

### Saturday, October 24, 2020: Halloween Parade Viewing Party

6:00-	Location to be announced
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### Sunday, October 25, 2020: Morning Pre-Conference Workshops

8:00-	Registration and Coffee (breakfast on your own)
8:30-12:30	<b>Content Design for Omnichannel Experiences</b> <i>Noz Urbina, Omnichannel Content Designer, OmnichannelX and Urbina Consulting</i>
	<b>Managing Writers: An Interactive Playshop</b> <i>Barry Saiff, Founder and CEO, Saiff Solutions</i>
	<b>Creating Content that Builds Trust and Moves Metrics</b> (Three-hour workshop, 8:30-11:30) <i>Jen Schaefer, Content Design Manager, Netflix and Renee Crawshaw, Content Designer and Strategist, Mobile, Netflix</i>
	<b>From OWLs to OKRs: Setting Measurable Goals to Uplevel Your Content Practice</b> <i>Kendal Sparks, Lead Content Designer, Mastercard</i>
	<b>Present Like a Pro!</b> (full day workshop) <i>Leah Guren, Leah Guren, Owner/Operator, Cow TC</i>
	<b>Design Thinking Workshop</b> (full day workshop) <i>Andrea Ames, Content Experience Strategist, Idyll Point Group</i>
12:30-1:30	Lunch on your own

### Sunday, October 25, 2020: Special Adobe Workshop

12:30-5:40 Includes Lunch	<b>Special Adobe TechComm Workshop</b> <i>Part 1: Multiply Revenue Impact by Implementing a Winning Content Strategy</i> <i>Part 2: Creating Quality DITA Content in FrameMaker</i> <i>Part 3: Getting Started with the All-new Adobe RoboHelp in Less than 45 Minutes</i>
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### Sunday, October 25, 2020: Afternoon Pre-Conference Workshops

1:30-5:30	<b>Customer Journey Mapping for Omnichannel Experiences</b> <i>Noz Urbina, Omnichannel Content Designer, OmnichannelX &amp; Urbina Consulting</i>
	<b>Getting Content Strategy Buy-In: The Start of the Journey</b> <i>Alyssa Fox, Senior Director Partner Marketing, Alert Logic, and Geoff Webb, VP of Strategy, Pros Software</i>
	<b>From Content Environment to a Content Ecosystem</b> <i>Eeshita Grover, Director, Marketing, Cisco Systems</i>
	<b>Arbortext for Authoring: Getting Started with Arbortext Editor</b> <i>Janice Summers, Vice President of Operation, Sales and Training, Single Sourcing Solutions Inc.</i>
	<b>Present Like a Pro!</b> (continued) <i>Leah Guren, President, Two Cows</i>
	<b>Design Thinking Workshop</b> (continued) <i>Andrea Ames, Content Experience Strategist, Idyll Point Group</i>

