

Pre-Conference Workshops

Sunday, October 27, 2019								
8:00–	Registration, Coffee							
	Pre-conference Workshops							
8:30–Noon	Special Adobe TechComm Workshop (includes lunch) <i>Amitoj Singh</i> TCS Product Manager Adobe <i>Stefan Gentz</i> Global Product Evangelist Adobe Systems	Immersive Design: A Practical Approach to VR Storytelling <i>Andrea Zeller and Nadine Anglin</i> VR Content Strategists Facebook	Present Like a Pro! <i>Leah Guren</i> Owner/Operator Cow TC	Design Thinking Workshop <i>Andrea Ames</i> Content Experience Strategist Idyll Point Group	Building Cross-Functional Unified Content Experiences <i>Toni Mantych</i> Senior Director of Product Content ServiceNow	To Make Your Chatbot Smart, You Need to Feed It Right: How to Write for Chatbots <i>Alex Masycheffe</i> CEO Intuillion Ltd.		
Noon–1pm		Lunch on your own						
1:00–5pm			VR Storytelling (continued)	Present Like a Pro! (continued)	Design Thinking (Continued)	When DITA Meets Markdown <i>Alex Jitianu</i> Software Architect Syncro Soft / Oxygen XML Editor	Mad Skills: Hacks that Boost Your Content Strategy <i>Masa Zokaei</i> Senior UX Content Strategist Capital Group/Disney	Managing Writing Teams: Inner Management Matters! <i>Barry Saiff</i> Founder and CEO Saiff Solutions

Monday, October 28, 2019					
7:30–	Registration, Continental Breakfast (Grand Ballroom)				
8:15–8:50	Welcome <i>Jack Molisani, Executive Director, The LavaCon Conference</i>				
8:50–9:10	Carpe Potestatem! (Seize the Opportunity!) <i>Megan Gilhooly, Sr. Manager of Content Strategy, Amazon</i>				
9:10–9:30	Jump into the Unknown: Storytelling for Emerging Tech <i>Andrea Zeller and Nadine Anglin, VR Content Strategists, Facebook</i>				
Tracks	Content Strategy	MarComm and TechComm	Live Virtual Track <input type="checkbox"/>	Tools and Technology	Tools and Technology
9:45–10:45	Let's Put Some Strategy in our Content Strategies! <i>Kathy Wagner CEO and Founder Content Strategy Inc.</i>	Blended Content: Using Marketing Content On TechComm Pages to Drive Incremental Sales <i>Amitoj Singh TCS Product Manager Adobe</i>	Herding Cats: The Benefit of Unifying Content for Customers <i>Richard Hendricks and Fawn Damitio Information Experience Juniper Networks</i>	Planning our End Game at Automation Anywhere: A Story of Content and Tools Strategy <i>Kathy Clemens and Joe Zucker Automation Anywhere</i>	Measuring the Value of Structured Authoring and Getting the Budget You Need <i>Stephani Clark Head of Customer Success Jorsek Makers of easyDITA</i>
11:00–12:00	Content Transformation: Serving the Right Content to the Right People at the Right Time <i>Angela Browne, UA Manager and Dan Mehaffey, AU Architect, SAP</i>	Easy-Bake Training: A MarComm /Tech Writing Success Story <i>Anthony Vinciguerra and Samantha Barney, Senior Managers of Tech Writing athenahealth</i>	Building a Unified Product Content Strategy <i>Quentin Dietrich, Sr. UX Writer and Pat Kreymborg, UX Manager, Workiva</i>	Micro-content, Chatbots, and Machine Learning: What do They Mean for Technical Authoring? <i>Michael Hamilton Product Evangelist MadCap Software</i>	Hey Turing: Are Voice Assistants Ready for Prime Time? <i>Chad Dybdahl Solutions Consultant Adobe</i>
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	The Heroes and Villains of Content Strategy <i>Alan J. Porter, Lead Content Strategist, [A]</i>				
2:50–3:10	Developing Your Organizational Power and Influence <i>Andrea Ames, Content Experience Strategist, Idyll Point Group</i>				
3:10–3:30	Three Steps to Customer Obsession <i>Sara Katz, Innovation Strategist, Intuit</i>				
3:45–4:45	Management as a Strategy: Upping Our Management Game to Boost the Success of Content Organizations <i>Toni Mantych Sr. Director of Product Content, ServiceNow</i>	Don't Let Other Creators Steal Your Technical Content Thunder! Why You Need to Consider Google Search <i>Mordy Oberstein Head of Marketing Rank Ranger</i>	Implementing a Unified Content Strategy: Using Tone to Make Content Meaningful <i>Susan Blue, Content Strategist, Facebook and Jasmine Probst, Director, Instagram</i>	Beyond Dynamic: The New Frontier of Publishing is Here <i>Hannan Saltzman VP Product Development Zoomin Software</i>	Finally! End-to-End Content Supply Chain: CCMS → AI-augmented Translation → CCMS Publishing <i>Eric Kuhnen Director, Global Operations Astoria Software</i>
5:00–5:20	Get in the Game—Creating Personalized Customer Experiences with a Unified Content Strategy <i>Wendy Richardson, SVP of Global Customer Service, MasterCard</i>				
5:20–5:40	Driving Content Consumption to Completely New Heights <input type="checkbox"/> <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i>				
5:40–6:30	Networking Reception <i>Sponsored by Adobe Systems</i>				
8:00pm–	Live Storytelling Event				

