







Sunday, 5 November 2017	
0800–	Registration, Coffee
0900–1200 <i>Pre-conference Workshops</i>	<b>Mastering Content Models for Total Content Domination</b> <i>Marlowe Beckley</i> <i>Content Director, Hathway</i>
	<b>The Anatomy of a Real DITA Documentation Project</b> <i>George Bina</i> <i>Managing Director</i> <i>Syncro Soft / oXygen XML Editor</i>
	<b>Snakes and Ladders: Content Collaboration with Subject Matter Experts in the Real World</b> <i>Sharon Figueira, Pre-sales Engineer,</i> <i>IXIASOFT</i>
	<b>MPACT: A Gameful Approach to Creating Relevant Personas</b> <i>Dana Ortegon, Jen Smerdel, Magga Dora Ragnarsdottir, Priyama Barua</i> <i>Mad*Pow</i>
	<b>Management Workshop Part 1: Leadership and Management in Technical Documentation</b> <i>Eeshita Grover, Sr. Manager Technical Communications</i> <i>Cisco Systems</i>
1:00–4:00 <i>Pre-conference Workshops</i>	<b>Implementing a Customer-driven Transition to DITA Content</b> <b>A Step-by-step Journey to Success</b> <i>Susanna Carlisi and Alexander Lum, Ciena</i> <i>Tom Aldous, The Content Era</i> <i>Stefan Gentz and Dustin Vaughn, Adobe Systems</i>
	<b>Creating Unified Content Portals</b> <i>Jim Edmunds</i> <i>CEO</i> <i>INGENIUX</i>
	<b>The Joy of Improvisation: Practical Play for Serious Professionals</b> <i>Anthony Apodaca, Xeditor and</i> <i>Jack Molisani, The LavaCon Conference</i>
	<b>Management Workshop Part 2: Achieving the Extraordinary: Content Development Management Success</b> <i>Barry Saiff</i> <i>CEO, Saiff Solutions</i>
7:00–	Pre-conference social event

Sponsored by:  **Technical Communication**

Monday, 6 November 2017					
08:00-	Registration, Continental Breakfast				
8:30-8:45	<p style="text-align: center;"><b>Welcome</b> </p> <p style="text-align: center;"><i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>				
8:45-9:05	<p style="text-align: center;"><b>Professionalization of Content Experience Specialists</b> </p> <p style="text-align: center;"><i>Aaron Roe Fulkerson, Founder and CEO, MindTouch</i></p>				
9:05-9:25	<p style="text-align: center;"><b>Take the Risk, Embrace the Change!</b> </p> <p style="text-align: center;"><i>Hoa Aldous, Vice President of Operations, The Content Era</i></p>				
9:25-11:25	<p style="text-align: center;"><b>Find Your Tribe</b> </p> <p style="text-align: center;"><i>Business Card Exchange</i></p>				
11:25-12:25	Lunch				
12:25-12:45	<p style="text-align: center;"><b>From Yellow Pads to Virtual Reality: The Evolving Role of Content Strategists</b> </p> <p style="text-align: center;"><i>Andrea Zeller, Virtual Reality Strategist, Facebook</i></p>				
1:00-2:00	<p><b>Creating Strong Design and Content Partnerships</b> <i>Dayelin Roman, Content Designer and Evan Prowten Content Designer, Intuit</i></p>	<p><b>Automating Product Documentation Assembly: When Product Information Management Meets CCM</b> <i>Alex Masycheff CEO Intuition</i></p>	<p><b>Making a Quantum Shift in Structured Authoring</b> </p> <p><i>Eric Kuhnen Director of Operations Astoria Software</i></p>	<p><b>Maturing Process Maturity</b> <i>Dawn Stevens President Comtech Services</i></p>	<p><b>Faster Content, Better Healthcare: Improving Cancer Diagnostics with Electronic Delivery</b> <i>Laura Meyer, American College of Surgeons, and Gretyl Kinsey, Scriptorium</i></p>
