

### Pre-Conference Workshops

Sunday, October 27, 2019							
8:00–	Registration, Coffee (breakfast on your own)						
	<b>Pre-conference Workshops</b>						
8:30–Noon		<b>Immersive Design: A Practical Approach to VR Storytelling</b> <i>Andrea Zeller and Nadine Anglin</i> <i>VR Content Strategists</i> <i>Facebook</i>	<b>Present Like a Pro!</b> <i>Leah Guren</i> <i>Owner/Operator</i> <i>Cow TC</i>	<b>Design Thinking Workshop</b> <i>Andrea Ames</i> <i>Content Experience Strategist</i> <i>Idyll Point Group</i>	<b>Building Cross-Functional Unified Content Experiences</b> <i>Toni Mantych</i> <i>Senior Director of Product Content</i> <i>ServiceNow</i>	<b>To Make Your Chatbot Smart, You Need to Feed It Right: How to Write for Chatbots</b> <i>Alex Masycheff</i> <i>CEO</i> <i>Intuition</i>	<b>How to Write for Reuse</b> <i>Regina Preciado</i> <i>Senior Content Strategist</i> <i>Content Rules</i>
Noon–1:00	<b>Networking Lunch and Adobe Certification Workshop</b>	Lunch on your own					
1:00–5:00	<b>Part 1:</b> Multiply Revenue Impact by Implementing a Winning Content Strategy  <b>Part 2:</b> Creating Quality DITA Content in FrameMaker  <b>Part 3:</b> Getting Started with the All-new Adobe RoboHelp in Less than 45 Minutes	<b>VR Storytelling</b> (continued)	<b>Present Like a Pro!</b> (continued)	<b>Design Thinking</b> (continued)	<b>When DITA Meets Markdown</b> <i>Alex Jitianu</i> <i>Software Architect</i> <i>Syncro Soft / Oxygen XML Editor</i>	<b>Mad Skills: Hacks that Boost Your Content Strategy</b> <i>Masa Zokaei</i> <i>Senior UX Content Strategist</i> <i>Capital Group/ Disney</i>	<b>Managing Writing Teams: Inner Management Matters!</b> <i>Barry Saiff</i> <i>Founder and CEO</i> <i>Saiff Solutions</i>
5:00–6:30	Welcome Reception Location: Skyline Room (23rd Floor) <i>Sponsored by Saiff Solutions</i>						

Monday, October 28, 2019					
7:30–	Registration, Continental Breakfast (Grand Ballroom)				
8:15–8:50	<p align="center"><b>Carpe Potestatem! (Seize the Opportunity)</b>  <i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>				
8:50–9:10	<p align="center"><b>Be the Hero in Your Story!</b>  <i>Jen Schaefer, Head of Content Design, Netflix</i></p>				
9:10–9:30	<p align="center"><b>Jump into the Unknown: Storytelling for Emerging Tech</b>  <i>Andrea Zeller and Nadine Anglin, VR Content Strategists, Facebook</i></p>				
Tracks	Content Strategy	Content Strategy	Live Virtual Track <input type="checkbox"/>	Tools and Technology	Tools and Technology
9:45–10:45	<p><b>Let's Put Some Strategy in our Content Strategies!</b>  <i>Kathy Wagner                      CEO and Founder                      Content Strategy Inc.</i></p>	<p><b>Hey Turing: Are Chatbots and Voice Assistants Ready for Prime Time in Today's Experience Economy?</b>  <i>Chad Dybdahl                      Solutions Consultant                      Adobe</i></p>	<p><b>Herding Cats: The Benefit of Unifying Content for Customers</b>  <i>Richard Hendricks and                      Fawn Damitio                      Information Experience                      Juniper Networks</i></p>	<p><b>Planning our End Game at Automation Anywhere: A Story of Content and Tools Strategy</b>  <i>Kathy Clemens and                      Joe Zucker                      Automation Anywhere</i></p>	<p><b>Measuring the Value of Structured Authoring and Getting the Budget You Need</b>  <i>Stephani Clark                      Head of Customer Success                      Jorsek, Makers of                      easyDITA</i></p>
