








Sunday, October 21, 2018	
8:00–	Registration, Coffee
0900–1200 Workshops Seating is Limited Based on Availability	Are You a Content Engineer? Alan Porter Head of Strategic Services, [A]
	Technical Writing for Translation Melinda Belcher Senior Director, Mastercard
	Context for Content? It Depends. Eeshita Grover Senior Manager, User Content, Cisco Systems
	Managing Content Development Teams: Inner Mastery Barry Saiff Founder and CEO, Saiff Solutions
	Machine Learning 101: Get Started with Chatbots Steve Liang Senior Solutions Architect, VMware
	Design Thinking Workshop Andrea Ames Founder and CEO, Idyll Point Group
	Building and Implementing an Experience-Focused Content Organization Toni Mantych Director of Information Experience, ServiceNow
	Creating Unified Content Portals: The Key to Competitive Advantage Jim Edmunds CEO, Ingeniux
1:00–5:00 Special Adobe Event	Implementing a Customer-driven Transition to DITA Content A Step-by-step Journey to Success: Susanna Carlisi and Alexander Lum, Ciena Tom Aldous, The Content Era Stefan Gentz and Dustin Vaughn, Adobe Systems <div style="float: right; text-align: right;">  </div>
7:00–8:00	Speaker Reception Mag's 940 940 Elysian Fields Ave, New Orleans <div style="float: right; text-align: right;"> Sponsored by:  </div>
8:30–	The Welcome to LavaCon! Drag Review Starring Princess Stephanie Mag's 940 940 Elysian Fields Ave, New Orleans <div style="float: right; text-align: right;"> Sponsored by:  </div>

Monday, October 22, 2018					
7:30–	Registration, Continental Breakfast				
8:30–9:15	<p style="text-align: center;">Welcome </p> <p style="text-align: center;"><i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>				
9:15–9:35	<p style="text-align: center;">Content in a Zombie Apocalypse </p> <p style="text-align: center;"><i>Karen McGrane, Managing Partner at Bond Art + Science and Author of Content Strategy for Mobile</i></p>				
9:35–9:55	<p style="text-align: center;">Building a Global Content Ecosystem is Like Finding Unicorns in a Blizzard: You Can Do it, But You Have to Know Where to Look </p> <p style="text-align: center;"><i>Michael Goldberg, Global Director, Content Marketing, Dun & Bradstreet</i></p>				
9:55–10:15	<p style="text-align: center;">Cowabunga! Surfing the Crest of the New Content Revolution </p> <p style="text-align: center;"><i>Rob Hanna, President, Precision Content Authoring Solutions</i></p>				
10:30–11:30	<p>Defining and Measuring Successful Content Experience Implementations</p> <p><i>Dawn Stevens President Comtech</i></p>	<p>How to Plan a Content Delivery Solution that Works for You and Your Customers</p> <p><i>Mark Poston Technical Director CTO Congility</i></p>	<p>Content Ecosystem Kickstarter </p> <p><i>Joe Gollner Managing Director Gnostyx Research, Inc.</i></p>	<p>Content Strategy for the Conversational Interface</p> <p><i>Elena Ontiveros Content Strategy Manager Airbnb</i></p>	<p>Engineering the Content Convergence Across Silos</p> <p><i>Alan Porter Head of Strategic Services, [A]</i></p>
11:30–12:45	Networking Lunch				
12:45–2:30	Dessert and Vendor Demos in the Exhibit Hall				
2:45–3:45	<p>Four Ways to Transform your Organization with a Collaborative Content Strategy</p> <p><i>Bonnie Chase Product Owner MindTouch</i></p>	<p>How to Ensure your CMS Implementation is Successful</p> <p><i>Scott Youngblom Cofounder and EVP Oberon Technologies</i></p>	<p>Give 'em What They Want: Delivering a Consistent Content Experience </p> <p><i>Dustin Vaughn Head of Solutions Consulting, Adobe</i></p>	<p>Your Chatbot Can Talk Back...Literally</p> <p><i>Susan Kelley Information Engineer CA Technologies</i></p>	<p>Rebels with a Cause: How Marcomm and Techcomm United at Salesforce to Create Trailhead</p> <p><i>Gavin Austin, Principal Technical Writer Salesforce</i></p>
4:00–5:00	<p>Building a Rock Star Content Team</p> <p><i>Eeshita Grover Senior Manager User Content Cisco Systems</i></p>	<p>Is it Time to Replace your Legacy CCMS?</p> <p><i>Rik Page, Director, Bluestream Database Software Corp.</i></p>	<p>Planning for Content Success (Hint: It Doesn't Start with Technology) </p> <p><i>Amber Swope DITA Specialist DITA Strategies</i></p>	<p>Connecting a Chatbot to your Technical Content: Myth and Reality</p> <p><i>Fabrice Lacroix CEO Fluid Topics</i></p>	<p>UX Strategy Spanning Marketing and Technical Content at SAP</p> <p><i>Irina Pashina Senior Director, Customer Experience and Content Strategy, SAP SE</i></p>
5:15–5:35	<p style="text-align: center;">Beyond TechPubs: Evangelizing Structured Content in the Enterprise </p> <p style="text-align: center;"><i>Don Bridges, Manager - Consulting, JANA</i></p>				
5:35–5:55	<p style="text-align: center;">What's New? What's Next? </p> <p style="text-align: center;"><i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>				
6:00–7:30	<p>Networking Reception Exhibit Hall</p>			<p>Sponsored by:</p> 	
9:00–	<p>Live Storytelling Event Location TBD</p>				

