Creating Unified Content Experiences
October 27–30, 2019 Portland, Oregon

LavaCon 2019 Call for Speakers

The 17th Annual Conference on Content Strategy and Technical Communication Management

October 27–30, 2019

Deadline for Proposing: 28 February 2019, 5 pm EST (UTC -5:00 hours)

LavaCon started in Hawaii (hence our name) to give senior content professionals an opportunity to stay ahead of rapidly changing publishing technology and customer demographics.

However, LavaCon is more than just a conference. It's a place where content rockstars gather to share tribal knowledge, network with peers, and build professional relationships that will last for years to come.

Dates and Location

The next LavaCon will be 27–30 October 2019 at the Downtown Hilton in Portland, Oregon.

Watch the recap video from the last time we were in Portland for what to expect at LavaCon:

Audience

Our audience includes Content Strategists, Documentation Managers, Technical Writers, and other content professionals.

2019 Theme

From Jack Molisani, LavaCon's Executive Director:

> I see a trend where more consumers are reading product documentation before buying products and where companies are recognizing that product documentation is an integral part of the customer journey.

> I also see more companies publishing content from multiple silos, such as displaying tech support and marketing content seamlessly on the same page. This not only improves the customer experience, it also leverages content to generate revenue.

> Next add chatbots, augmented reality, virtual reality, and each year's Next Big Thing, all of which must integrate with legacy content.

> To help organizations do all of the above, our 2019 theme is: **Creating Unified Content Experiences**

Program Tracks

Sessions in our 2019 program will be organized into the following tracks:

- Creating Unified Content Experiences
- Content Development, Localization, and Management
- People Management and Personal Development
- Emerging Technologies (AR, VR, xR, etc.)
- Customer Success (Case Studies)

Sessions Formats

Pre- and post-conference workshops are 3.5 hours long.

Breakout sessions are 60 minutes long.

Case studies are 30 minutes long. (Case studies must include before and after metrics.)

Selection Criteria

LavaCon is known for helping organizations stay up-to-date with the latest advances in publishing technologies (IoT, chatbots, AI, etc.). However, we also consider the "big picture" when examining new technologies: Will a new technology become a lasting publishing paradigm, or will it seem popular for a while (a fad) but then prove unworkable over time?

We are looking for speakers with critical thinking skills who can evaluate what's hot, what's not, and how things fit in the big picture.

Finally, we are looking for **practicing content professionals** who are willing to share their best practices and lessons learned (both what worked and what didn't), across all stages in the content development lifecycle.

We consider several factors when evaluating speaker proposals, such as:

- Would *senior* content professionals find the topic interesting?
- Does the session show how to solve content-related business problems? Decrease production costs? Generate revenue?
- Does the session teach content professionals other skills they need to succeed as a senior strategist or senior manager?
- Is the presentation new? That is, have you not already given this presentation as a webinar or at another conference?
- Does the session include specific examples with before-and-after metrics?

Conference Promotion

If your proposal is accepted, you agree to:

- Record a [short video](#) that we can use to promote your session, such as:

- Share on your social media channels that your proposal has been accepted and other monthly conference posts.

Speaker Registration

Each session comes with one free conference registration for a speaker. A second speaker can attend for $800.

How to Propose

Submit your proposal by 28 February 2019, 5 pm EST (UTC -5:00 hours) on the conference website https://lavacon.org/2019/call-for-speakers/

For More Information

Contact Jack Molisani at +1 562-726-1800 x201 or Jack@LavaCon.org