










Sunday, 5 November 2017	
8:00–	Registration, Coffee
0900–1200 Pre-conference Workshops	Mastering Content Models for Total Content Domination <i>Marlowe Beckley</i> <i>Content Director, Hathway</i> Room: Skyline I (23rd floor)
	The Anatomy of a Real DITA Documentation Project <i>George Bina</i> <i>Managing Director</i> <i>Syncro Soft / oXygen XML Editor</i> Skyline II
	Snakes and Ladders: Content Collaboration with Subject Matter Experts in the Real World <i>Sharon Figueira, Pre-sales Engineer,</i> <i>IXIASOFT</i> Parlor BC
	MPACT: A Gameful Approach to Creating Relevant Personas <i>Dana Ortegon, Jen Smerdel, Magga Dora Ragnarsdottir, Priyama Barua</i> <i>Mad*Pow</i> Parlor A
	Management Workshop Part 1: Leadership and Management in Technical Documentation <i>Eshita Grover, Sr. Manager Technical Communications</i> <i>Cisco Systems</i> Galleria North
1:00–5:00 Pre-conference Workshops	Implementing a Customer-driven Transition to DITA Content A Step-by-step Journey to Success <i>Susanna Carlisi and Alexander Lum, Ciena</i> <i>Tom Aldous, The Content Era</i> <i>Stefan Gentz and Dustin Vaughn, Adobe Systems</i> <div style="float: right; text-align: right;"> Sponsored by:  </div> Skyline II
	Creating a Unified Content Portal: The Key to Competitive Advantage <i>Jim Edmunds</i> <i>CEO, INGENIUX</i> Skyline I
	The Joy of Improvisation: Practical Play for Serious Professionals <i>Anthony Apodaca, Xeditor and</i> <i>Jack Molisani, The LavaCon Conference</i> Parlor BC
	Management Workshop Part 2: Content Development Management Success <i>Barry Saiff</i> <i>CEO, Saiff Solutions</i> Galleria North
7:30–	Pre-conference social event at Kells Irish Restaurant and Pub 112 SW 2nd Ave, Portland, OR 97204 <div style="float: right; text-align: right;"> Sponsored by:  </div>

Monday, 6 November 2017					
7:30-	Registration, Continental Breakfast <i>Room: Grand Ballroom</i>				
8:30-8:45	<p style="text-align: center;">Welcome </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;">Professionalization of Content Experience Specialists </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;">Take the Risk, Embrace the Change! </p> <p style="text-align: center;"><i>Hoa Aldous, Company Muse, The Content Era</i></p>				
9:25-9:45	<p style="text-align: center;">From Yellow Pads to Virtual Reality: The Evolving Role of Content Strategists </p> <p style="text-align: center;"><i>Andrea Zeller, Virtual Reality Strategist, Facebook</i></p>				
9:45-11:45	<p style="text-align: center;">Find Your Tribe </p> <p style="text-align: center;"><i>Business Card Exchange</i></p>				
11:45-12:30	Lunch				
12:30-1:25	Dessert and vendor demos in the exhibit hall				
				Sponsored by	
Room:	Skyline I	Skyline II	Grand Ballroom	Parlor BC	Galleria North
1:30-2:30	<p>Knowledge Freedom: Break Down the Silos! <i>Nikoletta Vecsei Director, Transamerica and Laurel Nicholes Director, F5 Networks</i></p>	<p>To Improve Translation, Wield the Period and the (Typographical) Bullet <i>Jon Ann Lindsey Content Strategist Google</i></p>	<p>Making a Quantum Shift in Structured Authoring </p> <p><i>Eric Kuhnen Director of Operations Astoria Software</i></p>	<p>Maturing Process Maturity <i>Dawn Stevens President Comtech Services</i></p>	<p>Faster Content, Better Healthcare: Improving Cancer Diagnostics with Electronic Delivery <i>Laura Meyer Vega, American College of Surgeons, and Gretyl Kinsey, Scriptorium</i></p>
2:45-3:45	<p>Automating Product Documentation Assembly: When Product Information Management Meets CCM <i>Alex Masycheff CEO Intuition</i></p>	<p>Content Development Estimates and Proposals: The Groundwork for Success <i>Barry Saiff CEO Saiff Solutions</i></p>	<p>Overcoming Cross-silo Office Politics </p> <p><i>Marli Mesibov Managing Director of Content Strategy Mad*Pow</i></p>	<p>Structured Content Authoring For All! <i>Jan Benedictus CEO Lionex / FontoXML</i></p>	<p>Transforming a 1200 Page PDF into Executable Content Modules <i>Darko Stefanoski Ernst & Young and Steffen Frederiksen, DitaExchange</i></p>
