

Tuesday, October 25, 2016


Pre-Conference Workshops

8:00am– Noon	Capturing Curiosity: Using Storytelling to Improve Technical Content <i>Allie Proff, Boeing</i>
	The Power of Social Media and the Technology Planning Process <i>Marguerita Cheng and Sameer Somal, Blue Ocean Global Technology and Blue Ocean Global Wealth</i>
	Communicating for Better Results <i>Anna Parker, BANKCODE</i>
	Kaizen You! (Continuous Learning for You and Your Team) <i>Stacey Seronick, Wells Fargo</i>
	Creating a Content Strategy Ecosystem (Full Day Workshop) <i>Andrea Ames, IBM</i>

Lunch on your own.

1:00pm– 5:00pm	So You Want a CMS—What to Do and What Not to Do <i>Joe Gollner, Gnostyx Research</i>
	How to Attract Opportunities to You <i>Elizabeth Fraley, Single-Sourcing Solutions and Janice Summers, JLS Coaching</i>
	The Joy of Improv: Practical Play for Serious Professionals <i>Anthony Apodaca, Xeditor and Jack Molisani, ProSpring Staffing</i>
	Enabling Excellence: A Workshop for Documentation Managers <i>Barry Saiff, Saiff Solutions and Mike McGraw, Qualcomm</i>
	Creating a Content Strategy Ecosystem (Continued) <i>Andrea Ames, IBM</i>

7pm–	Kick-off Karaoke Sponsored by WebWorks
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Wednesday, October 26, 2016					
7:30–	Registration, Continental Breakfast				
8:15–8:30	<p style="text-align: center;">Welcome </p> <p style="text-align: center;"><i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>				
8:30–8:50	<p style="text-align: center;">Customer Success: It's Not a Just a Job, It's a Calling </p> <p style="text-align: center;"><i>Aaron Roe Fulkerson Founder and CEO, MindTouch</i></p>				
8:55–9:15	<p style="text-align: center;">The Cognitive Era and the Future of Content </p> <p style="text-align: center;"><i>Scott Abel President, The Content Wrangler</i></p>				
	<i>Content and L10n Strategy</i>	<i>Content Engineering</i>	<i>Management and Governance</i>	<i>Tools and Technology</i>	<i>Case Studies</i>
9:30–10:30	Technical Content and the Customer Lifecycle <i>Megan Gilhooly Ping Identity</i>	Tales from the Crypt: Content Projects that Went Horribly Wrong  <i>Joe Gollner Gnostyx Research</i>	Customer Success Starts with Your Team's Success <i>Stacey Seronick Wells Fargo</i>	Improve Your Chances for Documentation Success with DITA and a CCMS <i>Keith Schengilli-Roberts IXIASOFT</i>	Enhancing the Customer Experience through Dynamic Content Delivery <i>Noel McDonagh, VCE and Gal Oron, Zoomin</i>
10:45–11:45	Generating Revenue: The Hidden Connection Between Content and Product Strategies  <i>Eeshita Grover Cisco Systems</i>	Microcopy: Make a Big Emotional Impact with Small Content <i>Andrew Roe Intuit/TurboTax</i>	All for One and One for All: Leading Successful Teams Through Thick and Thin <i>Cindy Currie Hewlett Packard Enterprise</i>	Preparing Your Content for Conversion to DITA <i>Helen St. Denis Stilo International</i>	Making it Easy for Non-Tech Writers to Contribute to Your Knowledge Network <i>Lorraine Aochi, Autodesk and Chuck Martens, Oberon Technologies</i>
11:45–12:45	Networking Lunch				
12:45–1:45	Exhibitor Meetings and Product Demos				
1:45–2:45	Seek and You Will Find: Taxonomy and Delivery <i>JoeGelb Zoomin</i>	Collaborating on Content for a Better Customer Experience <i>Yvonne Gando and Utkarsh Seth Google</i>	CARVE and SLAP Your Way to THRIVE as a Manager <i>Barry Saiff Saiff Solutions</i>	DITA for Developers and GitHub for Technical Writers <i>George Bina Syncro Soft</i>	From Broken to Bold: Using a CCMS to Drive a New Content Development & Publishing Process  <i>Sharon Burton PointClickCare</i>
3:00–4:00	Creating a UX that Authors Will Embrace, not Just Endure  <i>Athony Apodaca and Thomas Werzmirzowsky Xeditor</i>	Google in Your Pocket: Doc Writers Have All the Power! <i>Ari Hoffman MindTouch</i>	From Waterfall to Agile: Adapting Traditional KPIs to Measure, Monitor, and Achieve Agile Success <i>Dawn Stevens Comtech Services</i>	Implementing DITA Across Verticals <i>Jeff Engle Xerox Services</i>	How Digitization Is Disrupting Education and What Cisco Is Doing About It <i>Drew Rosen and Jim Box Cisco Systems</i>
4:15–4:35	<p style="text-align: center;">Increase your ROC (Return on Content) by Doing More with Less </p> <p style="text-align: center;"><i>Abhishek Jain TCS Product Manager, Adobe Systems</i></p>				
4:35–5:30	<p style="text-align: center;">People First: Rethinking Customer Success </p> <p style="text-align: center;"><i>Margot Merrill Fernandez Content Strategy Manager, Facebook</i></p>				
5:30–6:00 6:00–	Champagne reception in the exhibit hall followed by Fremont Street Walking Parade to the Gold Spike for the Networking Dinner Sponsored by Adobe Systems				