### Sunday, October 25, 2020: Welcome Reception

7:00-	<b>Welcome Reception and the Welcome to New Orleans! Drag Review with Princess Stephaney</b> <i>Sponsored by Saiff Solutions</i> <i>Mag's 940, 940 Elysian Fields</i>
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Monday, October 26, 2020						
7:30-	Registration and Continental Breakfast					
8:15-9:30	<b>Carpe Potestatum! (Seize the Opportunity!) ☐</b> <i>Jack Molisani, Executive Director, The LavaCon Conference</i>					
	<b>To Be Announced ☐</b> <i>Jessica Reed, Vice President, Product Marketing &amp; Content Strategy, NBCUniversal</i>					
	<b>Impacting the Bottom Line: Creating Experiences that Convert Trial Users to Paying Customers ☐</b> <i>Dean Atchison, Senior Director, CRM Content Experience, Salesforce</i>					
9:30	Exhibit Hall Open					
	<i>Tracks</i>	<i>Content Strategy UX CX</i>	<i>Content Strategy UX CX</i>	<i>Live Virtual Track</i>	<i>Tools and Technology</i>	<i>Tools and Technology</i>
9:45-10:45	<b>Building a Unified Platform that Helps Customers and Content Creators Succeed</b> <i>James West Principal Content Designer Intuit</i>	<b>Get Out of (Content) Debt! Creating Content Models that Meet Business, User, and Author Needs</b> <i>Meridel Walkington, Staff UX Content Strategist, Firefox, Mozilla</i>	<b>Mirror, Mirror on the Wall: Who Are These Content Strategists on the Call? ☐</b> <i>Alex Fiedler Manager, Technical Documentation Palo Alto Networks</i>	<b>Breaking Content Bottlenecks: How to Achieve the Real Value from Component Authoring</b> <i>Paul Trotter, Founder and SVP of Tech Pubs, Author-it Software</i>	<b>Got Elephants in Your Silos? There's a Cure for That!</b> <i>Doug Gorman Founder and CEO Simply XML</i>	
11:00-Noon	<b>The History of Content: 10 Lessons We Can Learn from the Past That Will Define the Next Decade</b> <i>Jim Edmunds CEO, Ingeniux</i>	<b>Are Voice Interfaces Ready for Prime Time?</b> <i>Chad Dybdahl Solutions Consultant Adobe</i>	<b>Zen and the Art of Creating a Great Customer Experience ☐</b> <i>Lisa Trager Lead Experience Manager Verizon</i>	<b>Making Choices when Migrating Content</b> <i>Helen St. Denis, Conversion Services Manager Stilo International</i>	<b>Communicating Knowledge Through Chat (and Bots, Too)</b> <i>Patrick Bosek CEO/Founder Jorsek Inc.</i>	
Noon	Lunch					
1:00	Dessert and Vendor Demos in the Exhibit Hall					
2:00-3:00	<b>To Be Announced ☐</b> <i>Beril Maples, Head of UX Design, Google Analytics</i>					
	<b>To Be Announced ☐</b> <i>Special Featured Speaker: It's a Secret!</i>					
	<b>From Empathy to Resonance: Unlock Strategic Storytelling ☐</b> <i>Zoe Finkel, Vice President of Content Strategy, JPMorgan Chase</i>					
3:15-4:15	<b>How to Boost Content Development Collaboration and Efficiency</b> <i>Amitoj Singh Product Manager Adobe</i>	<b>Smarter Content in Weird Places</b> <i>Bill Swallow Director of Operations Scriptorium</i>	<b>Delivering Excellent Customer Experience Through Meaningful Collaboration ☐</b> <i>Craig Prior, Director of Global Customer Care Technology Solutions, Mastercard</i>	<b>Bigger and Better: Scaling DITA Content in a Brave New World</b> <i>Peggy Sanchez, Senior Technical Publications Manager, Cray, a Hewlett Packard Enterprise</i>	<b>Next-Gen UI for Technical Content</b> <i>Fabrice Lacroix CEO Fluid Topics</i>	
4:30-4:45	<b>To Be Announced ☐</b> <i>Stefan Gentz, Global TechComm Evangelist, Adobe</i>					
5:00-6:00	<b>Networking Reception, Sponsored by Adobe</b>					
8:00-	<b>Live Storytelling Event</b> <i>Another awesome place in NOLA</i>					

☐ All keynotes and breakout sessions in the virtual track will be recorded and broadcast live with video. All other sessions will be recorded (slides and audio) for viewing after the conference. See the conference website to view a sample virtual session.

