

## Sunday, October 18, 2015

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	<i>Pre-Conference Workshops</i>
8am–12pm	<p><b>Snakes and Ladders: Content Collaboration in the Real World</b>  <i>Nolwenn Kerzreho, Ixiasoft and Joe Gollner, Gnostyx Research</i></p> <p><i>Room: St. Charles A (first floor lobby)</i></p>
	<p><b>REST API: Overview and Documentation Best Practices</b>  <i>Marta Rauch and Gururaj BS, Oracle</i></p> <p><i>Toulouse B (second floor mezzanine)</i></p>
	<p><b>Honing Your Workplace Negotiation Skills</b>  <i>Jack Molisani, ProSpring Staffing and Kit Brown-Hoekstra, Comgenesis</i></p> <p><i>Bourbon (second floor mezzanine)</i></p>
1:00–5:00pm	<p><b>Creating a Content Strategy Ecosystem</b>  <i>Andrea Ames, IBM</i></p> <p><i>St. Charles A (first floor lobby)</i></p>
	<p><b>Adaptive Content Modelling for Omnichannel User Experience (UX)</b>  <i>Noz Urbina, Urbina Consulting</i></p> <p><i>Toulouse B (second floor mezzanine)</i></p>
	<p><b>New Manager Bootcamp</b>  <i>Eeshita Grover and Charles Rygula, Cisco Systems</i></p> <p><i>Iberville (second floor mezzanine)</i></p>
	<p><b>Revenue Strategy 101: Unifying Your Content and Revenue Strategies</b>  <i>Christopher Ward, WebWorks</i></p> <p><i>Bourbon (second floor mezzanine)</i></p>

8pm–	<p><b>Cocktails and New Orleans Drag Show</b>  <i>Mag's 940 Bar and Cabaret</i>            940 Elysian Fields Ave            New Orleans, LA 70117</p> <p><i>followed by</i></p> <p><b>Frenchmen Street Art Market and Jazz Club Crawl</b>  <i>619 Frenchmen Street</i>            New Orleans, LA 70116</p>
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Monday, October 19, 2015					
7:30–8:15	Registration, Continental Breakfast, Coffee				
8:15–8:50	<b>Welcome!</b> <i>Jack Molisani, Executive Director, The LavaCon Conference</i>				
8:50–9:15	<b>Veni, Vidi, Vici: Win the Battle for Content Ownership and Take Back Your Content Career</b>  <i>Victoria Koster-Lenhardt, Employment Consultant for Europe at US Department of State</i>				
9:30–10:30	<b>Doc is Dead! How Walkthroughs Changed Salesforce's Content Strategy</b> <i>Gavin Austin and Lila Giuil, Salesforce</i>	<b>Start with Empathy: Content Strategy and Design Thinking</b>  <i>Karin Ikavalko and Catherine Walker, PayPal</i>	<b>Keeping the Content Train on the Tracks (and on Topic)</b> <i>Robert D. Anderson, IBM Kristen James Eberlein Eberlein Consulting</i>	<b>Continued: Win the Battle for Content Ownership</b> <i>Victoria Koster-Lenhardt Employment Consultant for Europe at US DOS</i>	<b>The Internet of Things: When Machines Interact With Their Own Technical Information</b> <i>Scott Youngblom Oberon Technologies</i>
10:45–11:45	<b>Plan for Success: Implement a Content Triangle Framework</b> <i>Al Martine INKtopia (TechWhirl)</i>	<b>Improve the UX of Your Content, and Prove It!</b>  <i>Pam Noreault and Tara Knapp ACI Worldwide</i>	<b>Content in an Agile World</b> <i>Megan Gilhooly, Ping Identity and Anne Grasvenor INVIDI</i>	<b>Experiences and Lessons Learned on the Road to DITA: PLAYing it Forward</b> <i>Liz Fraley Single-Sourcing Solutions</i>	<b>Scoping Level of Effort and Getting the Right Resources for the Job</b> <i>Jason Kaufman Irrevo</i>
11:45–1:15	Networking Lunch Exhibit Hall Open Vendor Demos Beer Garden Open				
1:20–1:40	<b>What Problem Are You Trying To Solve? Achieving Organization and User Goals Through Content</b>  <i>David Dylan Thomas, Senior Content Strategist, EPAM</i>				
1:40–2:00	<b>How to Reach Those Who Hold the Power and Purse Strings</b>  <i>Noz Urbina, Principle Content Strategist, Urbina Consulting</i>				
2:45–3:45	<b>Integrating Content Planning and Delivery Across the Enterprise</b> <i>Connie Giordano INKtopia (TechWhirl)</i>	<b>Successfully Delivering a Personalized Content Experience</b> <i>Jim Edmunds, Ingeniux Suzanne Mescan, Vasont</i>	<b>Faster than Agile:</b>  <b>Replacing the Publishing Process with Live Content</b> <i>Jang Graat The Content Era</i>	<b>The Emerging 5th Model for Content Creation: Guided + Fluid DITA Authoring</b> <i>Les Burnham and Patrick Baker, STILO</i>	<b>Continued: Achieving Organization and User Goals through Content</b> <i>David Dylan Thomas EPAM</i>
4:00–5:00	<b>Delivering Product Content Across Customer Touchpoints: Challenges and Solutions</b> <i>Gal Oron, Suite Solutions</i>	<b>Responsive Design:</b>  <b>Delivering Content-Rich Customer Experiences</b> <i>Julian Murfitt and Mark Poston, Mekon</i>	<b>Triple Tag: Managed Metadata and Taxonomies for Content Management</b> <i>Chris McNulty Microsoft</i>	<b>How DITA Can Advance Your Structured Content Strategy</b> <i>Keith Schengili-Roberts IXIASOFT</i>	<b>Continued: How to Reach Those Who Hold the Power and Purse Strings</b> <i>Noz Urbina Urbina Consulting</i>
5:00–5:20	<b>The State of Structured Authoring</b>  <i>Praveen Burri, Adobe Systems</i>				
5:20–6:00	Pre-parade Cocktails, Exhibit Hall 				
6:00–6:30	<b>Second Line Jazz Parade</b>  <i>Bourbon Street</i>				
6:30–	<b>Welcome Reception</b>  <i>Bourbon Heat Club and Courtyard Restaurant 711 Bourbon St, New Orleans, LA</i>				
7:30–	Kamikaze Karaoke 				