Tuesday, October 23, 2018					
8:00–	Continental Breakfast				
9:00–9:20	The High Price of Failure: Learning from the Enterprise Content Strategy Mistakes of Others  <i>Jim Edmunds, CEO, Ingeniux Corporation</i>				
9:20–9:40	Minimum Viable Infrastructure for Enterprise Content  <i>Sarah O'Keefe, Founder & Chief Executive Officer, Scriptorium Publishing</i>				
9:40–10:00	The Content of Systems: Communication in the Age of the Smart Machine  <i>Joe Gollner, Managing Director, Gnostyx Research</i>				
10:00–10:20	Hacking the Enterprise: The Continuing Emergence of the New Content Order  <i>Cruce Saunders, Founder, [A]</i>				
10:45–11:45	Level Up Your Content Metrics <i>Sara Feldman, MindTouch and Neal Kaplan, Splunk</i>	Navigating Users through Knowledge: Structured Content Is Good, but not Enough <i>Alex Masycheff CEO, Intuillion Ltd.</i>	Joining Forces: Content Strategy in Design Systems  <i>Michael Haggerty-Villa Principal Content Designer, Intuit</i>	Content Design for the Conversational UI <i>Melanie Seibert Sr. Content Strategist WillowTree</i>	A Journey to Intelligent Content Delivery <i>Pam Goodrich, Technical Documentation Manager, Cherwell and Joe Gelb, Zoomin Software</i>
11:45–12:45	Lunch				
12:45–1:30	Dessert and Vendor Demos in the Exhibit Hall				
1:30–2:30	How to Run a Kickass Content Team <i>Melinda Belcher Senior Director Mastercard</i>	Creating Interactive Intelligent Style Guides <i>George Bina Managing Director oXygen XML Editor</i>	Visual Learning Ecosystems: The Future of Technical and Marketing Communication  <i>Barry Saiff, Founder and CEO, Saiff Solutions, Inc.</i>	Getting your Content Ready for Voice-Activated Search <i>Ahava Leibtag President Aha Media Group</i>	Smart Procedures at the US Department of Defense <i>Pradeep Jain, Ictect Inc. and Joe Gollner, Gnostyx Research</i>
2:45–3:45	Lightweight Documentation for Small Tteams <i>Anthony Apodaca Business Development Xeditor</i>	Using Tone to Make Content Meaningful <i>Susan Blue, Content Strategist and Jasmine Probst, Content Strategy Manager, Facebook</i>	The Next Big Thing: Microcontent  <i>Rob Hanna President Precision Content</i>	Optimizing the XML Content Development Process <i>Deb Bissantz Applications Engineer Vasont Systems</i>	Chaos to Coherence at Cisco Systems: Bridging Silos for our Customers' Sake <i>Pritha Shivaji, Cisco Systems and Rashmi Ramaswamy, Innovatia</i>
4:00–4:20	How to Build Wickedly Effective Business Cases for Content Strategy Initiatives  <i>Alexander Lum, Director - Global Product Documentation Development, Ciena</i>				
4:20–4:40	Managing the Politics of Content  <i>Hilary Marsh, President and Chief Strategist, Content Company, Inc.</i>				
4:40–5:10	The Content Strategy of Civil Discourse: Turning Conflict into Collaboration  <i>David Dylan Thomas, Principal Content Strategist, Think Company</i>				
5:10–5:30	The Power of Learning You Were Wrong  <i>Megan Gilhooly, Sr. Manager of Content Management, Amazon</i>				
6:00–6:30	Walking Parade to Dinner Locations				
8:30–	Annual Karaoke Night Bourbon Cowboy 241 Bourbon Street, New Orleans				Sponsored by: 

