The LavaCon Conference on Content Strategy and Technical Communication Management

Dublin, Ireland and Portland, Oregon

Speaker Proposal Deadline for Both Conferences:
Friday, 20 January 2017, 5 pm EST (UTC -5:00)

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About LavaCon

LavaCon is a gathering place for content strategists, content engineers, documentation managers, and other content professionals.

LavaCon was started in Hawaii (hence our name) to give content professionals a chance to get away from the office and tend to their professional development.

Our mission:

- To help organizations increase revenue and decrease costs by solving content-related business problems
- To give content professionals the skills they need to better enable customer success
- To create a community in which content professionals collaborate and advance the field as a whole
Dates and Locations

Dublin, Ireland: 22–24 May 2017 (Mon–Wed) at the Croke Park Conference Center
Half-day workshops are 08:00–12:00hrs on Monday
Sessions are 13:00hrs Monday–17:00hrs Wednesday
Exhibit time is  Monday: 12:00–17:00hrs
Tuesday: 08:00–17:00hrs
Wednesday: 08:00–13:00hrs

Portland, OR: 5–8 November 2017 at the Hilton Portland and Executive Tower
Half-day and full-day workshops on Sunday, 5 November 2017
Conference runs Monday 6 November–Wednesday 8 November 2017
Exhibit time is  Monday: 7am–5pm
Tuesday: 7am–5pm
Wednesday: 7am–1pm
Keynote Speakers

Our speakers are practicing industry professionals who gather to network, share best practices and lessons learned, and stay up-to-date with the latest advances in publishing technology.

Our keynote speaker for LavaCon Las Vegas was Margot Merrill Fernandez, Manager of Content Strategy at Facebook. Watch the recording of Margot’s keynote presentation.

Margot Merrill Fernandez
Facebook

One of our keynote speakers for both LavaCon Dublin and Portland will be Megan Gilhooly, the Sr. Manager Content, Management at Amazon. Megan plans to share some interesting metrics, models, and lessons learned from assisting sellers on all global Amazon sites.

Megan Gilhooly
Amazon
Program Theme: Spanning Silos, Building Bridges

Most content professionals have multiple customers they serve, regardless if they are a fulltime employee, consultant, or vendor. And content often resides in multiple silos: marketing, tech support, product documentation, and more.

Our 2017 program will focus on how to build bridges—bridges between content silos, technology silos, and people silos.

Sample topics:

- Collaborating within your own team and with other teams
- Collaborating with SMEs and customers
- Curating crowd-sourced content, etc.
- Migrating legacy content to DITA
- How SMEs can contribute structured content in CMSs
- Bridging or merging multiple content silos
- Preparing for Content 4.0, the Internet of Things, and other trendy trends
- Building a business case for content initiates
- How to overcome office politics and resistance to change
- How to manage remote development teams, etc.
- And more
Tracks

Sessions in our 2017 program will be organized into the following tracks:

**PLAN:** The **Content Strategy and User Experience** track addresses how to plan content initiatives that maximize the user experience (UX) and information experience (IX). Topics include how to span content silos, achieve content development efficiencies, maximize the user experience across multiple channels (mobile, web, print), gamification, accessibility, customer experience management (CXM), and more.

This track also includes sessions about choosing development platforms, creating documentation and project plans, estimating project scope and cost, estimating the ROI of content strategy initiatives, using content to generate revenue, etc.

**PRODUCE:** The **Content Development Track** addresses how to develop, test, deploy, and maintain content development projects: when and how to move to structured content and content management, creating content for multichannel publishing, preparing your content for “Content 4.0” and beyond, authoring for content translation and localization, controlled language, the good, the bad, and the ugly truths about XML and DITA, content governance, etc.

**MANAGE:** The **Management and Personal Development Track** addresses how to manage content development people and projects. This track also includes "soft skills" you need to succeed as a senior strategist or manager, such as how to find and hire the right people, managing teams using metrics and key performance indicators (KPIs), building business cases for resources, managing remote teams, managing outsourced projects and tool vendors, recovering troubled projects, overcoming resistance to change, overcoming office politics, how to handle poor performers, etc.