Tuesday, October 27, 2020					
7:00	Continental Breakfast				
8:15-9:30	<b>Fight Bias with Content Strategy</b> ☐ <i>David Dylan Thomas, Principal, Content Strategy, Think Company</i>				
	<b>Content Strategy: How to Set It in Motion for Sustainable Success</b> ☐ <i>Hilary Marsh, Chief Strategist, Content Company</i>				
	<b>How In-product Support Turns Documentation into a KPI-smashing Enterprise Asset</b> ☐ <i>Megan Gilhooly, Vice President Customer Experience, Zoomin Software</i>				
Tracks	Content Strategy UX CX	Content Strategy UX CX	Live Virtual Track	Tools & Technology	Case Studies
9:45-10:45	<b>You're Speaking My Language: Overcoming Silos with Enterprise Taxonomies</b> <i>Michele Jenkins Senior Consultant Dovecot Studio</i>	<b>Beyond Inclusion: The Importance of Accessible Web Content and Design</b> <i>Kat Shereko Content Strategy Team Lead Portent</i>	<b>Landing and Expanding: Getting Your Organization Interested in Content</b> ☐ <i>Sharon Burton Content Management Specialist PointClickCare</i>	<b>Leveraging Technology to Create Training Content that can Make a World of Difference</b> <i>Scott Youngblom Executive Vice President Oberon Technologies</i>	<b>Five Lessons Learned: Moving to Structured Authoring</b> <i>Dusty Clark, DocuSign</i>
					<b>Just Say No to Silos! Start with Collaboration and End with Results</b> <i>Pamela Noreault, SDL</i>
11:00-Noon	<b>Care and Feeding of Your Taxonomy</b> <i>Sabine Ocker Senior Consultant Comtech Services</i>	<b>Topic Writing Without Borders</b> <i>Liz Fraley CEO Single-Sourcing Solutions</i>	<b>Storming a Castle: Winning Support for and Executing a Content Strategy</b> ☐ <i>Britt Ellmer, TSYS and Noz Urbina, OmnichannelX and Urbina Consulting</i>	<b>Intelligent Microcontent and the Five Moments of Need</b> <i>Rob Hanna President and Co-founder Precision Content</i>	<b>Documentation Has Value? Prove It.</b> <i>Joe Gelb and Lawrence Orin, Zoomin Software</i>
					<b>Integrating Salesforce into the Documentation Process</b> <i>Alex Masycheff, Intuition</i>
Noon	Lunch				
1:00	Dessert and Vendor Demos in the Exhibit Hall				
2:00-3:00	<b>Trailhead Content and Credentialing: Innovating on Salesforce's Gamified Content Platform</b> <i>Chalon Emmons Editor-at-Large Salesforce</i>	<b>How to Re-engineer Your Localization Workflow to Reduce Errors and Significantly Cut Costs</b> <i>Ian Henderson, Rubric Daniel Foster, TechSmith Mike Hamilton, MadCap Software</i>	<b>Cheat, Borrow, and Steal: How to Build a Successful Design Practice</b> ☐ <i>Colin Budd Global Design Strategist IBM</i>	<b>Linking Technical Content to Engineering Designs</b> <i>Patti Lutsky Product Management Director PTC</i>	<b>Sony Playstation: Pioneering Dynamic Workflows</b> <i>Kathryn Showers Sony Playstation</i>
					<b>Starting a Content Strategy Department: Lessons Learned</b> <i>Hannah Kirk, Hannah Kirk Consulting</i>
3:15-4:15	<b>The Personalization Paradox: How Standardized Content Creates Personalized Experiences</b> <i>Val Swisher CEO Content Rules, Inc.</i>	<b>Creating CX-Led Digital Transformations</b> <i>Josh Camire Principal CX Lead UserTesting</i>	<b>Who Does What, When: Aligning Content Stakeholders with Clear Roles and Responsibilities</b> ☐ <i>Blaine Kylo Senior Content Strategist Content Strategy Inc.</i>	<b>Can We Use GIT Instead? Making the Business Case for a CCMS Investment</b> <i>Deb Bissantz GlobalLink CCMS and Christi Guzik Boomi, a Dell Technologies Business</i>	<b>Pixel Perfect Content Strategy</b> <i>Yuval Keshtcher, UX Writing Hub</i>
					<b>Going Hyperlocal: How to Make Content Relevant and Profitable</b> <i>Michael Andrews, Kentico</i>
6:00	Second Line Parade to Dinner Locations				
8:00-	<b>Annual Karaoke Night</b> <i>Another Amazing Venue in NOLA</i>				