4:00-5:00	<p>Connecting Silos With Content Pipelines <i>Roger Hadley, Senior Technical Writer and Derek Atlansky Technical Lead Fiserv</i></p>	<p>Static Site Generators are the Game Changers <i>Lukasz Gornicki and Kristi Herd Product Owners SAP</i></p>	<p>Personalization of Content and the Power of Metrics </p> <p><i>Oded Ilan CMO Iridize</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>Case Study: How McAfee/Intel Security Scaled Up to Dynamic Enterprise Publishing <i>Paul Masalsky, Content Management Architect, McAfee and Gal Oron, CEO, Zoomin Software</i></p>
5:15-5:35	<p style="text-align: center;">It's Amazing What You Can Learn When You Actually Listen to Customers </p> <p style="text-align: center;"><i>Jon Ann Lindsey, Content Strategist, Google</i></p>				
5:35-5:55	<p style="text-align: center;">Feed the Goldfish in 19 Minutes and 52 Seconds </p> <p style="text-align: center;"><i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>				
6:00-7:30	Networking reception, book signings in the exhibit hall				
				Sponsored by	

Tuesday, 7 November 2017					
8:00–	Continental Breakfast				
8:30–9:00	Evolving the New Content Order  <i>Cruce Saunders, Founder, [A]</i>				
9:00–9:20	Think Bigger!  <i>Megan Gilhooly, Sr. Manager of Content Management, Amazon</i>				
9:20–9:40	Why Introverts Make Successful Leaders  <i>Eeshita Grover, Sr. Manager Technical Communications, Cisco Systems</i>				
9:40–10:00	Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy  <i>Melinda Howard Belcher, Senior Director of Digital Experience, Mastercard</i>				
10:00–10:20	Engineering Content 4.0 for a Digital World  <i>Joe Gollner, Managing Director, Gnostyx Research (presented remotely)</i>				
Room:	Skyline I	Skyline II	Grand Ballroom	Parlor BC	Galleria North
10:45–11:45	Countering the Chaos: The Case for Cross-Department Workflows <i>Bill Burns Content Architect Healthwise</i>	Our Role and Responsibility in Information 4.0 <i>Ray Gallon, Co-founder, The Transformation Society and Andy McDonald, Product Manager, TECH'advantage</i>	Spanning Silos: Combining Marketing and Technical Content to Deliver a Consistent Customer Experience  <i>Dustin Vaughn Solutions Consulting Manager, Adobe</i>	Let's Work Together: How SASB Implemented DITA and Changed their Corporate Culture <i>Jessi Lawrence, SASB and Amber Swope, DITA Strategies</i>	Building Catwalks Between Silos: Using Taxonomy to Drive Engagement from Content Marketing to Product Docs <i>Joe Pairman, VP of Operations, Mekon</i>
11:45–1:15	Living Salad Bar Networking Lunch				
1:30–2:30	Who Cares About Change? <i>Tristan Mitchel Product Manager DeltaXML</i>	Smarter Enterprise Collaboration through Content 4.0 and Microcontent <i>Rob Hanna, Chief Info Architect, Precision Content Authoring Solutions Inc.</i>	Developing Your Edge: Getting a Seat at the Customer's Table  <i>Charles Rygula Cisco Systems</i>	DITA: Start Small, Grow Big, Using Open Source Tools <i>Patrick Baker VP, Development and Professional Services Stilo International</i>	The Montagues and the Capulets: How Technical Staff and Enterprise Authors Can Find True Love (Without Death) <i>Douglas Gorman CEO, Simply XML</i>
2:45–3:45	Think Global, Act Global, Go Global <i>Bill Swallow Director of Operations Scriptorium</i>	Watch that Tone: Creating an Information Experience with a Consistent Voice <i>Sarah Karp Atlassian</i>	We Are Single-Sourcing! But How Well Do We Work With Others?  <i>Mike Hamilton VP of Product Evangelism MadCap Software</i>	XaaS: XML Authoring as a Service <i>George Bina Managing Director Syncro Soft / oXygen XML Editor</i>	Case Study: A Journey to Intelligent Content Delivery <i>Craig Prior, Mastercard and Joe Gelb, Zoomin Software</i>
3:45–4:15	Coffee and Chocolate Truffle Break		Product Announcement at Astoria Software's Booth		
4:15–4:35	AI: Preparing Product Content for the Voice Revolution  <i>Hannan Saltzman, Zoomin Software</i>				
4:35–4:55	How MOOCs, SPOCs, and Next Generation e-Learning Are Impacting Content Strategy  <i>Keith Boyd, Director of Structured Learning Programs, Microsoft</i>				
4:55–5:15	Facebook Messenger is a Publishing Channel? Delivering Content Through Chat Bots  <i>Murray Newlands, Contributor at Forbes and Founder of Chattypeople.com</i>				