2:15-3:15	<p><b>Knowledge Freedom: Break Down the Silos!</b> <i>Nikoletta Vecsei Director, Transamerica and Laurel Nicholes, Director, F5 Networks</i></p>	<p><b>Content Development Estimates and Proposals: The Groundwork for Success</b> <i>Barry Saiff CEO Saiff Solutions</i></p>	<p><b>Developing Your Edge: Getting a Seat at the Customer's Table</b> </p> <p><i>Charles Rygula Cisco Systems</i></p>	<p><b>Structured Content Authoring For All!</b> <i>Jan Benedictus CEO Liones / FontoXML</i></p>	<p><b>Transform your 1200 Page PDF into Executable Content Modules</b> <i>Darko Stefanoski Ernst &amp; Young and Steffen Frederiksen, DitaExchange</i></p>
3:15-3:45	Break in the exhibit hall				<p>Sponsored by</p> 
3:45-4:45	<p><b>Connecting Silos With Content Pipelines</b> <i>Roger Hadley, Senior Technical Writer and Derek Atlansky Technical Lead Fiserv</i></p>	<p><b>Static Site Generators are the Game Changers</b> <i>Lukasz Gornicki Product Owner SAP</i></p>	<p><b>Personalization of Content and the Power of Metrics</b> </p> <p><i>Oded Ilan CMO, Iridize</i></p>	<p><b>How Modern Analytics Will Turn Your Technical Content Into a Rock Star</b> <i>Fabrice Lacroix CEO Antidot - Fluid Topics</i></p>	<p><b>Effective Content Framework for Customer Success</b> <i>Sara Feldman VP of Programs for STC San Diego</i></p>
5:00-5:20	<p style="text-align: center;"><b>It's Amazing What You Can Learn When You Actually Listen to Customers</b> </p> <p style="text-align: center;"><i>Jon Ann Lindsey, Content Strategist, Google</i></p>				
5:20-5:40	<p style="text-align: center;"><b>Feed the Goldfish in 19 Minutes and 52 Seconds</b> </p> <p style="text-align: center;"><i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>				
5:40-7:30	Networking reception in the exhibit hall				<p>Sponsored By</p> 

Tuesday, 7 November 2017					
8:00-	Registration, Continental Breakfast				
9:00-9:20	<p style="text-align: center;"><b>Think Bigger!</b> </p> <p style="text-align: center;"><i>Megan Gilhooly, Sr. Manager of Content Management, Amazon</i></p>				
9:20-9:40	<p style="text-align: center;"><b>Why Introverts Make Successful Leaders</b> </p> <p style="text-align: center;"><i>Eeshita Grover, Sr. Manager Technical Communications, Cisco Systems</i></p>				
9:40-10:00	<p style="text-align: center;"><b>Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy</b> </p> <p style="text-align: center;"><i>Melinda Howard Belcher, Senior Director of Digital Experience, Mastercard</i></p>				
10:00-10:20	<p style="text-align: center;"><b>Engineering Content 4.0 for a Digital World</b> </p> <p style="text-align: center;"><i>Joe Gollner, Managing Director, Gnostyx Research</i></p>				
10:45-11:45	<p><b>Countering the Chaos: The Case for Cross-Department Workflows</b> <i>Bill Burns</i> <i>Content Architect</i> <i>Healthwise</i></p>	<p><b>Our Role and Responsibility in Information 4.0</b> <i>Ray Gallon, Co-founder,</i> <i>The Transformation Society</i> <i>and Andy McDonald,</i> <i>Product Manager,</i> <i>TECH'advantage</i></p>	<p><b>Spanning Silos: Combining Marketing and Technical Content to Deliver a Consistent Customer Experience</b> </p> <p><i>Dustin Vaughn</i> <i>Solutions Consulting</i> <i>Manager, Adobe</i></p>	<p><b>XaaS: XML Authoring as a Service</b> <i>George Bina Managing</i> <i>Director Syncro Soft /</i> <i>oXygen XML Editor</i></p>	<p><b>Building Catwalks Between Silos: Using Taxonomy to Drive Engagement from Content Marketing to Product Docs</b> <i>Joe Pairman, VP of</i> <i>Operations, Mekon</i></p>