11:00–12:00	<p><b>Content Transformation: Serving the Right Content to the Right People at the Right Time</b>  <i>Angela Browne                      UA Manager and                      Dan Mehaffey,                      AU Architect, SAP</i></p>	<p><b>Easy-Bake Training: A MarComm/Tech Writing Success Story</b>  <i>Anthony Vinciguerra and                      Samantha Barney, Senior                      Managers of Tech Writing                      athenahealth</i></p>	<p><b>Building a Unified Product Content Strategy</b>  <i>Quentin Dietrich,                      Sr. UX Writer and                      Pat Kreymborg,                      UX Manager                      Workiva</i></p>	<p><b>Micro-content, Chatbots, and Machine Learning: What Do They Mean for Technical Authoring?</b>  <i>Michael Hamilton                      Product Evangelist                      MadCap Software</i></p>	<p><b>How to Boost Review and Collaboration Efficiency in Your Content Development Journey</b>  <i>Amitoj Singh                      Product Manager                      Adobe</i></p>
12:00–1:00	Living Salad Bar Lunch, Exhibit Hall Open				
1:00–2:30	Dessert and Vendor Demos in the Exhibit Hall				
2:30–2:50	<p align="center"><b>The Heroes and Villains of Content Strategy</b>  <i>Alan J. Porter, Lead Content Strategist, [A]</i></p>				
2:50–3:10	<p align="center"><b>Developing Your Organizational Power and Influence</b>  <i>Andrea Ames, Content Experience Strategist, Idyll Point Group</i></p>				
3:10–3:30	<p align="center"><b>Three Steps to Customer Obsession</b>  <i>Sara Katz, Innovation Strategist, Intuit</i></p>				
3:45–4:45	<p><b>Management as a Strategy: Upping Our Management Game to Boost the Success of Content Organizations</b>  <i>Toni Mantych                      Sr. Director of Product                      Content, ServiceNow</i></p>	<p><b>Streamlining the Localization Process With New Automation</b>  <i>Jim Tivy                      CTO                      Bluestream</i></p>	<p><b>Beyond Explanation Points! Using Tone to Make Content Meaningful</b>  <i>Susan Blue, Content                      Strategist, Facebook                      and Jasmine Probst,                      Director, Instagram</i></p>	<p><b>Beyond Dynamic: The New Frontier of Publishing is Here</b>  <i>Hannan Saltzman                      VP Product Development                      Zoomin Software</i></p>	<p><b>Finally! End-to-End Content Supply Chain: CCMS → AI-augmented Translation → CCMS Publishing</b>  <i>Eric Kuhnen, Director,                      Global Operations                      Astoria Software</i></p>
5:00–5:20	<p align="center"><b>Get in the Game—Creating Personalized Customer Experiences with a Unified Content Strategy</b>  <i>Wendy Richardson, SVP of Global Customer Service, MasterCard</i></p>				
5:20–5:40	<p align="center"><b>This is not a manual. This is an experience. <input type="checkbox"/></b>  <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>				
5:40–6:30	<p align="center"><b>Networking Reception</b>  <i>Sponsored by Adobe Systems</i></p>				
8:00pm–	Live Storytelling Event *				

Tuesday, October 29, 2019					
7:00–	Continental Breakfast, Exhibit Hall Open (Pavilion Ballroom)				
	<i>Content Strategy</i>	<i>Content Strategy</i>	<i>Live Virtual Track</i> <input type="checkbox"/>	<i>Tools and Technology</i>	<i>Tools and Technology</i>
