

### Pre-Conference Workshops

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

Monday, October 28, 2019					
7:30–	Registration, Continental Breakfast (Grand Ballroom)				
8:15–8:50	<b>Welcome</b> <i>Jack Molisani, Executive Director, The LavaCon Conference</i>				
8:50–9:10	<b>Carpe Potestatem! (Seize the Opportunity!)</b> <i>Megan Gilhooly, Sr. Manager of Content Strategy, Amazon</i>				
9:10–9:30	<b>Jump into the Unknown: Storytelling for Emerging Tech</b> <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	<b>Let's Put Some Strategy in our Content Strategies!</b> <i>Kathy Wagner CEO and Founder Content Strategy Inc.</i>	<b>Blended Content: Using Marketing Content On TechComm Pages to Drive Incremental Sales</b> <i>Amitoj Singh TCS Product Manager Adobe</i>	<b>Herding Cats: The Benefit of Unifying Content for Customers</b> <i>Richard Hendricks and Fawn Damitio Information Experience Juniper Networks</i>	<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>	<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>
11:00–12:00	<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>	<b>Easy-Bake Training: A MarComm /Tech Writing Success Story</b> <i>Anthony Vinciguerra and Samantha Barney, Senior Managers of Tech Writing athenahealth</i>	<b>Building a Unified Product Content Strategy</b> <i>Quentin Dietrich, Sr. UX Writer and Pat Kreymborg, UX Manager, Workiva</i>	<b>Micro-content, Chatbots, and Machine Learning: What do They Mean for Technical Authoring?</b> <i>Michael Hamilton Product Evangelist MadCap Software</i>	<b>Hey Turing: Are Voice Assistants Ready for Prime Time?</b> <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	<b>The Heroes and Villains of Content Strategy</b> <i>Alan J. Porter, Lead Content Strategist, [A]</i>				
2:50–3:10	<b>Developing Your Organizational Power and Influence</b> <i>Andrea Ames, Content Experience Strategist, Idyll Point Group</i>				
3:10–3:30	<b>Three Steps to Customer Obsession</b> <i>Sara Katz, Innovation Strategist, Intuit</i>				
3:45–4:45	<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>	<b>Don't Let Other Creators Steal Your Technical Content Thunder! Why You Need to Consider Google Search</b> <i>Mordy Oberstein Head of Marketing Rank Ranger</i>	<b>Implementing a Unified Content Strategy: Using Tone to Make Content Meaningful</b> <i>Susan Blue, Content Strategist, Facebook and Jasmine Probst, Director, Instagram</i>	<b>Beyond Dynamic: The New Frontier of Publishing is Here</b> <i>Hannan Saltzman VP Product Development Zoomin Software</i>	<b>Finally! End-to-End Content Supply Chain: CCMS → AI-augmented Translation → CCMS Publishing</b> <i>Eric Kuhnen Director, Global Operations Astoria Software</i>
5:00–5:20	<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>				
5:20–5:40	<b>Driving Content Consumption to Completely New Heights <input type="checkbox"/></b> <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i>				
5:40–6:30	<b>Networking Reception</b> <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</i> <input type="checkbox"/>	<i>Tools and Technology</i>	<i>Tools and Technology</i>
8:30–9:30	<b>More than Micro Learning: How to Create Agile Task-based Learning Experiences</b> <i>Todd Stone and Bruce Cronquist</i> <i>Dell Technologies Education Services</i>	<b>Virtual Reality: Immersive Experiences with Real-world Applications</b> <i>Jill Knight</i> <i>3D Artist and UX Designer</i> <i>Deloitte Digital</i>	<b>Adapt or Die: The Challenge of Digital Transformation</b> <i>Sarah O'Keefe</i> <i>President</i> <i>Scriptorium Publishing</i>	<b>Actualizing a Role-based and Personalized Documentation Portal</b> <i>Kristine Murphy and Margaret Collins</i> <i>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</i> <i>Founder and CEO</i> <i>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>Joe Gelb, President, Zoomin Software</i>				
