









Sunday, October 21, 2018	
8:00–	Registration, Coffee
0900–1200 <b>Workshops</b>	<b>Are You a Content Engineer?</b> <i>Alan Porter</i> <i>Head of Strategic Services, [A]</i>
<b>Seating is Limited</b>	<b>Technical Writing for Translation</b> <i>Melinda Belcher</i> <i>Senior Director, Mastercard</i>
<b>Based on Availability</b>	<b>Context for Content? It Depends.</b> <i>Eeshita Grover</i> <i>Senior Manager, User Content, Cisco Systems</i>
	<b>Managing Content Development Teams: Inner Mastery</b> <i>Barry Saiff</i> <i>Founder and CEO, Saiff Solutions</i>
	<b>Machine Learning 101: Get Started with Chatbots</b> <i>Steve Liang</i> <i>Senior Solutions Architect, VMware</i>
	<b>Design Thinking Workshop</b> <i>Andrea Ames</i> <i>Founder and CEO, Idyll Point Group</i>
	<b>Building and Implementing an Experience-Focused Content Organization</b> <i>Toni Mantych</i> <i>Director of Information Experience, ServiceNow</i>
	<b>Creating Unified Content Portals: The Key to Competitive Advantage</b> <i>Jim Edmunds</i> <i>CEO, Ingeniux</i>
1:00pm–5:00pm <b>Special Adobe Event</b>	<b>Special Adobe TechComm Certification Workshop</b> <i>Amitoj Singh, TCS Product Manager, Adobe</i> <i>Bernard Aschwanden, President, Publishing Smarter</i> <i>Stefan Gentz and Dustin Vaughn, Adobe Systems</i>
	
8:00pm–8:30pm	<b>Speaker Reception</b> Mag's 940 940 Elysian Fields Ave, New Orleans
	Sponsored by: 
8:30pm–9:00pm	<b>Attendee Reception</b> Mag's 940 940 Elysian Fields Ave, New Orleans
	Sponsored by: 
9:00pm–	<b>The Welcome to New Orleans! Drag Review</b> <b>Starring Princess Stephaney</b> Mag's 940 940 Elysian Fields Ave, New Orleans

Monday, October 22, 2018					
7:30–	Registration, Continental Breakfast				
8:30–9:15	<p style="text-align: center;"><b>Welcome</b> </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;"><b>Content in a Zombie Apocalypse</b> </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;"><b>Managing the Politics of Content</b> </p> <p style="text-align: center;"><i>Hilary Marsh, President and Chief Strategist, Content Company, Inc.</i></p>				
9:55–10:15	<p style="text-align: center;"><b>Cowabunga! Surfing the Crest of the New Content Revolution</b> </p> <p style="text-align: center;"><i>Rob Hanna, President, Precision Content Authoring Solutions</i></p>				
10:15–10:35	<p style="text-align: center;"><b>Management of Influencers from Social Media Platforms to Live Events</b> </p> <p style="text-align: center;"><i>Nick Kho, CEO/Co-Founder, 7Fox.com</i></p>				
	<i>Toulouse AB</i>	<i>Astor I,II</i>	<i>Grand CD</i>	<i>Astor III</i>	<i>St. Charles AB</i>
10:45–11:45	<p><b>Defining and Measuring Successful Content Experience Implementations</b></p> <p><i>Dawn Stevens President, Comtech</i></p>	<p><b>How to Plan a Content Delivery Solution that Works for You and Your Customers</b></p> <p><i>Mark Poston, Technical Director, CTO Congility</i></p>	<p><b>Engineering the Content Convergence Across Silos</b> </p> <p><i>Alan Porter Head of Strategic Services [A]</i></p>	<p><b>Content Strategy for the Conversational Interface</b></p> <p><i>Elena Ontiveros Content Strategy Manager Airbnb</i></p>	<p><b>Microsoft Word and DITA: Zombie Apocalypse or Enterprise Love Fest?</b></p> <p><i>Doug Gorman CEO, Simply XML</i></p>