Wednesday, October 24, 2018					
8:00–	Continental Breakfast				
9:00–10:00	The Rise of the SME within Technical Communications <i>Keith Schengili-Roberts</i> DITA Evangelist IXIASOFT	Find Your Global Voice <i>Tina O'Shea</i> Director, Content Design and Strategy Intuit	Managing Change with Content Development: You Can Teach an Old Dog a New Trick <input type="checkbox"/> <i>Marcus DeHart</i> Program Manager Change Management Amazon	Microsoft Word and DITA: Zombie Apocalypse or Enterprise Love Fest? <i>Doug Gorman</i> CEO Simply XML	Turning Marketing Metrics Upside-down to Maximize Product Support Experience <i>Jake Rexus, Digital Help</i> Content Strategy Manager Autodesk
10:15–11:15	Managing Real People During Treacherous Content Migration Projects <i>Kari Halsted and Michelle Fredette</i> Puppet	Diversify Your Content Ecosystem <i>Bernard Aschwanden</i> President Publishing Smarter	Plan to Fail and then Bounce Back: Build a Realistic Plan, Detect Issues Early, and Get Back on Track <input type="checkbox"/> <i>Teresa Acob, Project Manager, Ryffine</i>	Cross-format, Cross-Silo: Lightweight DITA for Intelligent Content <i>Michael Priestley,</i> Enterprise Content Technology Strategist IBM	How to Automate Interactive, Responsive, Mobile Learning from Documentation <i>Matt Armstrong, Director of Vertical Solutions</i> Author-it
11:30–12:30	I'm no Virgin (Records)! Leading a Content Strategy in Small to Medium Enterprises <i>Johanne Lavallée</i> Senior Technical Writer Signalisation Ver-Mac	'Tis an Unweeded Garden that Grows to Seed—Cultivating a Weed-free Content Ecosystem <i>Helen St. Denis, Conversion Services Manager</i> Stilo International	Connecting Technical Communication to IoT <input type="checkbox"/> <i>Berry Braster</i> Technology Director Etteplan	How to Board a Moving Train: Managing DITA Content Models in a Live Production Environment <i>Bill Burns</i> Content Architect Healthwise	Content Strategy to the Rescue! Transforming Content into Business Assets <i>Theresa Rogers</i> Senior Technical Writer Oracle Opower
12:30–1:30	Lunch				
1:30–2:30	We're Going Mobile! Great! Are We Ready? <i>Neil Perlin</i> President Hyper/Word Services	Becoming the Voice of your Leadership Team <i>Benjamin Curry and Alex Dimitropoulos</i> Salesforce	Content 4.0: Actions for Today and a Plan for the Future <input type="checkbox"/> <i>Pam Noreault and Chip Gettinger</i> SDL	DITA Support Portals: A One Stop Shop to Give Users Content on Their Terms <i>Jarod Sickler, Jorsek LLC and Morley Tooke,</i> Innovatia	Using AI for Content Governance at IBM <i>James Mathewson</i> Program Director, Content Marketing Platforms IBM
2:45–3:45	Designing Personality in Conversational UI <i>Johnathan Foster</i> Content Experience Manager, Windows & Experiences Design Group Microsoft	<i>Reserved to Repeat a Standing Room Only Session</i>	Preparing for Change in a World of Non-Stop Change: Beyond Chatbots and Voice <input type="checkbox"/> <i>Steve Manning, Precision Content Authoring Solutions, and Tammy Crowley, Innovatia</i>	Success in Leveraging Legacy and Future-Proofing with DITA: Some Assembly Required <i>Ron Zwierzchowski and Susanna Carlisi</i> Ciena	Two Wahines Hang Ten Languages off BMC's Epic Wikis <i>Lelani Prévost and Gina Fevrier</i> BMC Software
4:00–5:00	Conference Recap and Panel Discussion: Predictions for the Future <input type="checkbox"/> <i>Moderator: Jack Molisani, The LavaCon Conference</i> Grand Ballroom				

7:00– 8:00	Hair and Makeup for the Walking Dead Pub Crawl
8:00–	Closing Social: Walking Dead Pub Crawl