11:45-1:15	Living Salad Bar Networking Lunch				
1:30-2:30	<p><b>People First! Design Content That Audiences Love</b> <i>Erin O'Briant</i> <i>President</i> <i>The O'Briant Group</i></p>	<p><b>Smarter Enterprise Collaboration through Content 4.0 and Microcontent</b> <i>Rob Hanna, Chief Info</i> <i>Architect, Precision Content</i> <i>Authoring Solutions Inc.</i></p>	<p><b>The Farmer and the Cowhand Should Be Friends, or How UX and Content Can (and Should) Work Together</b> </p> <p><i>Dylan Wilbanks</i> <i>Director of UX Integris</i> <i>Software</i></p>	<p><b>Collaborative Authoring for Technical Authors and SMEs</b> <i>Patrick Baker</i> <i>VP, Development and</i> <i>Professional Services</i> <i>Stilo International</i></p>	<p><b>Case Study: A Journey to Intelligent Content Delivery</b> <i>Craig Prior, Mastercard</i> <i>and Joe Gelb, Zoomin</i> <i>Software</i></p>
2:45-3:45	<p><b>Think Global, Act Global, Go Global</b> <i>Bill Swallow</i> <i>Director of Operations</i> <i>Scriptorium</i></p>	<p><b>Watch that Tone: Creating an Information Experience with a Consistent Voice</b> <i>Sarah Karp</i> <i>Information Experience</i> <i>Team Lead, Atlassian</i></p>	<p><b>Collaborating on Content for a Better Customer Experience</b> </p> <p><i>Yvonne Gando and</i> <i>Utkarsh Seth</i> <i>Google</i></p>	<p><b>The Montagues and the Capulets: How Technical Staff and Enterprise Authors Can Find True Love (Without Death)</b> <i>Douglas Gorman</i> <i>CEO</i> <i>Simply XML</i></p>	<p><b>Let's Work Together: How SASB Implemented DITA and Changed their Corporate Culture Lost in Translation</b> <i>Jessi Lawrence, SASB</i> <i>and Amber Swope,</i> <i>DITA Strategies</i></p>
4:00-4:20	<p style="text-align: center;"><b>AI: Preparing Product Content for the Voice Revolution</b> </p> <p style="text-align: center;"><i>Joe Gelb, President, Zoomin Software</i></p>				
4:20-4:40	<p style="text-align: center;"><b>How MOOCs, SPOCs, and Next Generation e-Learning Are Impacting Content Strategy</b> </p> <p style="text-align: center;"><i>Keith Boyd, Director of Structured Learning Programs, Microsoft</i></p>				
4:40-5:00	<p style="text-align: center;"><b>Facebook Messenger is a Publishing Channel? Delivering Content Though Chat Bots</b> </p> <p style="text-align: center;"><i>Murray Newlands, Contributor at Forbes and Founder of Chattypeople.com</i></p>				
6:00-	<p>Chinese Lion and Dragon Parade to Offsite Venue for Kamikaze Karaoke (or Quiet Networking Upstairs)</p>			<p>Parade sponsored by:</p> 	<p>Karaoke sponsored by:</p> 

Wednesday, 8 November 2017					
0830-	Continental Breakfast				
