


Sunday, 5 November 2017	
0800–	Registration, Coffee
0900–1200 Pre-conference Workshops	Mastering Content Models for Total Content Domination <i>Marlowe Beckley</i> Content Director, Hathway
	The Anatomy of a Real DITA Documentation Project <i>George Bina</i> Managing Director, Syncro Soft / oXygen XML Editor Dolj County, Romania
	Snakes and Ladders: Content Collaboration with Subject Matter Experts in the Real World <i>Nolwenn Kerzreho</i> Technical Account Manager, IXIASOFT Rennes, France
	Management Workshop Part 1: Leadership and Management in Technical Documentation <i>Eeshita Grover, Sr. Manager Technical Communications</i> Cisco Systems
1:00–4:00 Pre-conference Workshops	Changing the Engine Without Stopping the Car Moving to Structured Authoring <i>Stefan Gentz, Adobe Systems</i> <i>Jang Graat, CEO, Smart Information Design</i> Amsterdam, Netherlands
	Creating Unified Content Portals <i>Jim Edmunds</i> CEO INGENIUX
	The Joy of Improvisation: Practical Play for Serious Professionals <i>Anthony Apodaca, Xeditor and</i> <i>Jack Molisani, The LavaCon Conference</i>
	Management Workshop Part 2: Achieving the Extraordinary: Content Development Management Success <i>Barry Saiff</i> CEO, Saiff Solutions
7:00–	Pre-conference social event

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Monday, 6 November 2017					
08:00-	Registration, Continental Breakfast				
8:45-9:05	<p style="text-align: center;">Find Your Tribe <i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>				
9:05-9:25	<p style="text-align: center;">Be a Content Ninja <i>Aaron Roe Fulkerson, Founder and CEO, MindTouch</i></p>				
9:25-9:45	<p style="text-align: center;">Take the Risk, Embrace the Change! <i>Hoa Aldous, Vice President of Operations, The Content Era</i></p>				
	<i>Content Strategy and Organizational Strategy</i>	<i>Content 4.0 and Content Engineering</i>	<i>Management and Governance</i>	<i>Technology and Vendor Showcase</i>	<i>Case Studies and Tribal Knowledge</i>
10:00-11:00	<p>Creating Strong Design and Content Partnerships <i>Dayelin Roman, Content Designer and Evan Prowten, Content Designer, Intuit</i></p>	<p>Smarter Enterprise Collaboration through Content 4.0 and Microcontent <i>Rob Hanna, Chief Info Architect, Precision Content Authoring Solutions Inc.</i></p>	<p>Using Content to Engage Customer Success <i>Ari Hoffman, Success Fanatic, MindTouch</i></p>	<p>Personalization of Content and the Power of Metrics <i>Oded Ilan, CMO, Iridize</i></p>	<p>Faster Content, Better Healthcare: Improving Cancer Diagnostics with Electronic Delivery <i>Laura Meyer, American College of Surgeons, and Gretyl Kinsey, Scriptorium</i></p>
11:15-12:15	<p>Knowledge Freedom: Break Down the Silos! <i>Nikoletta Vecsei, Director, Transamerica and Laurel Nicholes, Director, F5 Networks</i></p>	<p>Our Role and Responsibility in Information 4.0 <i>Ray Gallon, Co-founder, The Transformation Society</i></p>	<p>Developing Your Edge: Getting a Seat at the Customer's Table <i>Charles Rygula, Cisco Systems</i></p>	<p>Structured Content Authoring For All! <i>Jan Benedictus, CEO, Liones / FontoXML</i></p>	<p>Transform your 1200 Page PDF into Executable Content Modules <i>Darko Stefanoski, Ernst & Young and Steffen Frederiksen, DitaExchange</i></p>
12:15-1:00	Lunch				
1:00-3:00	<p style="text-align: center;">Ready...Set...Network! <i>Speed Networking</i></p>				
3:15-4:15	<p>Who Owns the Website? Overcoming Cross-silo Office Politics <i>Marli Mesibov, Managing Director of Content Strategy, Mad*Pow</i></p>	<p>Static Site Generators are the Game Changers <i>Lukasz Gornicki, Product Owner, SAP</i></p>	<p>Content Development Estimates and Proposals: The Groundwork for Success <i>Barry Saiff, CEO, Saiff Solutions</i></p>	<p>How Modern Analytics Will Turn Your Technical Content Into a Rock Star <i>Fabrice Lacroix, CEO, Antidot - Fluid Topics</i></p>	<p>Taking Your Content with You—From Knowledge Base to Mobile App <i>Eric Kuhn, Director of Operations, Astoria Software</i></p>