**MASTER:** **New in 2017:** The **Master Track** will contain very advanced sessions. These sessions will be presented by senior managers and directors for senior managers and directors. Please email jack@lavacon.org with your idea before submitting a proposal for this track.

**SUCCESS:** **New in 2017:** LavaCon Portland will have Customer Success track in which attendees share how they effected positive organizational change (both internally and for their customers) using skills they learned in Las Vegas and previous LavaCon conferences. This is a chance to share your best practices and lessons learned, and possibly earn an award! More information about this track will be published later in 2017.

**VIRTUAL:** All sessions will be recorded (slides and audio) so attendees can later view sessions they didn’t attend in person. We will also live-stream the keynote presentations and one session in each time slot in our **Virtual** track.
Sessions and Workshops
Breakout sessions are 60 minutes long. Pre-conference workshops are four hours long. Sessions requiring more time can be split over multiple time slots.

Other information:
- Sessions should be new (not already given as a webinar or at other conferences).
- Up to two speakers per session will be comp’ed into the conference in exchange for speaking.
- Speakers are responsible for their own travel and accommodations.
- The Proposal deadline for both conferences is Friday, 20 January 2016, 5 pm EST (UTC -5:00 hours).

Case Studies
It is one thing for attendees to hear they should implement a robust content strategy, and it’s quite another to learn from peers who have actually done it. Our 2017 program will include real-world case studies from practicing professionals who have “been there, done that” and survived to tell the tale.

Vendors may present case studies if a customer co-presents and if the case study shows what the challenge was and how the customer overcame those challenges, and contains useful how-to information that attendees can take back to their offices and apply. In other words, case studies can’t be just product demonstrations. They must also include tool-agnostic how-to advice that attendees can use in any development environment.

Selection Criteria
The following criteria will be used when judging speaker proposals (in decreasing order of importance):

- Would senior content professionals find the topic interesting?
- Does the session support the theme of “Spanning Silos, Building Bridges”?
- Does the session show how to solve content-related business problems? Decrease production costs? Generate revenue?
- Does the session teach content professionals soft skills they need to succeed as a senior strategist or senior manager?
- Is the presentation new? That is, you have not already given this presentation as a webinar or at another conference.
- Does the session include specific examples with before-and-after metrics?
- Is the topic appropriate for the Master Track, a track of sessions for very senior content professionals?
- Is your company an industry leader? Are you an industry leader?
How to Propose

Go to https://lavacon.org/2017/proposal-form/ and enter:

- The session title (up to 20 words)
- Session type (Session, Case Study, or Workshop)
- Is the topic sufficiently advanced to include in the Master Track?
- A short description (up to 80 words)
- In this session, you will learn: (up to 150 words)
- Your contact info, bio and a professional headshot that is 600 by 600 pixels or larger. See Appendix I for how we crop and post speaker photos.
- Any special dietary or accessibility needs

Notes:

- The proposal deadline for both conferences is Friday, 20 January 2016, 5 pm Eastern Standard Time (UTC -5:00 hours)
- Special dietary or accessibility needs will not be considered when selecting proposals. However, we do need this information as we will automatically register accepted speakers. We will do our best to accommodate special needs.
- There will not be separate call for speakers for LavaCon Portland. We will, however, solicit case studies later from previous LavaCon attendees who have created positive change in their organizations using knowledge they learned at LavaCon. There may even be awards given!

More details on this will be released sometime in the spring, but in the meantime start gathering “before” metrics so you can compare them to the “after” metrics and show how you made a difference in your organization!

Questions? Contact me at 1+ 562-726-1800 x201 or jack@lavacon.org

See you in 2017!

Jack Molisani
Executive Director
The LavaCon Conference
Appendix I: Speaker Headshots

Only use professional or photos showing your shoulders and head in the frame with simple backgrounds. No selfies or photos with pets, friends, etc.