9:00-10:00	<b>Authored by Man and Machine: Interactive Documents?</b> <i>Vi Kellersohn</i> <i>Chief Marketing Officer</i> <i>Oberon Technologies</i>	<b>Agile Localization: Building Bridges Between Translation Quality and Rapid Software Development</b> <i>Laura Dent</i> <i>International Freelance</i> <i>Technical Writer</i>	<b>Telling the Right Story: Managing Stakeholders to Implement an Integrated Content Strategy</b>  <i>Andrea Ames</i> <i>Content Strategist</i> <i>IBM</i>	<b>Reusing Your Reuse: How to Keep the Reuse You Have When You Move to DITA</b> <i>Helen St. Denis</i> <i>Conversion Services Mgr. Stilo</i> <i>International</i>	<b>Case Study: Streamlining Maintenance at Siemens Rail by Linking Content and Engineering Data</b> <i>Julian Murfitt</i> <i>CEO, Mekon</i>
10:15-11:15	<b>Out of Bounds Leadership: Got flow?</b> <i>Tara Knapp, Content Strategist, Lincoln Financial Group and Pam Noreault Solutions Architect, SDL</i>	<b>How a Localization Proof of Concept Can Bring You More Insight in Your DITA Content</b> <i>Dominique Trouche, WhP and Joe Gollner, Gnostyx Research</i>	<b>Overcoming Cross-silo Office Politics</b>  <i>Marli Mesibov Managing Director of Content Strategy</i> <i>Mad*Pow</i>	<b>Building an Enterprise-wide Content Platform—and Why DITA will Fail</b> <i>Dave White</i> <i>Chief Technology Officer</i> <i>Quark Software</i>	<b>Case Study: Curating Your Help Site with Data to Bridge the Gap Between Documentation and Product</b> <i>Jenny Evans, Avalara and Ricky Nguyen, Mindtouch</i>
11:30-12:30	<b>Best Practices for Transactional Email</b> <i>Rian Van Der Merwe</i> <i>Product Manager</i> <i>Wildbit</i>	<b>Why Culturalization is Important!</b> <i>Jeaneane Marie Falkler</i> <i>Business Development Executive</i> <i>VMC Consulting Corporation</i>	<b>Future-proof Your Content: Beyond Traditional Publishing for Scalability</b>  <i>Maxwell Hoffmann</i> <i>Content Strategist</i> <i>SDL</i>	<b>DITA Worst Practices</b> <i>Keith Schengili-Roberts</i> <i>DITA Evangelist</i> <i>IXIASOFT</i>	<b>Getting Dragged Along? Start Charting Your Team's Course with an Investment Model</b> <i>Amy Bowman, Senior Manager Information Development ServiceNow</i>
12:30-1:30 Closing Lunch Session	<b>People Love to Give You Money! And Recognition! And Headcount!</b>  <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	<b>Design Thinking Workshop</b> <i>Andrea Ames, IBM and Erin O'Briant</i> <i>The O'Briant Group</i>	<b>Drawing the Line on Content Localization: How Much is Too Much?</b> <i>Daniel Foster</i> <i>Snagit Strategy Lead</i> <i>TechSmith</i>	<b>Presenting for Success: Achieving Buy-In (Almost) Every Time</b>  <i>Stacey Seronick</i> <i>Content Strategist</i> <i>Wells Fargo</i>	<b>Much Ado About Templates: Reduce the Learning Curve and Increase Productivity at DITA Implementations</b> <i>Catherine Long</i> <i>Sr. Information Architect,</i> <i>Varian Medical Systems</i>	<i>Reserved for Compact Impact Award Case Study</i>
3:00- 4:00		<b>To Improve Translation, Wield the Period and the (Typographical) Bullet</b> <i>Jon Ann Lindsey</i> <i>Content Strategist</i> <i>Google</i>	<b>Building 4,300-mile Bridges: Making global Teams Work</b>  <i>MaryKay Grueneberg</i> <i>Sr. User Assistance Developer, SAP</i>	<b>TechComm Throwdown!</b> <i>Multiple Speakers,</i> <i>Moderator: Bernard Aschwanden, President Publishing Smarter</i>	<i>Reserved for Compact Impact Award Case Study</i>
4:15- 5:15		<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved for Compact Impact Award Case Study</i>
7:00-	Closing Social Event				