



discover

discover



learn

learn



experience

experience



develop

develop

DevCon 2001 | October 21 - 24, 2001

Walt Disney World Swan and Dolphin  
Lake Buena Vista, Florida

[www.macromedia.com/go/devcon01](http://www.macromedia.com/go/devcon01)



macromedia<sup>®</sup>  
**DEVCON**

REGISTER TODAY AND SAVE!

[www.macromedia.com/go/devcon01](http://www.macromedia.com/go/devcon01)



## discover

Discover why over 90% of last year's attendees – enthusiastic about the knowledge they gained and thrilled to network with their peers – said they planned on attending **DevCon 2001**. Join your fellow **ColdFusion®** and **JRun™** developers at the place where technology and technique meet, learn best practices from experts, and experience how Macromedia's product family empowers your development.



## learn

Learn about the latest product innovations at information-packed technical workshops and experience hands-on sessions that will improve your development skills. With learning paths for seasoned developers and novices, **DevCon 2001** is where you'll discover the latest technical advances in **ColdFusion Development**, **JRun Development**, **Server Management**, **User Interfaces**, and **Web Development Solutions**.



## experience

**Experience** the excitement generated when an entire community of developers meets to share knowledge. **DevCon 2001** offers over sixty-five unique sessions, panel discussions, product announcements and demonstrations, technology labs, certification testing, and partner solution exhibits. In addition, exchange ideas with your colleagues at one of several social activities – like the welcome reception, sponsor reception, and special event.



## develop

**Develop** your core skills by learning the latest ways to create dynamic interactive Web experiences for users and extend your knowledge base by taking full advantage of the wide range of sessions available to you. Whether you choose to focus on one aspect of development or venture into areas that are new to you, **DevCon 2001** will increase your knowledge and strengthen your relationship to the developer community.

Whether you're a seasoned developer or just starting out, DevCon 2001 will extend your Web application development skills, expand your knowledge base, and strengthen your relationship to the Macromedia developer community.

**Register early, save \$100, and be entered to win one of several complimentary conference passes.**

**Early Registration Fee \$895 (U.S.)**

If registered before July 25, 2001

**Standard Registration Fee \$995 (U.S.)**

If registered after July 25, 2001

Special discounts are available to Premier Partners, Distributors, Certified ColdFusion and JRun Instructors, and CFUG Managers. Please email questions to [devcon@macromedia.com](mailto:devcon@macromedia.com).

**Conference Registration fee includes access to:**

- > Pre-registered workshop sessions and hands-on sessions
- > Copies of all session presentations
- > General Sessions, Panel Discussions, Birds-of-a-Feather, and Special Interest Groups
- > Exhibit Area, Sponsor Reception, Welcome Reception, and Special Event
- > Breakfast and lunch

**Register today at [www.macromedia.com/go/devcon01](http://www.macromedia.com/go/devcon01)**

Conference Sponsors



discover



## ColdFusion Development

CFML has evolved into a mature, robust, capable, and full-featured development language. This track is for developers who are looking for the latest tools and information related to building Web applications. From introductory to advanced application development techniques, these result-centric sessions cover the technologies you need to build Internet-based applications with ColdFusion.

- > Experience ColdFusion 5
- > Creating User Defined Functions
- > Employing Powerful Features: Graphing and Reporting
- > Implementing Error and Exception Handling
- > Effective Business Graphing
- > Fundamental Java Concepts for Web Developers
- > JSP for CFML Developers
- > Shared Data and Locking – The Final Word
- > User Defined Functions Demystified
- > Integrating ColdFusion and Macromedia Flash™
- > Performance Gains via Caching
- > Well Designed Custom Tags
- > Implementing Intelligent Agents
- > Leveraging Regular Expressions

## JRun Development

J2EE? EJB? SOAP? XML? Web Services? Alphabet Soup? Extend your understanding of the J2EE platform and discover how to leverage the powerful technology found in JRun. This track – designed for corporate developers building Web applications and ISVs building sophisticated Java solutions – offers introductory, design and architecture, and hardcore application development sessions. Come learn why JRun is helping the J2EE application server standard gain tremendous momentum among corporations, ISVs, Web development shops, and systems integrators.

- > Building Your First EJB
- > Hands-on Web Development with JRun – Part 1
- > Hands-on Web Development with JRun – Part 2
- > Building Web Services with JRun
- > J2EE: An Overview of Concepts and Benefits
- > J2EE Design Patterns
- > Going Mobile: Developing Non-Browser J2EE Applications
- > Building Secure J2EE Applications with JRun
- > Advanced JRun Tips and Tricks
- > Migrating Your Applications to the Latest Version of JRun
- > Building EJB 2.0 Applications with JRun
- > PercentAt: A J2EE Implementation of the Popular SlashDot Application
- > Advanced JSP Development Topics and Techniques
- > Building Applications with JMS and MessageDrivenBeans



## Server Management

Are you interested in running fast, secure, highly available Web sites? Whether you have server management responsibilities for a single Web server or a farm of Web servers, these sessions are for you. Covering a full range of topics - from basic server configuration to advanced performance tuning and monitoring - this track will accelerate your professional growth by showing you the latest tricks and the best practices for managing ColdFusion and JRun Servers in today's fast paced environment.