8:30–9:30	<b>More than Microlearning: How to Create Agile Task-based Learning Experiences</b> <i>Todd Stone and Bruce Cronquist Dell Technologies Education Services</i>	<b>Virtual Reality: Immersive Experiences with Real-world Applications</b> <i>Jill Knight 3D Artist and UX Designer Deloitte Digital</i>	<b>Adapt or Die: The Challenge of Digital Transformation</b> <i>Sarah O'Keefe President Scriptorium Publishing</i>	<b>Actualizing a Role-based and Personalized Documentation Portal</b> <i>Kristine Murphy and Margaret Collins Progress Software</i>	<b>Enterprise DITA and Microsoft Word: We are Joined at the Hip; Maybe We Should Get to Know Each Other</b> <i>Doug Gorman Founder and CEO Simply XML</i>
9:45–10:05	<b>Rage Against the Machine: Overcoming the Four Main Barriers to Content Strategy Success</b> <i>Noz Urbina, Founder, OmnichannelX.digital</i>				
10:05–10:25	<b>Let's Get Personal</b> <i>Megan Gilhooly, VP Customer Experience, Zoomin Software</i>				
10:25–10:45	<b>Humanize It! Bringing More People from the Arts and Humanities into Tech</b> <i>Jonathan Foster, Principal Content Experience Manager, Microsoft</i>				
11:00–12:00	<b>Unified Content Strategy in the Real World</b> <i>Sharmila Rammohan, LinkedIn and Rebecca Rhee Thermofisher Inc.</i>	<b>Immersive Storytelling Through AR/VR</b> <i>Joshua Young Founder and CEO Design Reality</i>	<b>Content Strategy + Information Architecture = Customer Success</b> <i>Amber Swope, President, DITA Strategies and Darrell Cypress VP, Digital Strategy and Analytics, Tahzoo</i>	<b>Building the Next Generation Tech Docs Portal: How Ultimate Software Transformed the Customer Experience</b> <i>Stacey Onysio Ultimate Software and Riley Edmunds, Ingeniux</i>	<b>Can I Reuse This?</b> <i>Helen St. Denis Conversion Services Manager Stilo International</i>
12:00–12:45	Networking Lunch				
12:45–1:45	Dessert and Vendor Demos in the Exhibit Hall				
2:00–3:00	<b>Adaptive Content Strategies in a Regulated World</b> <i>Cecil Lee, Content Strategy Advisor, Eli Lilly and Noz Urbina, Founder, OmnichannelX.digital</i>	<b>Creating Impactful Content for Immersive Technologies: An Education Revolution</b> <i>Elise O'Brien Growth Strategist Beach Day Studios</i>	<b>Intelligent Microcontent: At the Point of Content Convergence</b> <i>Rob Hanna President and Co-founder Precision Content</i>	<b>Content without Borders: Using Ontologies to Publish Content Created by Different Departments</b> <i>Alex Masycheff CEO Intuition Ltd.</i>	<b>Context and Reuse in DITA Projects</b> <i>George Bina Director Synco Soft / oXygen XML Editor</i>
3:15–4:15	<b>When Content Meets Medical: Do You Need a Crash Course for That Crash Cart?</b> <i>Leah Guren Owner/Operator Cow TC</i>	<b>Why AR/VR Sucks—If You Don't Do It Right</b> <i>Nisha Burton CMO/Creative Director Reflective Brands and Design Reality</i>	<b>Bringing Everyone Along: Unifying Distributed, Siloed Internal Content at Salesforce</b> <i>Kameran Kashani and Deepa Aswani Salesforce</i>	<b>Using Open Source Structured Authoring Tools to Set Your Content Free</b> <i>Barry Grenon, Senior Manager, Information Experience Group, Genesys</i>	<b>DITA Worst Practices: The Sequel</b> <i>Keith Schengili-Roberts Senior DITA Content Strategist IXIASOFT</i>
4:30–5:30	<b>Who Are You Talking To? Using Personas To Create Unified Content Experiences</b> <i>Donna Barkson Senior Content Strategist State Farm</i>	<b>TechDocs in Hollywood: Creating Effective Corporate Videos</b> <i>Elrik Jundis Business Development Manager Saiff Solutions, Inc.</i>	<b>The Three Kinds of Hidden Content Silos and How to Eliminate Them</b> <i>Michael Andrews Content Strategy Evangelist Kentico Software</i>	<b>The Quest for Truly Personalized Search</b> <i>Fabrice Lacroix CEO Fluid Topics</i>	<b>Using Knowledge Models, Metadata, and Decision Trees to Keep Your DITA Content Smart</b> <i>Charles Andrews Director Ovitas</i>
