

Schedule at a Glance

Sunday, October 21, 2018


8:00-	Registration, Coffee
Pre-Conference Workshops <i>Seating is limited and based on availability.</i>	
9:00-noon.	Are You a Content Engineer? <i>Alan Porter, Head of Strategic Services, [A]</i>
	Technical Writing for Translation <i>Melinda Belcher, Senior Director, Mastercard</i>
	Context for Content? It Depends. <i>Eeshita Grover, Senior Manager, User Content, Cisco Systems</i>
	Managing Content Development Teams: Inner Mastery <i>Barry Saiff, Founder and CEO, Saiff Solutions</i>
	Machine Learning 101: Get Started with Chatbots <i>Steve Liang, Senior Solutions Architect, VMware</i>
	Design Thinking Workshop <i>Andrea Ames, Founder and CEO, Idyll Point Group</i>
	Building and Implementing an Experience-Focused Content Organization <i>Toni Mantych, Director of Information Experience, ServiceNow</i>
	Creating Unified Content Portals: The Key to Competitive Advantage <i>Jim Edmunds, CEO, Ingeniux</i>
Special Adobe Event <i>Open to all conference attendees, but separate registration is required at adobetechcomm.com/lavacon-2018.</i>	
1:00-5:00	<p>Adobe Tech Comm Tools Certificate Workshop: Agenda:</p> <ul style="list-style-type: none"> 1:00-1:30—Lunch 1:30-2:30—Create and manage complex technical content (structured or unstructured) with the all-new, powerful, future-ready Adobe FrameMaker (Bernard Aschwanden) 2:30-3:30—Learn to wow end users by delivering exceptional Help experiences with a reimagined Adobe RoboHelp (Amitoj Singh) 3:30-3:45—Coffee break 3:45-4:45—Deliver a consistent experience by bringing marketing and technical content onto the same platform (Stefan Gentz) 4:45-5:00—Certificates distributed
7:00-8:00	<p>Speaker Reception Mag's 940 940 Elysian Fields Avenue, New Orleans <i>Sponsored by Saiff Solutions</i></p>
8:30-	<p>The Welcome to LavaCon! Drag Review Starring Princess Stephanie Mag's 940 940 Elysian Fields Avenue, New Orleans <i>Sponsored by Saiff Solutions</i></p>



All keynotes and breakout sessions in the virtual track ☐ will be recorded and broadcast live with video. All other sessions will be recorded (slides and audio) for viewing after the conference. See the conference website to view a sample virtual session.

Monday, October 22, 2018







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

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Tuesday, October 23, 2018					
8:00-	Continental Breakfast				
9:00-9:20	The Price and Prize of Failure: Learning from Enterprise Content Strategy Mistakes  <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	Migrating to Highly-Personalized Dynamic Content  <i>Noel McDonagh, Director Content Operations, Dell EMC</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, Intuition 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, Senior 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.</i>
2:45-3:45	Lightweight Documentation for Small Teams <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	Building a Global Content Ecosystem Is Like Finding Unicorns in a Blizzard: You Can Do It, but You Have to Know Where to Look  <i>Michael Goldberg, Global Director, Content Marketing, Dun & Bradstreet</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, Senior Manager Content Strategy, Amazon Web Services</i>				
6:00-6:30	Walking Parade to Dinner Locations				
8:30-	Annual Karaoke Night Bourbon Cowboy 241 Bourbon Street, New Orleans				



Wednesday, October 24, 2018

8:00-	Continental Breakfast				
9:00-10:00	The Rise of the SME within Technical Communications <i>Keith Schengili-Roberts, DITA Evangelist, IXIASOFT</i>	Find Your Global Voice <i>Tina O'Shea, Director, Content Design and Strategy, Intuit</i>	Managing Change with Content Development: You Can Teach an Old Dog a New Trick  <i>Marcus DeHart, Program Manager-Change Management, Amazon</i>	Microsoft Word and DITA: Zombie Apocalypse or Enterprise Love Fest? <i>Doug Gorman, CEO, Simply XML</i>	Turning Marketing Metrics Upside-Down to Maximize Product Support Experience <i>Jake Rexus, Digital Help Content Strategy Manager, Autodesk</i>
10:15-11:15	Managing Real People during Treacherous Content Migration Projects <i>Kari Halsted and Michelle Fredette, Puppet</i>	Diversify Your Content Ecosystem <i>Bernard Aschwanden, President, Publishing Smarter</i>	Plan to Fail and then Bounce Back: Build a Realistic Plan, Detect Issues Early, and Get Back on Track  <i>Teresa Acob, Project Manager, Ryffine</i>	Cross-Format, Cross-Silo: Lightweight DITA for Intelligent Content <i>Michael Priestley, Enterprise Content Technology Strategist, IBM</i>	How to Automate Interactive, Responsive, Mobile Learning from Documentation <i>Matt Armstrong, Director of Vertical Solutions, Author-it</i>
11:30-12:30	I'm no Virgin (Records)! Leading a Content Strategy in Small to Medium Enterprises <i>Johanne Lavallée, Senior Technical Writer, Signalisation Ver-Mac Inc.</i>	'Tis an Unweeded Garden that Grows to Seed—Cultivating a Weed-Free Content Ecosystem <i>Helen Saint Denis, Conversion Services Manager, Stilo International</i>	Connecting Technical Communication to IoT  <i>Berry Braster, Technology Director, Etteplan</i>	How to Board a Moving Train: Managing DITA Content Models in a Live Production Environment <i>Bill Burns, Content Architect, Healthwise</i>	Content Strategy to the Rescue! Transforming Content into Business Assets <i>Theresa Rogers, Senior Technical Writer, Oracle Opower</i>
12:30-1:30	Lunch				
1:30-2:30	We're Going Mobile! Great! Are We Ready? <i>Neil Perlin, President, Hyper/Word Services</i>	Becoming the Voice of Your Leadership Team <i>Benjamin Curry and Alex Dimitropoulos, Salesforce</i>	Content 4.0: Actions for Today and a Plan for the Future  <i>Pam Noreault and Chip Gettinger,</i>	DITA Support Portals: A One-Stop Shop to Give Users Content on Their Terms <i>Jarod Sickler, Jorsek LLC, and Morley Tooke, Innovatia</i>	TBD
2:45-3:45	Designing Personality in Conversational UI <i>Jonathan Foster, Principal Content Experience Manager, Microsoft</i>	<i>Reserved for Content Impact Award Case Studies</i>	Preparing for Change in a World of Non-Stop Change: Beyond Chatbots and Voice  <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, Ciena</i>	Two Wahines Hang Ten Languages off BMC's Epic Wikis <i>Lelani Prévost and Gina Fevrier, BMC Software</i>
4:00-5:00	Conference Recap and Panel Discussion: Predictions for the Future  <i>Moderator: Jack Molisani, The LavaCon Conference</i>				
7:00-8:00	Hair and Makeup for the Walking Dead Pub Crawl				
8:00-	Closing Social: Walking Dead Pub Crawl				