Tuesday, October 29, 2019					
7:00–	Continental Breakfast, Exhibit Hall Open (Pavilion Ballroom)				
	<i>Content Strategy</i>	<i>Immersive Media</i>	<i>Live Virtual Track <input type="checkbox"/></i>	<i>Tools and Technology</i>	<i>Tools and Technology</i>
8:30–9:30	More than Micro Learning: How to Create Agile Task-based Learning Experiences <i>Todd Stone and Bruce Cronquist</i> <i>Dell Technologies Education Services</i>	Virtual Reality: Immersive Experiences with Real-world Applications <i>Jill Knight</i> <i>3D Artist and UX Designer</i> <i>Deloitte Digital</i>	Adapt or Die: The Challenge of Digital Transformation <i>Sarah O'Keefe</i> <i>President</i> <i>Scriptorium Publishing</i>	Actualizing a Role-based and Personalized Documentation Portal <i>Kristine Murphy and Margaret Collins</i> <i>Progress Software</i>	Enterprise DITA and Microsoft Word: We are Joined at the Hip; Maybe We Should Get to Know Each Other <i>Doug Gorman</i> <i>Founder and CEO</i> <i>Simply XML</i>
9:45–10:05	Rage Against the Machine: Overcoming the Four Main Barriers to Content Strategy Success <i>Noz Urbina, Founder, OmnichannelX.digital</i>				
10:05–10:25	Let's Get Personal <i>Joe Gelb, President, Zoomin Software</i>				
10:25–10:45	The Strategy Behind Camera-based Content Marketing <i>Alexander Nick, Global AR/VR Market Lead, Google</i>				
11:00–12:00	Unified Content Strategy in the Real World <i>Sharmila Rammohan and Rebecca Rhee</i> <i>ThermoFisher Inc.</i>	Immersive Storytelling Through AR/VR <i>Joshua Young</i> <i>Founder and CEO</i> <i>Design Reality</i>	Content Strategy + Information Architecture = Customer Success <i>Amber Swope, President, DITA Strategies and Darrell Cypress</i> <i>VP, Digital Strategy and Analytics, Tahzoo</i>	Building the Next Generation Tech Docs Portal: How Ultimate Software Transformed the Customer Experience <i>Stacey Onysio</i> <i>Ultimate Software and Riley Edmunds, Ingeniux</i>	Can I Reuse This? <i>Helen St. Denis</i> <i>Conversion Services Manager</i> <i>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	Adaptive Content Strategies in a Regulated World <i>Cecil Lee, Content Strategy Advisor, Eli Lilly and Noz Urbina,</i> <i>Founder,</i> <i>OmnichannelX.digital</i>	Creating Impactful Content for Immersive Technologies: An Education Revolution <i>Keith Patterson</i> <i>Chief Operating Officer</i> <i>Beach Day Studios</i>	Intelligent Microcontent: At the Point of Content Convergence <i>Rob Hanna</i> <i>President and Co-founder</i> <i>Precision Content</i>	Content without Borders: Using Ontologies to Publish Content Created by Different Departments <i>Alex Masycheff</i> <i>CEO</i> <i>Intuition Ltd.</i>	Context and Reuse in DITA Projects <i>George Bina</i> <i>Director</i> <i>Syncro Soft / oXygen XML Editor</i>
3:15–4:15	When Content Meets Medical: Do You Need a Crash Course for That Crash Cart? <i>Leah Guren</i> <i>Owner/Operator</i> <i>Cow TC</i>	Why AR/VR Sucks—If You Don't Do It Right <i>Nisha Burton</i> <i>CMO/Creative Director</i> <i>Reflective Brands and Design Reality</i>	Bringing Everyone Along: Unifying Distributed, Siloed Internal Content at Salesforce <i>Kameran Kashani and Deepa Aswani</i> <i>Salesforce</i>	Using Open Source Structured Authoring Tools to Set Your Content Free <i>Barry Grenon, Senior Manager, Information Experience Group, Genesys</i>	DITA Worst Practices: The Sequel <i>Keith Schengili-Roberts</i> <i>Senior DITA Content Strategist</i> <i>IXIASOFT</i>
4:30–5:30	Who Are You Talking To? Using Personas To Create Unified Content Experiences <i>Donna Barkson</i> <i>Senior Content Strategist</i> <i>State Farm</i>	TechDocs in Hollywood: Creating Effective Corporate Videos <i>Eirik Jundis</i> <i>Business Development Manager</i> <i>Saiff Solutions, Inc.</i>	All I Ever Needed to Know About Tech Comm Management I Learned From Becoming a Parent <i>Kirsty Taylor, Manager, Product Internationalisation</i> <i>RPMGlobal</i>	The Quest for Truly Personalized Search <i>Fabrice Lacroix</i> <i>CEO</i> <i>Fluid Topics</i>	Using Knowledge Models, Metadata, and Decision Trees to Keep Your DITA Content Smart <i>Charles Andrews</i> <i>Director</i> <i>Ovitas</i>
6:00–6:30pm	Chinese Dragon Parade to Dinner Locations				
8:00pm–	Annual Karaoke Night				

