multimedia Software  
 Dan Richards - Interactive Advantage  
 Dane Williams - Buckman Laboratories



## Preconference Workshops

### Block 1

Flash for Beginners (Williams)  
 Programming 101 for e-Learning Developers (Rhodes)  
 Using the ToolBook Instructor Actions Editor (Hall)

### Block 2

A Detailed Look at Creating Simulations in ToolBook Instructor (Hall)  
 e-Learning with Flash (Williams)  
 Programming 202 for e-Learning Developers (Rhodes)

### Block 3

Creating e-Learning with Training Studio (Rhodes)  
 ToolBook for the True Beginner (Karns)

### Block 4

Creating Animations, Video, and a Complete Interface in Flash (Carr)  
 Creating Online Tests with Exam Engine (Rhodes)  
 Rapid Development Tricks with ToolBook: Templates, Smart Styles, Importing from PowerPoint, and Best Practices (Hurley)

## Conference Rates (all options include three meals per day)

Off Campus - \$780	One Preconference Session - \$150
Loomis Double - \$855	Two Preconference Sessions - \$285
Loomis Single - \$925	Three Preconference Sessions - \$420
Shared Apartment or CC Inn - \$975	Four Preconference Sessions - \$555
Single Apartment - \$1,175	