11:45–12:30	<b>Networking Lunch</b> ( <i>Grand Ballroom and Astor Ballroom</i> )				
12:30–1:30	<b>Dessert and Vendor Demos in the Exhibit Hall</b>				
1:45–2:45	<p><b>Four Ways to Transform your Organization with a Collaborative Content Strategy</b></p> <p><i>Bonnie Chase Product Owner MindTouch</i></p>	<p><b>How to Ensure your CMS Implementation is Successful</b></p> <p><i>Scott Youngblom Cofounder and EVP Oberon Technologies</i></p>	<p><b>Joining Forces: Content Strategy in Design Systems</b> </p> <p><i>Michael Haggerty-Villa Principal Content Designer Intuit</i></p>	<p><b>Connecting a Chatbot to your Technical Content: Myth and Reality</b></p> <p><i>Fabrice Lacroix CEO Fluid Topics</i></p>	<p><b>Rebels with a Cause: How Marcomm and Techcomm United at Salesforce to Create Trailhead</b></p> <p><i>Gavin Austin, Principal Technical Writer Salesforce</i></p>
3:00–4:00	<p><b>The Product Knowledge Triangle: Connecting the Dots with Digital Experience</b></p> <p><i>Lawrence Orin, Riverbed, and Hannan Saltzman, Zoomin Software</i></p>	<p><b>Is it Time to Replace your Legacy CCMS?</b></p> <p><i>Rik Page, Director, Bluestream Database Software Corp.</i></p>	<p><b>Planning for Content Success (Hint: It Doesn't Start with Technology)</b> </p> <p><i>Amber Swope DITA Specialist DITA Strategies</i></p>	<p><b>Optimizing the XML Content Development Process</b></p> <p><i>Deb Bissantz Applications Engineer and Suzanne Mescan President, Vasont Systems</i></p>	<p><b>UX Strategy Spanning Marketing and Technical Content at SAP</b></p> <p><i>Irina Pashina Senior Director, Customer Experience and Content Strategy, SAP SE</i></p>
4:15–4:35	<p style="text-align: center;"><b>Beyond TechPubs: Evangelizing Structured Content in the Enterprise</b> </p> <p style="text-align: center;"><i>Don Bridges, Manager - Consulting, JANA</i></p>				
4:35–4:55	<p style="text-align: center;"><b>From Products to Experiences – And Why You (Yes, You!) are Part of the Customer Experience!</b> </p> <p style="text-align: center;"><i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>				
5:00–6:00	<p><b>Networking Reception</b> Astor Ballroom and Foyer</p>			<p>Sponsored by:</p> 	
9:00pm–	<p><b>Live Storytelling Event</b> Mag's 940, 940 Elysian Fields Ave, New Orleans</p>				

Tuesday, October 23, 2018					
8:00–	Continental Breakfast				
9:00–9:20	<b>The High Price of Failure: Learning from the Enterprise Content Strategy Mistakes of Others</b> <input type="checkbox"/> <i>Jim Edmunds, CEO, Ingeniux Corporation</i>				
9:20–9:40	<b>Minimum Viable Infrastructure for Enterprise Content</b> <input type="checkbox"/> <i>Sarah O'Keefe, Founder &amp; Chief Executive Officer, Scriptorium Publishing</i>				
9:40–10:00	<b>Migrating to Highly-Personalized Dynamic Content</b> <input type="checkbox"/> <i>Wendy Richardson, Senior Vice President, Customer Technical Communication, Mastercard International</i>				
10:00–10:20	<b>Hacking the Enterprise: The Continuing Emergence of the New Content Order</b> <input type="checkbox"/> <i>Cruce Saunders, Founder, [A]</i>				