## Tuesday, October 20, 2015

7:30–8:15	Continental Breakfast, Exhibit Hall Open, Coffee				
8:15–8:40	<b>Content Strategy vs. Content Engineering: The Emerging Role of The Content Engineer</b> ☐ <i>Cruce Saunders, Founder, Simple [A]</i>				
8:40–9:00	<b>The Dark Arts of Content Leadership</b> ☐ <i>Joe Gollner, President, Gnostyx Research</i>				
9:15–10:15	<b>Continued: The Dark Arts of Content Leadership</b> <i>Joe Gollner Gnostyx Research</i>	<b>Let's Talk Technical Marketing: Your Guide to Content for the Entire Customer Journey</b> <i>Ari Hoffman MindTouch</i>	<b>Why You Shouldn't Be Scared to Work with a Ghostwriter</b> ☐ <i>Chantille MacFarlane Hyperwallet Systems</i>	<b>Making the Most of the New Math Domains in DITA 1.3</b> <i>Aaron Guigar Design Science</i>	<b>How to Manage Change in Documentation (Time Travel and Other Techniques)</b> <i>Jim Tivy Bluestream Software</i>
10:30–11:30	<b>Repurposing Content for Multichannel Publishing</b> <i>Liz Fraley Single-Sourcing Solutions</i>	<b>When Easy Isn't Enough: What Video Games Can Teach Us About Content Strategy and UX</b> <i>John Caldwell and Ria Hagan, Intuit</i>	<b>The Globalization of Technical Writing: Threat or Opportunity?</b> <i>Barry Saiff Saiff Solutions</i>	<b>Case Study: Converting Legacy Content to DITA—It's Not Rocket Science!</b> <i>Pam Noreault, ACI Les Burnham, STILO</i>	<b>Moving Your Organization Up the Knowledge Value Chain</b> ☐ <i>Gal Oron and Joe Gelb Suite Solutions</i>
11:30–12:30	Exhibit Hall, Lunch				
12:30–12:55	<b>Developing Your Organizational Power and Influence</b> ☐ <i>Andrea Ames, Content Experience Strategist, IBM</i>				
12:55–1:15	<b>The Art of Presenting to Upper-level Management</b> ☐ <i>Tom Aldous, The Content Era</i>				
1:30–2:30	<b>How Content Strategy Can (Literally) Prove Its Worth</b> ☐ <i>Emily Shields Facebook</i>	<b>Monkey See, Monkey Do: Using Video to Support Your Documentation</b> <i>Allie Proff Boeing</i>	<b>Winning Knowledge Spaces = 1 Wiki + "Every Page is Page One"</b> <i>Nitza Hauser Medidata Solutions</i>	<b>Why Manufacturers Have Been Left Behind by Knowledge Management and Content Delivery</b> <i>Patrick Bosek EasyDITA</i>	<b>Continued: The Art of Presenting to Upper-level Management</b> <i>Tom Aldous The Content Era</i>
2:45–3:45	<b>Preparing for Augmented Reality: Moving from 2D to 3D Documentation</b> <i>Nabayan Roy Autodesk Singapore</i>	<b>Accessibility Matters: Making Your Products Available to Everyone</b> <i>Char James-Tanny Schneider Electric</i>	<b>From Startup to the Big Leagues: Enjoying the Journey</b> <i>Joseph Meyers and Meg Miranda, Cisco Systems</i>	<b>Taming the Beast That Is Microsoft Word</b> <i>Doug Gorman, Simply XML Bryan Lynn, 36 Software Tom Aldous, The Content Era</i>	<b>Collect Metrics... Like a Boss!</b> ☐ <i>Chris Bridgen Alcatel-Lucent</i>
3:45–4:15	Break, Exhibit Hall, More Coffee!				
4:15–5:15	<b>A Little Content Fish in a Big Company Pond</b> <i>Marli Mesibov Content Strategist</i>	<b>Ditching Words: How Interactive Media Improves the User Experience</b> ☐ <i>Matt Sullivan Tech Comm Tools</i>	<b>Zentangle® Workshop</b> <i>Andrea Ames IBM</i>	<b>Case Study: Streamlining the Translation Process to Expand Your Global Footprint</b> <i>Don Rasky, Mitchell Int'l and Jose Sermeno, MadCap Software</i>	<b>The Communications Manager's Toolbox</b> <i>Eeshita Grover Cisco Systems</i>
5:15–6:30	<b>Exhibitor Treasure Hunt and Network Reception</b> ☐ <i>Exhibit Hall</i>				
8:00–	French Quarter Pub Crawl Tweet-Up				