Wednesday, October 30, 2019					
8:00–	Continental Breakfast (Pavilion Ballroom)				
8:30–9:30	Building an Effective Business Case in a Real Practical World <i>Alexander Lum</i> Director, Global Product Documentation <i>Clena</i>	UX Writing and Hip Hop: A Love Story <i>Mike Walkusky</i> Content Designer <i>Intuit</i>	Using Style Guides to Achieve Content Collaboration and Consistency <i>Elizabeth Fraley</i> CEO <i>Single-Sourcing Solutions</i>	Trends in Taxonomy <i>Dawn Stevens</i> President <i>Comtech</i>	Beyond Accuracy: A New Model for Getting Meaningful and Actionable Customer Feedback <i>Yoel Strimling</i> Documentation Quality SME, CEVA Inc.
9:45–10:45	Laying a Fast Track to Success: Experiments in User Onboarding <i>Daniel Foster</i> Strategy Manager <i>TechSmith</i>	Planning for Real-time SME Content Collaboration <i>Chip Gettinger</i> VP Global Solutions Consulting <i>SDL</i>	Rise of the Machines: Is It Judgment Day for Content as We Know It? <i>Michael Goldberg</i> Global Director <i>Content Marketing</i>	From RFI to ROI: How to Document the Return on your CCMS Investment <i>Deb Bissantz</i> Application Engineer <i>Vasont Systems</i>	Using Checker Software for Clear, Concise and Consistent Content <i>Berry Braster</i> Technology Director, Solutions & Technologies <i>Etteplan</i>
11:00–11:20	From “Content Person” to Content Designer: Helping Teams Make Data-Driven Decisions <i>Melinda Belcher, Senior Director of Digital Strategy, MasterCard</i>				
11:20–11:40	Humanize It! Bringing More People from the Arts and Humanities into Tech <i>Jonathan Foster, Principal Content Experience Manager, Microsoft</i>				
11:40–12:20	The Future of Content Closing Panel Discussion <i>Moderator: Lisa Peyton, Global Social & Immersive Media Strategist, Intel</i>				
12:20–1:00	Box Lunch				
	Post-conference Workshops				
1:00–4:00	Creating a Content Playbook to Bridge the Gap Between Marketing and UX Writing Teams <i>Morgan Quinn</i> Senior Manager, Content Design <i>ServiceNow</i>	Content in the Age of Machines: Incorporating Controlled Language into Your Content Strategy <i>Katherine Brown-Hoekstra</i> Principal <i>Comgenesis</i>	Developing Empathy for Your Audience <i>Angela Browne</i> User Assistance Manager <i>SAP</i>	Bring Your Documentation and We Provide You Its Video! <i>Wouter Maagdenberg</i> CEO & Founder <i>TXTOmedia</i>	Is Your DITA Output Ugly? You Can Fix That! <i>Elizabeth Fraley</i> CEO <i>Single-Sourcing Solutions</i>
8:00–	Closing Social				