10:45–11:45	<b>Level Up Your Content Metrics</b> <i>Sara Feldman, MindTouch and Neal Kaplan, Splunk</i>	<b>Navigating Users through Knowledge: Structured Content Is Good, but not Enough</b> <i>Alex Masycheff, CEO, Intuillion Ltd.</i>	<b>People Buy Experiences, not Products. How Can a Technical Writer Help Drive this "Customer Experience" Paradigm?</b> <input type="checkbox"/> <i>Amitoj Singh, TCS Product Manager, Adobe</i>	<b>Content Design for the Conversational UI</b> <i>Melanie Seibert, Sr. Content Strategist, WillowTree</i>	<b>A Journey to Intelligent Content Delivery</b> <i>Pam Goodrich, Technical Documentation Manager, Cherwell and Joe Gelb, Zoomin Software</i>
11:45–12:45	<b>Lunch and Learn (Grand Ballroom)</b> <b>Meet AVA: VMware's Autonomous Virtual Assistant Improves CX</b> <i>Laura Bellamy, Director of Content Strategy, VMware</i>			<b>Lunch and Learn (Astor Ballroom)</b> <b>Outsourcing Q&amp;A</b> <i>Barry Saiff, Founder and CEO, Saiff Solutions</i>	
12:45–1:30	Dessert and Vendor Demos in the Exhibit Hall				
1:30–2:30	<b>How to Run a Kickass Content Team</b> <i>Melinda Belcher, Senior Director, Mastercard</i>	<b>Creating Interactive Intelligent Style Guides</b> <i>George Bina, Managing Director, oXygen XML Editor</i>	<b>Visual Learning Ecosystems: The Future of Technical and Marketing Communication</b> <input type="checkbox"/> <i>Barry Saiff, Founder and CEO, Saiff Solutions, Inc.</i>	<b>Getting your Content Ready for Voice-Activated Search</b> <i>Ahava Leibtag, President, Aha Media Group</i>	<b>Smart Procedures at the US Department of Defense</b> <i>Pradeep Jain, Chief Content Architect, Ictect, Inc.</i>
2:45–3:45	<b>Lightweight Documentation for Small Teams</b> <i>Anthony Apodaca, Business Development, Xeditor</i>	<b>Using Tone to Make Content Meaningful</b> <i>Susan Blue, Content Strategist and Jasmine Probst, Content Strategy Manager, Facebook</i>	<b>The Next Big Thing: Microcontent</b> <input type="checkbox"/> <i>Rob Hanna, President, Precision Content</i>	<b>Content Strategy to the Rescue! Transforming Content into Business Assets</b> <i>Theresa Rogers, Senior Technical Writer, Oracle Opower</i>	<b>Chaos to Coherence at Cisco Systems: Bridging Silos for our Customers' Sake</b> <i>Pritha Shivaji, Cisco Systems and Rashmi Ramaswamy, Innovatia</i>
4:00–4:20	<b>How to Build Wickedly Effective Business Cases for Content Strategy Initiatives</b> <input type="checkbox"/> <i>Alexander Lum, Director - Global Product Documentation Development, Ciena</i>				
4:20–4:40	<b>Building a Global Content Ecosystem is Like Finding Unicorns in a Blizzard: You Can Do it, But You Have to Know Where to Look</b> <input type="checkbox"/> <i>Michael Goldberg, Global Director, Content Marketing, Dun &amp; Bradstreet</i>				
4:40–5:10	<b>The Content Strategy of Civil Discourse: Turning Conflict into Collaboration</b> <input type="checkbox"/> <i>David Dylan Thomas, Principal Content Strategist, Think Company</i>				
5:10–5:30	<b>The Power of Learning You Were Wrong</b> <input type="checkbox"/> <i>Megan Gilhooly, Sr. Manager of Content Management, Amazon</i>				
6:00–6:30pm	Walking Parade to Dinner Locations				
8:00pm–	<b>Annual Karaoke Night</b> Bourbon Vieux 501 Bourbon Street, New Orleans				Sponsored by: 

Wednesday, October 24, 2018					
8:00–	Continental Breakfast				
