



Why empowering SMEs* matters in the age of the customer

Discover how collaborative authoring tools improve governance and increase revenue with Chip Gettinger (VP Business Solutions, SDL):

Conference Presentation: **“Collaborating with SME’s and structured authoring”** Tuesday April 16th, 2:50 pm

Post-conference Webinar: **“The impact of collaborative authoring on business compliance and customer centricity”** Tuesday May 2nd

Visit SDL’s booth or register at

sdl.com/SME



*SME – Subject Matter Expert