5:45–	Meet in the Hilton lobby at 5:45 for a Chinese Lion and Dragon Parade to Bar XV, 15 SW 2nd Ave, Portland for Kamikaze Karaoke and/or Quiet Networking Upstairs			Parade sponsored by: 	Karaoke sponsored by: 

Wednesday, 8 November 2017					
8:00-	Continental Breakfast---				
Room:	Skyline I	Skyline II	Grand Ballroom	Parlor BC	Galleria North
9:00-10:00	Authored by Man and Machine: Interactive Documents? <i>Vi Kellersohn</i> <i>Chief Marketing Officer</i> <i>Oberon Technologies</i>	Agile Localization: Building Bridges Between Translation Quality and Rapid Software Development <i>Laura Dent</i> <i>International Freelance</i> <i>Technical Writer</i>	Managing Stakeholders Across the Content Ecosystem: The Key to Implementing a Content Strategy  <i>Andrea Ames</i> <i>Founder and CEO</i> <i>Idyll Point Group</i>	Reusing Your Reuse: How to Keep the Reuse You Have When You Move to DITA <i>Helen St. Denis</i> <i>Conversion Services Mgr.</i> <i>Stilo International</i>	Case Study: Streamlining Maintenance at Siemens Rail by Linking Content and Engineering Data <i>Julian Murfitt</i> <i>CEO, Mekon</i>
10:15-11:15	Out of Bounds Leadership: Got flow? <i>Tara Knapp, Content Strategist, Lincoln Financial Group and Pam Noreault</i> <i>Solutions Architect, SDL</i>	Content Authoring for Localization <i>Dominique Trouche</i> <i>WhP</i>	The Farmer and the Cowhand Should Be Friends, or How UX and Content Can (and Should) Work Together  <i>Dylan Wilbanks, Principal</i> <i>Hêtre Design</i>	Building an Enterprise-wide Content Platform—and Why DITA will Fail <i>Dave White</i> <i>Chief Technology Officer</i> <i>Quark Software</i>	Case Study: Curating our Help Site with Data to Bridge the Gap Between Documentation and Product <i>Jenny Evans, Avalara</i> <i>Theresa Manzo, MindTouch</i>
11:30-12:30	Building a Chatbot for Customer Support <i>Alex Masycheff</i> <i>CEO</i> <i>Intuition</i>	Lost in Translation: Why Culturalization is Important! <i>Jeanne Marie Falkler</i> <i>VMC Consulting</i>	Future-proof Your Content: Beyond Traditional Publishing for Scalability  <i>Chip Gettinger</i> <i>SDL</i>	DITA Worst Practices <i>Keith Schengili-Roberts</i> <i>DITA Evangelist</i> <i>IXIASOFT</i>	Building an Effective Content Framework for Customer Success <i>Sara Feldman</i> <i>VP of Programs</i> <i>STC San Diego</i>
12:30-2:00 Lunch Sessions	<p>Panel Discussion: Conference Recap and Industry Trends  <i>Moderator: Jack Molisani, The LavaCon Conference</i></p> <p>Presentation of Content Impact Awards  <i>Rhynne Armstrong, Cisco Systems</i></p> <p>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></p>				
2:00- 3:00	Design Thinking Workshop <i>Andrea Ames</i> <i>Founder and CEO</i> <i>Idyll Point Group</i>	Drawing the Line on Content Localization: How Much is Too Much? <i>Daniel Foster</i> <i>TechSmith</i>	How to Bridge Silos Through Search Results <i>Christopher Ward</i>  <i>WebWorks</i>	Much Ado About Templates: Reduce the Learning Curve and Increase Productivity at DITA Implementations <i>Catherine Long</i> <i>Varian Medical Systems</i>	Getting Dragged Along? Start Charting Your Team's Course with an Investment Model <i>Lisa Hultman</i> <i>ServiceNow</i>
3:15- 4:15		Management as a Strategy: Upping Our Management Game to Boost the Success of Content Organizations <i>Toni Mantych</i> <i>Director, Content Strategy</i> <i>ADP</i>	Building 4,300-mile Bridges: Making Global Teams Work  <i>MaryKay Grueneberg</i> <i>Sr. User Assistance Developer, SAP</i>	Reinventing a Traditional Content Team to Produce User-Centered Content in an Agile and SaaS Environment <i>Pat Kreyborg</i> <i>UX Manager</i> <i>Workiva</i>	Content Impact Award: Tell, Show, Teach: Educating Customers With Integrated, Interactive Learning <i>Misti Pinter, Technical Writing Manager</i> <i>Oracle + Bronto</i>
4:30- 5:30		<i>Reserved for Repeating Standing Room Only Session</i>	Presenting for Success: Achieving Buy-In (Almost) Every Time  <i>Stacey Seronick</i> <i>Content Strategist</i> <i>Wells Fargo</i>	TechComm Throwdown! <i>Multiple Speakers,</i> <i>Moderator: Bernard Aschwanden, President</i> <i>Publishing Smarter</i>	Content Impact Award: IBM Cloud Case Study <i>Jenifer Schlotfeldt</i> <i>Senior Content Strategist, IBM Bluemix Learn Experience</i>
7:00-	Portland Ghost Tour and Microbrewery Pub Crawl				