Thursday, October 27, 2016

7:30-	Continental Breakfast, Exhibit Hall Open
8:00-8:25	Overcoming the Forgetting Curve: New Content Creation Paradigms ☐ <i>Oded Ilan</i> <i>Chief Marketing Officer, Iridize</i>
8:30-8:50	The Rise of the Content 'Bots ☐ <i>Mark Fidelman</i> <i>Managing Director, Fanatics Media</i>
8:55-9:15	Captain Content: Civil War? ☐ <i>Alan J. Porter</i> <i>Senior Product Marketing Manager, OpenText</i>

	<i>Content and L10n Strategies</i>	<i>Content Engineering</i>	<i>Content as a Business Asset</i>	<i>Tools and Technology</i>	<i>Case Studies</i>
9:30-10:30	Getting Your Content Ready for Use by Artificial Intelligence <i>Fabrice LaCroix</i> <i>Antidote</i>	Blurring the Lines Between TechComm and MarComm <i>Abhishek Jain</i> <i>Adobe</i>	Leveraging Cognitive Science to Improve Topic-Based Authoring ☐ <i>Rob Hanna</i> <i>Precision Content</i> <i>Authoring Solutions</i>	Frankenstein's Monster: Why You Need to Create Content Mashups <i>Andrew Thomas</i> <i>SDL</i>	Improving DITA Delivery: Cray 2.0 <i>Peggy Sanchez</i> <i>Cray, Inc.</i>
10:45-11:45	From Conceptual Knowledge to Real World Implementation: How to Launch a Global Content Strategy <i>Tara Knapp</i> <i>ACI Worldwide</i>	Dynamic Delivery: Thinking Outside the Content Box <i>Mark Poston</i> <i>Congility</i>	Metrics That Matter: How to Communicate the Value of Content as a Business Asset ☐ <i>Christopher Ward,</i> <i>WebWorks and</i> <i>Bernard Aschwanden</i> <i>Publishing Smarter</i>	When Pigs Fly: Structured Authoring, Word, and XML <i>Doug Gorman</i> <i>Simply XML</i>	Information Development Tent Revival: Customer Success, Context, and Lean Content in MindTouch <i>Caroline Juszcak and</i> <i>Mike Wethington</i> <i>SolarWinds</i>
11:45-12:45	Networking Lunch				
12:45-1:30	Exhibitor Meetings and Product Demos				
1:30-2:30	The Localization Lifecycle: From CCMS to TMS and Back Again <i>Jim Tivy</i> <i>Bluestream</i>	What is the Role of Social Media in Technical Documentation? ☐ <i>Eric Kuhnen</i> <i>Astoria Software</i>	Integrating Technical Content into the New Content Marketing Stack <i>Martin Jones</i> <i>Cox Communications</i> <i>Cox Business</i>	The Internet of Things: Smarter Devices Call for Smarter Troubleshooting <i>Hannan Saltzman</i> <i>Zoomin</i>	Taxonomy and Terminology: Real Programs, Real Stories <i>Erin Smith, DocuSign and</i> <i>Brenda Oakley, Citrix</i>
2:45-3:45	The Value Proposition of Translation Strategies <i>Bill Swallow</i> <i>Scriptorium Publishing</i>	Collecting DITA Content Contributions from SMEs <i>Les Burnham</i> <i>Patrick Baker and</i> <i>Stilo International</i>	Does the Dark Side Really Have Cookies? Leveraging Your Content Skills in Marketing <i>Bonni Graham Gonzalez</i> <i>Scantron Corporation</i>	Publishing eLearning, Documentation and Web-based Content from a Single Source ☐ <i>Mike Hamilton</i> <i>MadCap Software</i>	Data to DITA to DOCX: A Pharmaceutical Case Study <i>Steffen Frederiksen</i> <i>DitaExchange</i>
3:45-4:30	Snacks in Exhibit Hall				
4:30-5:30	Combine Single-Sourcing and Localization to Streamline Your Global Content <i>Laura Dent</i> <i>James Madison University</i>	Tracking Critical Content Changes: Are You Regulatory Compliant? Prove it! <i>Jim Mandas,</i> <i>Molina Healthcare and</i> <i>Tristan Mitchell, DeltaXML</i>	Value Beyond Words: Maximizing Your Role in the Content Ecosystem ☐ <i>Charles Rygula</i> <i>Cisco Systems</i>	You Want It, Now Sell It to Management: Building a Business Case to Implement Structured Authoring and CCM <i>Suzanne Mescan</i> <i>Vasont Systems</i>	Reducing Costs While Creating a Better UX: Managing Content Channels in the World of Customer Success <i>Adam Avramescu and</i> <i>Yeesheen Yang, Optimizely</i>