10:25–10:45	<b>The Strategy Behind Camera-based Content Marketing</b> <i>Alexander Nick, Global AR/VR Market Lead, Google</i>				
11:00–12:00	<b>Unified Content Strategy in the Real World</b> <i>Sharmila Rammohan and Rebecca Rhee</i> <i>ThermoFisher Inc.</i>	<b>Immersive Storytelling Through AR/VR</b> <i>Joshua Young</i> <i>Founder and CEO</i> <i>Design Reality</i>	<b>Content Strategy + Information Architecture = Customer Success</b> <i>Amber Swope, President, DITA Strategies and Darrell Cypress</i> <i>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</i> <i>Ultimate Software and Riley Edmunds, Ingeniux</i>	<b>Can I Reuse This?</b> <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	<b>Adaptive Content Strategies in a Regulated World</b> <i>Cecil Lee, Content Strategy Advisor</i> <i>Eli Lilly</i>	<b>Creating Impactful Content for Immersive Technologies: An Education Revolution</b> <i>Keith Patterson</i> <i>Chief Operating Officer</i> <i>Beach Day Studios</i>	<b>Intelligent Microcontent: At the Point of Content Convergence</b> <i>Rob Hanna</i> <i>President and Co-founder</i> <i>Precision Content</i>	<b>Content without Borders: Using Ontologies to Publish Content Created by Different Departments</b> <i>Alex Masycheff</i> <i>CEO</i> <i>Intuition Ltd.</i>	<b>Context and Reuse in DITA Projects</b> <i>George Bina</i> <i>Director</i> <i>Syncro 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</i> <i>Owner/Operator</i> <i>Cow TC</i>	<b>Why AR/VR Sucks—If You Don't Do It Right</b> <i>Nisha Burton</i> <i>CMO/Creative Director</i> <i>Reflective Brands and Design Reality</i>	<b>Bringing Everyone Along: Unifying Distributed, Siloed Internal Content at Salesforce</b> <i>Kameran Kashani and Deepa Aswani</i> <i>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</i> <i>Senior DITA Content Strategist</i> <i>IXIASOFT</i>
4:30–5:30	<b>Who Are You Talking To? Using Personas To Create Unified Content Experiences</b> <i>Donna Barkson</i> <i>Senior Content Strategist</i> <i>State Farm</i>	<b>TechDocs in Hollywood: Creating Effective Corporate Videos</b> <i>Elrik Jundis</i> <i>Business Development Manager</i> <i>Saiff Solutions, Inc.</i>	<b>All I Ever Needed to Know About Tech Comm Management I Learned From Becoming a Parent</b> <i>Kirsty Taylor, Manager, Product Internationalisation</i> <i>RPMGlobal</i>	<b>The Quest for Truly Personalized Search</b> <i>Fabrice Lacroix</i> <i>CEO</i> <i>Fluid Topics</i>	<b>Using Knowledge Models, Metadata, and Decision Trees to Keep Your DITA Content Smart</b> <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	<b>Building an Effective Business Case in a Real Practical World</b> <i>Alexander Lum</i> Director, Global Product Documentation Ciena	<b>UX Writing and Hip Hop: A Love Story</b> <i>Mike Walkusky</i> Content Designer Intuit	<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>Beyond Accuracy: A New Model for Getting Meaningful and Actionable Customer Feedback</b> <i>Yoel Strimling</i> Documentation Quality SME, CEVA Inc.
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> Global Director Content Marketing	<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
11:00–11:20	<b>From “Content Person” to Content Designer: Helping Teams Make Data-Driven Decisions</b> <i>Melinda Belcher, Senior Director of Digital Strategy, MasterCard</i>				
11:20–11:40	<b>Humanize It! Bringing More People from the Arts and Humanities into Tech</b> <i>Jonathan Foster, Principal Content Experience Manager, Microsoft</i>				
11:40–12:20	<b>The Future of Content Closing Panel Discussion</b> <i>Moderator: Lisa Peyton, Global Social &amp; Immersive Media Strategist, Intel</i>				
12:20–1:00	Box Lunch				
	Post-conference Workshops				
1:00–4:00	<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 Comgenesis	<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>Is Your DITA Output Ugly? You Can Fix That!</b> <i>Elizabeth Fraley</i> CEO Single-Sourcing Solutions
8:00–	Closing Social				