If you have no great photos, ask a friend to take a photo of you in front of a nice background and offer to take them out to lunch for the favor! 😊

Please make sure the size is greater than 600 x 600 pixels. Either height or width minimum is required. It doesn’t have to be exactly 600x600px, as long as your photo is greater than 600px in either direction.

We understand your photos won’t be perfect, but as long as your shoulders and head are in the frame, we can crop your photo for the program.

Below are examples of what to submit and not submit as your headshot.

<table>
<thead>
<tr>
<th>Sample</th>
<th>Best Example</th>
<th>OK Example</th>
<th>Do not Submit</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Sample" /> or <img src="image" alt="Sample" /></td>
<td><img src="image" alt="Best Example" /></td>
<td><img src="image" alt="OK Example" /></td>
<td><img src="image" alt="Do not Submit" /></td>
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<table>
<thead>
<tr>
<th>How We Crop It</th>
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</tbody>
</table>

This is a great example where the head and shoulders fit well within the circle.

To improve this, make sure your photo has more space around the head and shoulders.

Although artistic, make sure to keep your head in the frame of the photograph.

If you have trouble, send us what you have and we will let you know if we need something else.
Appendix II: About Croke Park in Dublin

See next pages.
EXTRAORDINARY
AWAITS
MORE THAN A STADIUM...
Croke Park is an iconic landmark in the heart of one of the world’s best connected and friendliest cities. We are only a 15 minute drive from Dublin Airport, a top transatlantic hub. Dublin City Centre is a further five minutes from Croke Park. We are also easily accessible from the M50 and the Port Tunnel for visitors travelling to and from the rest of Ireland.

We provide up to 600 free parking spaces - the only Dublin venue that can offer this.

After your event, you can retreat to The Croke Park, our luxury four-star hotel located right next door, or choose to stay in any of the range of top hotels nearby.

TO BE IN THE VERY HEART OF DUBLIN IS TO EXPERIENCE A SINGULAR WARMTH, GENEROSITY AND HUMOUR. WE ARE PROUD TO BE AT THE CENTRE OF IT. AS JAMES JOYCE ONCE SAID, “WHEN I DIE, DUBLIN WILL BE WRITTEN IN MY HEART.”
CATERING

AS CUSTOMISABLE AS OUR CAMPUS.

From finger food to fine dining, our catering team, led by Executive Chef Ruairí Boyce, work passionately to provide an exceptional dining experience.

Staying true to our focus on Irish, we are proud to support farmers, fishermen and producers from across the island to bring the very best ingredients to your table.

Our menus are designed to complement every occasion, or we’d be delighted to work with you to create your own customised dining experience.
THE HOGAN MEZZ

With a vast 1,645 square metres of event space, the Hogan Mezz is ideal for conferences, exhibitions and evening functions. With a two-in-one option, the Hogan Mezz can be divided into two smaller rooms. It is bookended by the Nally and Davin Suites, which are excellent breakout options.

Located on Level 4, it has the same breathtaking views and luxury pitchside foyer as the Hogan Suite. Built-in AV facilities include an LED lighting system, a HD projector and screen and wireless connectivity.

OUR MOST FLEXIBLE SPACE.
Croke Park is a recognised trail blazer in sustainability best practice. It was the first stadium in Ireland and the UK to secure both ISO 14001 and ISO 20121 standards in 2012. It was the first stadium in Europe to be awarded the OHSAS 18001 certification, the globally recognised standard for best practice in occupational health and safety.

CROKE PARK HAS REACHED A MAJOR SUSTAINABILITY MILESTONE, WITH 0% OF THE STADIUM’S WASTE BEING SENT TO LANDFILL.
WHY CROKE PARK?

- 82,300 Capacity
- 5,000 sq.m Event Space
- 600 Free Parking Spaces
- 232 Bedrooms
- 131+ Years of History
- 110 Event Spaces
- 17 Storey High Rooftop Walkway
- 15 Mins from Dublin Airport
- 5 Mins from City Centre
- 4 Star Hotel
- 3rd Largest Stadium in Europe
- 200 Epic Views City & Stadium
- 1 of the Most Accessible Venues in the World
- Zero Waste
- 0 Competitors