4:30-4:50	<p style="text-align: center;">It's Amazing What You Can Learn When You Actually Listen to Customers <i>Jon Ann Lindsey, Manager of Content Strategy, Google</i></p>				
4:50-5:10	<p style="text-align: center;">Think Bigger! <i>Megan Gilhooly, Sr. Manager of Content Management, Amazon</i></p>				
5:10-5:30	<p style="text-align: center;">Feed the Goldfish in 19 Minutes and 52 Seconds <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>				
5:30-7:00	Networking reception in exhibit hall			Sponsored By  Technical Communication	

Tuesday, 7 November 2017					
8:30–	Registration, Continental Breakfast				
9:00–9:20	<p align="center">Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy <i>Melinda Belcher, Senior Director of Digital Experience, Mastercard</i></p>				
9:20–9:40	<p align="center">Why Introverts Make Successful Leaders <i>Eeshita Grover, Sr. Manager Technical Communications, Cisco Systems</i></p>				
9:40–10:00	<p align="center">Getting It Together <i>Joe Gollner, Managing Director, Gnostyx Research</i></p>				
10:00–10:30	<p align="center">Content Collaboration <i>Niclas Hulting, Director of Online Content Strategy, Britton Marketing & Design Group</i></p>				
	<i>Content Strategy and Organizational Strategy</i>	<i>Content 4.0 and Content Engineering</i>	<i>Management and Governance</i>	<i>Technology and Vendor Showcase</i>	<i>Case Studies and Tribal Knowledge</i>
10:45–11:45	<p>The Farmer and the Cowhand Should Be Friends, or, How UX and Content Can (and Should) Work Together <i>Dylan Wilbanks Director of UX Integris Software</i></p>	<p>Automating Product Documentation Assembly: When Product Information Management Meets CCM <i>Alex Masycheff CEO Intuition</i></p>	<p>Maturing Process Maturity <i>Dawn Stevens President Comtech Services</i></p>	<p>The Montagues and the Capulets: How Technical Staff and Enterprise Authors Can Find True Love (Without Death) <i>Douglas Gorman CEO Simply XML</i></p>	<p>Let's Work Together: How SASB Implemented DITA and Changed their Corporate Culture Lost in Translation <i>Jessi Lawrence, SASB and Amber Swope, DITA Strategies</i></p>
12:00–1:30	Networking Lunch				
1:30–12:30	<p>Blurring the Lines Between Marketing and Technical Content Silos <i>Stefan Gentz Global TechComm Evangelist Adobe Systems</i></p>	<p>Content Strategy for Intelligent Assistants in the Enterprise <i>Marta Rauch Sr. Principal Information Developer, Oracle</i></p>	<p>Countering the Chaos: The Case for Cross-Department Workflows <i>Bill Burns Content Architect Healthwise</i></p>	<p>Collaborative Authoring for Technical Authors and SMEs <i>Patrick Baker VP, Development and Professional Services Stilo International</i></p>	<p>Case Study: A Journey to Intelligent Content Delivery <i>Craig Prior and Kristina Smyth, Mastercard and Joe Gelb, Zoomin Software</i></p>
2:00–3:00	<p>Presenting for Success: Achieving Buy-In (Almost) Every Time <i>Stacey Seronick Content Strategist Wells Fargo</i></p>	<p>Video is Everywhere: Paradigm Shift in Content Development Regime <i>Archana Singh and Deepti Tiwari Cisco Systems</i></p>	<p>Building 4,300-mile Bridges: Making global Teams Work <i>MaryKay Grueneberg Sr. User Assistance Developer SAP</i></p>	<p>XaaS: XML Authoring as a Service <i>George Bina Managing Director Syncro Soft / oXygen XML Editor</i></p>	<p>Much Ado About Templates: Reduce the Learning Curve and Increase Productivity at DITA implementation <i>Catherine Long Sr. Information Architect Varian Medical Systems</i></p>
3:00–4:00	Coffee Break in Exhibit Hall				