9:00–10:00	<b>Managing Outsourced Writing Projects</b> <i>Barry Saiff</i> Founder and CEO <i>Saiff Solutions</i>	<b>Find Your Global Voice</b> <i>Tina O'Shea</i> Director, Content Design and Strategy <i>Intuit</i>	<b>Diversify Your Content Ecosystem</b>  <i>Bernard Aschwanden</i> President <i>Publishing Smarter</i>	<b>Success in Leveraging Legacy and Future-Proofing with DITA: Some Assembly Required</b> <i>Ron Zwierzchowski and Susanna Carlisi, Ciena</i>	<b>KPIs for Self-serve Content: Turn Marketing Metrics Upside Down</b> <i>Jake Rexus, Digital Help</i> <i>Content Strategy Manager Autodesk</i>
10:15–11:15	<b>Managing Real People During Treacherous Content Migration Projects</b> <i>Kari Halsted and Michelle Fredette</i> <i>Puppet</i>	<b>The Rise of the SME within Technical Communications</b> <i>Keith Schengili-Roberts</i> <i>DITA Evangelist IXIASOFT</i>	<b>Building a Rock Star Content Team</b>  <i>Eeshita Grover</i> Senior Manager <i>User Content Cisco Systems</i>	<b>Cross-format, Cross-Silo: Lightweight DITA for Intelligent Content</b> <i>Michael Priestley,</i> <i>Enterprise Content Technology Strategist IBM</i>	<b>How to Automate Interactive, Responsive, Mobile Learning from Documentation</b> <i>Matt Armstrong, Director of Vertical Solutions</i> <i>Author-it</i>
11:30–12:30	<b>I'm no Virgin (Records)! Leading a Content Strategy in Small to Medium Enterprises</b> <i>Johanne Lavallée</i> <i>Senior Technical Writer Signalisation Ver-Mac</i>	<b>'Tis an Unweeded Garden that Grows to Seed—Cultivating a Weed-free Content Ecosystem</b> <i>Helen St. Denis, Conversion Services Manager</i> <i>Stilo International</i>	<b>Connecting Technical Communication to IoT</b>  <i>Berry Braster</i> <i>Technology Director Etteplan</i>	<b>How to Board a Moving Train: Managing DITA Content Models in a Live Production Environment</b> <i>Bill Burns</i> <i>Content Architect Healthwise</i>	<b>Designing Personality in Conversational UI</b> <i>Jonathan Foster</i> <i>Principal Content Experience Manager Microsoft</i>
12:30pm–1:30pm	<b>Wednesday Lunch</b> ( <i>Grand and Astor Ballrooms</i> )				
1:30–2:30	<b>We're Going Mobile! Great! Are We Ready?</b> <i>Neil Perlin</i> President <i>Hyper/Word Services</i>	<b>Becoming the Voice of your Leadership Team</b> <i>Benjamin Curry and Alex Dimitropoulos</i> <i>Salesforce</i>	<b>Content 4.0: Actions for Today and a Plan for the Future</b>  <i>Pam Noreault and Chip Gettinger</i> <i>SDL</i>	<b>DITA Support Portals: A One Stop Shop to Give Users Content on Their Terms</b> <i>Jarod Sickler, Jorsek LLC and Morley Tooke, Innovatia</i>	
2:45–3:45	<b>How to Super Charge Your Documentation Using Google Event Tracker</b> <i>Christopher Ward</i> <i>WebWorks</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<b>Preparing for Change in a World of Non-Stop Change: Beyond Chatbots and Voice</b>  <i>Steve Manning, Precision Content Authoring Solutions, and Tammy Crowley, Innovatia</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<b>Two Wahines Hang Ten Languages off BMC's Epic Wikis</b> <i>Lelani Prévost and Gina Fevrier</i> <i>BMC Software</i>
4:00–4:30	<b>Conference Recap</b>  <i>Jack Molisani, Executive Director, The LavaCon Conference</i>				
8:00–	Closing Social: Walking Dead Pub Crawl				