



AppleScript Pro Sessions

A unique training event

St. Pete Beach, Florida • April 12–16, 2010

WHO ATTENDS

The uniqueness of AppleScript Pro Sessions has attracted attendees from Mexico, Australia, New Zealand, United Kingdom, Norway, Sweden and elsewhere. Some are from small businesses, while others are from Fortune 500 companies. Here is a partial list:

AccuWeather
Adobe Systems
American Greetings
Apple Inc.
The Boston Globe
Coca-Cola
Comedy Central
Cox Enterprises
Dillard's Department Stores
Denver Newspaper Agency
Gannett Co.
IKEA
Hasbro Wizards of the Coast
Kohl's
Land's End
Learning Tree International
Pearson
Penn State University
Publix
Publishers Printing Company
Reebok
RR Donnelley
Transcontinental Printing
Universal Press Syndicate

TESTIMONIAL

"I've been scripting workflows for as long as AppleScript has been around. I thought I knew everything there was to know about scripting Quark, InDesign, Illustrator and the Finder. The sessions proved me wrong.

"If you are serious about increasing your productivity, lowering costs and making the lives of those who work for you easier, AppleScript Pro is not just necessary, it is mandatory. Ray and Shane provide the single best, most thorough, well-rounded and intensive course available anywhere.

"I made the mistake in 2002 of not attending the complete course, picking only those days that seemed applicable. In 2005 I attended the full week and brought one of my employees with me. I'm also sending another employee to the next session.

Again, if you are serious about eliminating tedious, unproductive work, increasing profits, and keeping your employees happy, you need to attend AppleScript Pro."

What is AppleScript?

AppleScript is a unique automation technology bundled with the Macintosh operating system. It is often referred to as one of Apple's best kept secrets, because power users have been using AppleScript to automate repetitive tasks for years. With savings potentially in the millions, many companies consider it a great competitive advantage, and often keep quiet about it. In particular, automation benefits companies in the publishing industry. It is not uncommon to be able to script a three-month publication cycle down to a week or less.

What is the best thing about AppleScript?

IT'S FREE. That's right, free. You might find a plug-in for InDesign, for example, that would partially automate a publication. But with AppleScript, you can build a solution designed exactly for your own workflow, and then distribute it to as many Macs as needed, all without license fees.

What is the history behind AppleScript Pro Sessions?

The sessions began in 2001 when Ray Robertson of Atlanta and Shane Stanley of Melbourne, Australia, saw the need for a course which not only provided a thorough introduction to AppleScript itself, but in-depth coverage of scripting publishing applications. Since then, Ray and Shane have held eight highly acclaimed events. More recently they have been joined by AppleScript author Matt Neuburg, who uses his Cocoa background to cover AppleScript Studio, a free development tool for using AppleScript to create full-fledged applications.

Are these sessions appropriate for someone with no experience with AppleScript or any programming language?

There's no doubt that some beginners feel overwhelmed by the pace and depth of the course. However, our experience has shown that full immersion in AppleScript for five days provides a beginner with the best opportunity for success. We like to use an analogy of someone learning to swim. We could proceed at a very slow pace, and hope that every student retains all the information covered. Beginners might then leave the session confident they can swim, but return to the office and find they learned only how to get their feet wet. At AppleScript Pro, they will have the course sample scripts, in addition to the support available on our alumni mailing list (see below).

Will veteran scripters learn anything?

Lots! We can say that with confidence because of our experience with advanced scripters at previous sessions. With the number of applications now supporting AppleScript, it is certain that no one person knows everything about scripting (if they did, or thought they did, they would be insufferable to be around regardless). Our sessions help fill in gaps for experienced scripters who are usually self-taught. AppleScript users also learn much by talking and mixing with their fellow scripters. A continuing testimony to the value of the sessions is the number of alumni we have returning for each event.

MORE TESTIMONIALS

"There is no better way to learn or advance your AppleScripting skills. The relaxed atmosphere encourages everyone to share ideas and solutions. It also is great to be involved in one of the friendliest programming communities. Shane and Ray are extremely approachable and passionate about everyone learning AppleScript."

"Best training I've attended. Plenty of examples. Highly recommended."

"Great course! The CD resource is invaluable. I have some great new ideas and discovered why some of my scripts were not working."

"I wish I could have come to all five days. You guys did a great job of covering the material. I learned a lot and hope I can come again."

"Surpassed my expectations."

"I was overwhelmed by the amount of stuff you can do with AppleScript. But that also inspired me to think of different things to script. Great that someone like Ray and Shane are even teaching this awesome program."

"I've been to other AppleScript training courses, and this is by far the best. I like this format much better than labs. It's too hard to have lab-based training with a wide range of AppleScript experience."

"As a total: awesome!"

"As was said, AppleScript is only limited by one's imagination. For me, the best part was the teaching approach. I really appreciated the limited class size and the interaction during class."

"Generally speaking, I most appreciate being able to benefit from two fellow scripters with substantive expertise... it's rare to be able to be taught by two folks who both have expertise and can impart such with humor and humility."

"Excellent. I was actually able to debug two scripts during class from the info we covered. This will help fix a couple of huge bugs we have been experiencing."

What if a student needs help after the sessions are over?

Learning AppleScript is a continuing experience that extends beyond the classroom. For that reason, we have set up a mailing list for AppleScript Pro alumni. Scripters can ask questions and receive patient and helpful responses from Shane, Ray, or other alumni.

How many people attend each session?

Our average class size is about 25. With two main instructors plus guest speakers, that makes for an excellent student-teacher ratio. While this is not a hands-on course, we encourage everyone to bring a laptop and follow along with the class. Laptops will also help with examining the course CD immediately, and working on solutions inspired during the sessions.

Will the instructors be able to address specific questions about a workflow which needs to be automated?

Shane and Ray are both AppleScript developers, not full-time trainers. As a result, they are able to answer most questions, and in many cases suggest a faster route to workflow solutions. If they can't answer a question, other scripters and automation experts in attendance may help. That's just one of the great virtues of having experienced scripters (and power users) gathered together in a room with people new to AppleScript.

Is the course up-to-date with all the latest versions of software?

To the minute! Well, almost. We have covered major application upgrades introduced only days before a session began. If the upgrades are very recent, we cover them in relation to, and along with, previous versions, and in cases where there are significant numbers still using older versions, we cover them too. But if anything gets upgraded a week before you turn up, don't be surprised to see it covered in detail.

Why should someone attend the entire week if they are only using a couple of applications?

One of the great virtues of AppleScript is a consistent implementation in multiple applications. As Ray and Shane explore many programs in depth, students will learn more about techniques that are helpful with AppleScript in general. Also, times change, and the needs of companies change, so the program covered one day might be the one a company needs tomorrow. In many cases, the sessions help students see the benefits of using other scriptable applications.

Why do you spend more than a day on InDesign?

Simple demand. The students asked for it, and the sheer size of AppleScript support in InDesign makes it one of the most scriptable applications available.

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For more information, visit <http://www.applescriptpro.com>

FEES

	Early Registration (through March 29, 2010)	Standard (after March 29, 2010)
ALL FIVE DAYS	\$1800.00	\$2200.00
ANY 4 DAYS	\$1700.00	\$2050.00
ANY 3 DAYS	\$1500.00	\$1750.00