- › JRun Installation and Configuration
- › ColdFusion Server Clustering Made Easy
- › Implementing JRun and ColdFusion Applications on a Common Server
- › Performance Tuning and Optimization for ColdFusion
- › Getting the Most Out of ColdFusion Server Application Management Features
- › Managing a Commercial ColdFusion Hosting Environment
- › Optimizing ColdFusion for Performance and Reliability on Windows
- › ColdFusion Performance Tuning on Unix/Linux
- › Considerations When Deploying on a Remote Server
- › Deploying Secure ColdFusion Applications
- › JRun Web Connector Load Balancing and Configuration
- › ColdFusion Server Administration for Linux
- › JRun Performance: Tuning, Traits, and Best Practices
- › Considerations for Building Very Large ColdFusion Web Sites
- › JRun for ISVs and OEMs: Customizing Installation and Management Console
- › JRun Kernel Architecture



## User Interfaces

Learn to rev up your Web applications with cutting edge client-side technologies that enable you to create an effective, high-impact interface for users. These sessions cover design tools for creating HTML in a WYSIWYG environment and show how to use DHTML, JavaScript,™ and Flash to create dynamic interactive Web experiences.

- ▶ Introduction to Macromedia Flash
- ▶ Using Dreamweaver® UltraDev™ for Rapid Development of Common ColdFusion Pages
- ▶ Using Dreamweaver UltraDev for Rapid Development of Common JSP Pages
- ▶ Using Cascading Style Sheets
- ▶ Introduction to Using Macromedia Visual Tools and Techniques to Create Great User Experiences
- ▶ Introduction to JavaScript
- ▶ XHTML and the Future of Web Development
- ▶ Accessibility – Web Pages for Everyone
- ▶ Developing Dynamic Macromedia Flash Applications with ColdFusion
- ▶ Developing Dynamic Macromedia Flash Applications with JRun
- ▶ Ninja JavaScript, DHTML, XML, and WDDX Scalability Techniques
- ▶ Creating WYSIWYG and Drag & Drop Interfaces for Web-Based Applications

## Web Development Solutions

Discover new technologies that solve many of your Web challenges and learn how to integrate them into your legacy systems. These sessions – specifically designed to expand your ColdFusion and Java skills – will accelerate your professional development.

- ▶ Web Design and Production Management Techniques
- ▶ Ten Strategies for Successfully Managing Web Development Projects
- ▶ SQL and the Web
- ▶ The Wonderful World of Wireless
- ▶ Best Practices for Integrating Usability Techniques into the Development Cycle
- ▶ Web Services with SOAP and ColdFusion
- ▶ Transforming XML in ColdFusion and JRun
- ▶ Improving ColdFusion Performance: Managing Your SQL Server
- ▶ Oracle and ColdFusion 5: Latest Techniques for Leveraging Oracle Procedures in ColdFusion 5
- ▶ Delivering Dynamic, Voice-Driven Applications Using VXML
- ▶ Creating Advanced Search Interfaces with ColdFusion and Verity® K2
- ▶ Integrating ColdFusion with Mainframe/Midrange Legacy Systems
- ▶ Building Dynamic Content Applications with COAPI
- ▶ Building Macromedia Spectra™ Applications Today for Tomorrow's Platform

Copyright 2001 Macromedia, Inc. All rights reserved. Macromedia, the Macromedia logo, ColdFusion, JRun, Macromedia Flash, Dreamweaver, Dreamweaver UltraDev, Macromedia Spectra, and what the web can be are trademarks or registered trademarks of Macromedia, Inc., which may be registered in the United States and internationally. Java, JavaScript, and JavaServer Pages and/or other Sun Microsystems products referenced herein are either trademarks or registered trademarks of Sun Microsystems, Inc. Verity is a registered trademark of Verity, Inc. All other company names, brand names, and product names are trademarks of their respective holders.



macromedia®  
what the web can be.™

275 Grove Street  
Newton, MA 02466  
U.S.A.

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE  
**PAID**  
BOSTON, MA  
PERMIT NO. 9

## ***Register now for DevCon 2001***

Sharpen Your ColdFusion Skills,  
See the Latest Innovations,  
Learn Advanced Techniques,  
and **Save \$100!**

***A must-attend event for ColdFusion developers!***