8:00-	Trip to the Strip
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Friday, October 28, 2016					
7:30-	Continental Breakfast and Exhibit Hall				
8:00-8:25	<p style="text-align: center;">Lead by Example ☐ <i>Tom Aldous</i> <i>Founder and CEO, The Content Era</i></p>				
8:30-8:50	<p style="text-align: center;">What's in a Mission Statement? ☐ <i>Christopher Ward</i> <i>Director of Sales, WebWorks</i></p>				
8:55-9:15	<p style="text-align: center;">Mastering Content 4.0 and Other Unnatural Acts ☐ <i>Joe Gollner</i> <i>Managing Director, Gnostyx Research</i></p>				
9:30-10:30	<p>The Art of Personal Branding: How to Tell the "You" Story and Gain New Customers ☐ <i>Elizabeth Fraley</i> <i>Single-Sourcing Solutions</i></p>	<p>How to Carve Out Budget for Tech Comm Initiatives by Identifying the Fat in the Current System <i>Matt Sullivan</i> <i>Tech Comm Tools</i></p>	<p>Measuring Success: How to Make Data-driven Decisions in Content Development <i>Casey Starnes</i> <i>Hewlett Packard Enterprise</i></p>	<p>Making Great Wine Starts with a Great Plan: Managing DITA Projects with PMP <i>Kimberlee Adam</i> <i>Kaplan Professional Education</i></p>	<p>Tunneling Through Silos: Creating a Community of Support to Leverage Great Content <i>Janell Sims</i> <i>Harvard Law</i></p>
10:45-11:45	<p>Client Relations: You Don't Get What You Deserve, You Get What You Negotiate ☐ <i>Alisa Bonsignore</i> <i>Clarifying Complex Ideas</i></p>	<p>Mastering Effective Change Management <i>MaryKay Grueneberg</i> <i>SAP</i></p>	<p>Use Google Analytics to Learn What Customers Aren't Telling You <i>Michele Marques</i> <i>BMC Software</i></p>	<p>Content and Community: Pitfalls and Practices in Managing Communities of Users <i>Connie Giordano</i> <i>TechWhirl.com</i></p>	<p>Disruptive Content Strategies for the Digital World <i>Andy Bromley</i> <i>SDL</i></p>
12:00-12:45	Light Lunch in Exhibit Hall				
12:45-1:15	<p style="text-align: center;">Content Strategy Freeze Tag! ☐ <i>Multiple Speakers</i> <i>Moderator: Jack Molisani</i></p>				
1:30-2:30	<p>Using Emotional Analytics to Transform Human-Machine Interaction <i>Allie Proff</i> <i>Boeing</i></p>	<p>The Good, the Bad, and the Flexible: Making Agile Work for YOU! <i>John Garison</i> <i>Medidata Solutions</i></p>	<p>DITA and Wikis <i>Richard Hamilton, XML Press and Don Day, Learning by Wrote</i></p>	<p>Work Smarter, Faster, Better with Visuals <i>Daniel Foster</i> <i>TechSmith</i> ☐</p>	<p>Workshop: Design Thinking for Content <i>Andrea Ames</i> <i>IBM</i></p>
2:45-3:45	<p>From Engineers to Users and Back Again: Using Two-Way Collaboration to Improve Technical Documentation <i>Nathan Brown</i> ☐ <i>Nextech Systems</i></p>	<p>Change the Conversation: Becoming the Don Draper of Content Strategy <i>Serafina Frongia</i> <i>Wells Fargo</i></p>	<p>Nesting: How to Add Layers of Meaning to Your Content Strategy <i>Amy Grace Wells</i> <i>University of South Carolina</i></p>	<p>Embrace Warp-speed Development: Markup Languages and Collaborative Culture <i>Lois Patterson</i> <i>Global Relay</i></p>	
4:00-5:00	<p>Managing a Multigenerational Workforce <i>Darcy Beery</i> <i>Metropolitan State University of Denver</i></p>	<p>Leading Your Team: A Survival Horror Guide <i>Rhne Armstrong</i> <i>Cisco Systems</i></p>	<p><i>Reserved to Repeat Standing Room Only Sessions</i></p>	<p>The Multiverse Theory of User Needs in the Age of Content Self-Service ☐ <i>Tanner Volz</i> <i>Iovation</i></p>	
8:00-	Halloween Costume Pub Crawl!				