## Wednesday, October 21, 2015

7:30–8:15	Continental Breakfast and Exhibit Hall				
8:15–8:45	<p align="center"><b>Content Strategy Triage: Who Lives? Who Dies? Who Do You Fight To Save?</b> ☐</p> <p align="center"><i>Sarah O'Keefe</i> President, Scriptorium</p>				
9:00–10:00	<p><b>Continued: Content Strategy Triage: Who Lives? Who Dies? Who Do You Fight To Save?</b> ☐</p> <p><i>Sarah O'Keefe</i> Scriptorium</p>	<p><b>Get Out of Your Office! Conducting Effective Site Visits</b></p> <p><i>Rhynne Armstrong</i> RouteMatch Software</p>	<p><b>Changing Your Authoring Tool with Zero Downtime: A Case Study in Change Management</b></p> <p><i>Deepa Aswani and Steve Anderson</i>, Salesforce</p>	<p><b>Writing For Machines</b></p> <p><i>Fabrice LaCroix</i> Antidot</p>	<p><b>Efficient Translation Management: Five Metrics That Will Lead Your Team to Continuous Process Improvement</b></p> <p><i>Scott Carothers</i>, Kinetic The Technology Agency</p>
10:15–11:15	<p><b>Online Customer Service Marketing: A Content Strategy Love Affair</b></p> <p><i>Nikoletta Vecsei</i>, EMC and <i>Kirsten Gantenbein</i> ExtraHop</p>	<p><b>Improving AX (Content Author Experience)</b> ☐</p> <p><i>Melissa Eggleston</i> UX and Content Strategist</p>	<p><b>Surviving Agile: A Case Study in Failure (and Success)</b></p> <p><i>Andy Watson and Jocelyn Emory</i> GENBAND</p>	<p><b>Coming Out: I Write in Word and I Love It! And You Can, Too!</b></p> <p><i>Johanne Lavallée</i> <i>Ver-Mac and Lisa Pietrangeli</i> 36 Software</p>	<p><b>How to Prevent an International Incident: Communicating with a Global Team</b></p> <p><i>Meredith Kramer</i>, NetIQ and <i>Paula Berger</i>, Schneider Electric</p>
11:15–12:55	Exhibit Hall, Lunch				
12:55–1:15	<p align="center"><b>How To Get What You Want When You Want It</b> ☐</p> <p align="center"><i>Christopher Ward</i> Director of Sales, WebWorks</p>				
1:30–2:30	<p><b>Managing and Reusing Content</b></p> <p><i>Cheri M. Hager</i> InformationMapping</p>	<p><b>Using Content Consumer Data to Improve Customer Engagement and Increase Revenue</b> ☐</p> <p><i>Demarcus Wells</i> Avalara</p>	<p><b>Bar Napkins and XML: Eliminating the Hidden Cost of Content Conversion</b></p> <p><i>Dustin Vaughn</i> Adobe Systems</p>	<p><b>Stalling at DITA—How Do You Get to the Next Step?</b></p> <p><i>Peggy Sanchez</i> Cray, Inc.</p>	<p><b>Continued: How To Get What You Want When You Want It</b></p> <p><i>Christopher Ward</i> WebWorks</p>
2:45–3:45	<p><b>Need Information Architects? You Can Grow Your Own!</b> ☐</p> <p><i>Beth Thomerson</i> Innovatia</p>	<p><b>Bite Sized Training: Onboarding for Generation Y and Z</b></p> <p><i>Oded Ilan</i> Iridize</p>	<p><b>Wireframing, Mockups, and Prototyping Made Easy</b></p> <p><i>John Collins</i> Atlassian</p>	<p><b>Translation Quality and the Global Review Cycle: People and Technology</b></p> <p><i>Shannon Rose Farrell</i> Argos Multilingual</p>	<p><b>Social Me: Taking Control of Your Online Image</b></p> <p><i>Brenda Huettnner</i> P-N Designs, Inc.</p>
4:00–4:30	<p align="center"><b>Connections that Count: Building Relationships for Business Success</b> ☐</p> <p align="center"><i>Alyssa Fox</i> Director of Information Development and Program Management, NetIQ</p>				
4:30–5:30	<p align="center"><b>Prime Time Trivia!</b> ☐</p> <p align="center">Closing Social Event</p>				
8:00–	Tweet-Up				