6:00–6:30pm	Chinese Dragon Parade to Dinner Locations				
7:30pm–	Annual Karaoke Night *			* Location: Kelly's Olympian Bar and Restaurant 426 SW Washington St, Portland, OR 97204 (Four blocks from the Hilton)	

Wednesday, October 30, 2019					
8:00–	Continental Breakfast (Pavilion Ballroom)				
8:30–9:30	<b>Building an Effective Business Case in a Real Practical World</b> <i>Alexander Lum</i> Director, Global Product Documentation Ciena	<b>Preparing for the Evolution of Online Content Delivery</b> <i>Scott Youngblom,</i> Co-Founder Oberon Technologies, Inc.	<b>Using Style Guides to Achieve Content Collaboration and Consistency</b> <i>Elizabeth Fraley</i> CEO Single-Sourcing Solutions	<b>Trends in Taxonomy</b> <i>Dawn Stevens</i> President Comtech	<b>Thousands of Words, One Brand Voice: Style Guides, Content Workflows, and AI</b> <i>May Habib</i> CEO Qordoba
9:45–10:45	<b>Laying a Fast Track To Success: Experiments In User Onboarding</b> <i>Daniel Foster</i> Strategy Manager TechSmith	<b>Planning for Real-time SME Content Collaboration</b> <i>Chip Gettinger</i> VP Global Solutions Consulting SDL	<b>Rise of the Machines: Is It Judgment Day for Content as We Know It?</b> <i>Michael Goldberg</i> VP, Marketing Innodata	<b>From RFI to ROI: How to Document the Return on your CCMS Investment</b> <i>Deb Bissantz</i> Application Engineer Vasont Systems	<b>Using Checker Software for Clear, Concise and Consistent Content</b> <i>Berry Braster</i> Technology Director, Solutions & Technologies Etteplan
11:00–12:00	<b>From “Content Person” to Content Designer: Helping Teams Make Data-Driven Decisions</b> <i>Melinda Belcher and Robin Wellington</i> MasterCard	<b>Don’t Let Other Creators Steal Your Technical Content Thunder! Why You Need to Consider Google Search</b> <i>Mordy Oberstein</i> Head of Marketing Rank Ranger	<b>All I Ever Needed to Know About Tech Comm Management I Learned From Becoming a Parent</b> <i>Kirsty Taylor, Manager,</i> Product Internationalisation RPMGlobal	<b>Beyond Accuracy: A New Model for Getting Meaningful and Actionable Customer Feedback</b> <i>Yoel Strimling</i> Documentation Quality SME, CEVA Inc.	TBD <i>Paul Trotter</i> Founder Author-it
12:15–1:00	<b>Closing Panel Discussion: The Future of Content</b> <i>Lisa Peyton, Global Social &amp; Immersive Media Strategist, Intel</i> <i>Meridel Walkington, Senior Content Strategist, Firefox UX, Mozilla Corporation</i>				
	<b>Post-conference Workshops</b>				
1:15–4:15 Includes Box Lunch	<b>Creating a Content Playbook to Bridge the Gap Between Marketing and UX Writing Teams</b> <i>Morgan Quinn</i> Senior Manager, Content Design ServiceNow	<b>Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy</b> <i>Katherine Brown-Hoekstra</i> Principal Comenesis	<b>Developing Empathy for Your Audience</b> <i>Angela Browne</i> User Assistance Manager SAP	<b>Bring Your Documentation and We Provide You Its Video!</b> <i>Wouter Maagdenberg</i> CEO & Founder TXTOmedia	<b>Yes, You Can Have It All! Technical Accuracy and Marketing Pizzazz</b> <i>Elizabeth Fraley</i> CEO Single-Sourcing Solutions
8:00–	Closing Social Tweetups: #PubCrawl #CraftBrews #CoffeeHouseMusicAndPoetry #OpenMicImprovJam				