4:00–4:20	<p align="center">The Future is Coming, and it Will Be Virtual! <i>Andrea Zeller, Virtual Reality Strategist, Facebook</i></p>				
4:20–4:40	<p align="center">AI: Preparing Product Content for the Voice Revolution <i>Joe Gelb, President, Zoomin Software</i></p>				
4:40–5:00	<p align="center">How MOOCs, SPOCs, and Next Generation e-Learning Are Impacting Content Strategy <i>Keith Boyd, Director of Structured Learning Programs, Microsoft</i></p>				
5:00–5:20	<p align="center">Facebook Messenger is a Publishing Channel? Delivering Content Through Chat Bots <i>Murray Newlands, Contributor at Forbes and Founder of Chattypeople.com</i></p>				
7:00–	Offsite networking event				

Wednesday, 8 November 2017					
0830-	Continental Breakfast				
	<i>Content Strategy and Organizational Strategy</i>	<i>Content 4.0 and Content Engineering</i>	<i>Localization</i>	<i>Technology and Vendor Showcase</i>	<i>Case Studies and Tribal Knowledge</i>
9:00-10:00	Telling the Right Story: Managing Stakeholders to Implement an Integrated Content Strategy <i>Andrea Ames, Content Strategist, IBM</i>	Best Practices for Transactional Email <i>Rian Van Der Merwe Product Manager Wildbit</i>	Why Culturalization is Important! <i>Jeaneane Marie Falkler Business Development Executive VMC Consulting Corporation</i>	DITA Worst Practices <i>Keith Schengili-Roberts DITA Evangelist IXIASOFT</i>	Sun Tsu, Dorothy, and the Road to Implementing Content Strategy <i>Julian Murfitt CEO, Mekon</i>
10:15-11:15	Collaborating on Content for a Better Customer Experience <i>Yvonne Gando and Utkarsh Seth Google</i>	Watch that Tone: Creating an Information Experience with a Consistent Voice <i>Sarah Karp Information Experience Team Lead, Atlassian</i>	How a Localization Proof of Concept Can Bring You More Insight in Your DITA Content <i>Dominique Trouche, WhP and Joe Gollner, Gnostyx Research</i>	Reusing Your Reuse: How to Keep the Reuse You Have When You Move to DITA <i>Helen St. Denis Conversion Services Manager, Stilo International</i>	Out of Bounds Leadership: Got flow? <i>Tara Knapp, Content Strategist, Lincoln Financial Group and Pam Noreault Solutions Architect, SDL</i>
11:30-12:30	Connecting Silos With Content Pipelines <i>Roger Hadley Senior Technical Writer Fiserv</i>	TechComm Throwdown! <i>Multiple Speakers Moderator: Bernard Aschwanden President Publishing Smarter</i>	Drawing the Line on Content Localization: How Much is Too Much? <i>Daniel Foster Snagit Strategy Lead TechSmith</i>	Building an Enterprise-wide Content Platform—and Why DITA will Fail <i>Mark Krawczyk Director of Enterprise Services Quark Software</i>	Building Catwalks Between Silos: Using Taxonomy to Drive Engagement from Content Marketing to Product Docs <i>Joe Pairman, VP of Operations, Mekon</i>
12:30-1:30 Closing Lunch Session	People Love to Give You Money! And Recognition! And Headcount! <i>Chellie Campbell, Author of The Wealthy Spirit, Zero to Zillionaire, and From Worry to Wealthy</i>				
	Bonus Sessions and Workshops				
1:45- 2:45	Design Thinking Workshop <i>Andrea Ames IBM</i>	Getting Dragged Along? Start Charting Your Team's Course with an Investment Model <i>Amy Bowman, Senior Manager Information Development ServiceNow</i>	Agile Localization: Building Bridges Between Translation Quality and Rapid Software Development <i>Laura Dent International Freelance Technical Writer</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>
3:00- 4:00		<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>	To Improve Translation, Wield the Period and the (Typographical) Bullet <i>Jon Ann Lindsey Manager of Content Strategy, Google</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>
4:15- 5:15		<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>	<i>Reserved for Late-breaking News and to Repeat Standing Room Only Sessions</i>
7:00-	Closing Social Event				