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Wednesday, October 28, 2020					
8:00-	Continental Breakfast				
8:30-9:30	<b>At a Glance</b> ☐ Mike Parkinson, Owner, Billion Dollar Graphics				
	<b>Use Your Words: The Business of Content</b> ☐ Joe Gollner, Principal, Gnostyx Research Inc.				
	<b>Content Teams as a Business</b> ☐ Andrea Ames, CEO/Founder, Idyll Point Group				
Tracks	Content Strategy UX CX	Content Strategy UX CX	Live Virtual Track	Tools & Technology	Case Studies
9:45-10:45	<b>Why Your Company Needs a Digital Council</b> Jackie Pysarchuk Senior Director American Bankers Association	<b>Creating Picture-Perfect Infographics</b> Mike Parkinson Owner Billion Dollar Graphics	<b>Project Management for Content Strategy: Focus Metrics on Outcomes, Not Outputs</b> ☐ Anita Sagar Senior Project Manager Enterprise-Knowledge	<b>From Content Silos to Content Venn Diagrams</b> Michelle Wu Global Content Strategy Manager Coinbase	<b>Using Data to Build Synergy Across All Your Product Teams</b> Tig Newman, Looker, a Google Cloud Company
					<b>Content Intelligence: S(e)izing the Opportunity</b> Eric Chuk, Freelance UX Writer
11:00-12:00	<b>Creating Content that Truly Resonates by Analyzing Metrics and Data</b> Tony Mann, Director, Developer Content, DocuSign	<b>Building Content, Building Success</b> Joe Gollner Managing Director Gnostyx Research Inc.	<b>How to Connect Content Performance to Revenue Goals</b> ☐ Brandon Rafalson Head of Editorial Bizzabo	<b>From Steampunk to High-speed Rail: Connecting Content Silos with Information Architecture (IA)</b> Amber Swope, President and DITA Specialist, and Jennifer Fell, Senior Information Architect, DITA Strategies, Inc.	<b>When the Tech Doc Portal Becomes Your Company's Most Visited Website</b> Johanna Bryman, Teradata
					<b>Implement a Multilingual Style Guide Across Departments</b> Tamara Marie Johnson Smallpdf
12:00-1:00	Lunch				
1:00-2:00	<b>UX Writing and Hip Hop: A Love Story</b> Mike Walkusky Senior Content Designer Intuit	<b>Don't Just Help, Guide: Making Documentation More than How to Accomplish a Task</b> Allie Proff Senior Content Developer GoDaddy	<b>The Headcount Hustle: How to Grow Your Content Team</b> ☐ Selene Rosenberg, Content Design Manager Mastercard	<b>Structured and Unstructured Content: Perspectives from a Data Governance and Privacy Analyst</b> Jackie Damrau Senior Data Governance/Privacy Analyst CBRE	<b>The Wizarding World Way of Governance in Content Strategy</b> Lisa Rabey, ADP
					<b>Seeking Our Golden Snitch: A Dedicated Documentation Portal</b> Larry Kunz Extreme Networks
2:15-3:15	<b>Building Trust with Users While Discussing What You Do with Their Data</b> Patricia Dwyer, Senior Content Designer, Intuit	Reserved to repeat standing room only sessions	<b>Show Me the Money: Build a Powerful Business Case to Get Your Content Projects the Support They Deserve</b> ☐ Matt Reiner Customer Advocate K15t	Reserved to repeat standing room only sessions	<b>Inspiring Creativity in a Structured Authoring Environment</b> Hayley Martin, NiSource
					<b>A Match Made in DITA</b> Karen Brothers, 3M Gretyl Kinsey, Scriptorium Publishing
3:30-4:30	<b>Closing Panel Discussion: The Future of Content Operations</b> Multiple Speakers				

8:00-	Closing Social Tweetups
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