







Monday, 6 November 2017					
7:30–	Registration, Continental Breakfast <i>Room: Grand Ballroom</i>				
8:30–8:45	<a href="#">Welcome</a>  <i>Jack Molisani, Executive Director, The LavaConConference</i>				
8:45–9:05	<a href="#">Professionalization of Content Experience Specialists</a>  <i>Aaron Roe Fulkerson, Founder and CEO, MindTouch</i>				
9:05–9:25	<a href="#">Take the Risk, Embrace the Change!</a>  <i>Hoa Aldous, Company Muse, The Content Era</i>				
9:25–10:00	<a href="#">Evolving the New Content Order</a>  <i>Cruce Saunders, Founder, [A]</i>				
11:45–12:30	Networking Lunch				
12:30–1:25	Dessert and vendor demos in the exhibit hall				Sponsored by 
Room:	Skyline I	Skyline II	Grand Ballroom	Parlor BC	Galleria North
1:30–2:30	<b>Knowledge Freedom: Break Down the Silos!</b> <i>Nikoletta Vecsei Director, Transamerica and Laurel Nicholes Director, F5 Networks</i>	<b>To Improve Translation, Wield the Period and the (Typographical) Bullet</b> <i>Jon Ann Lindsey Content Strategist Google</i>	<a href="#">Making a Quantum Shift in Structured Authoring</a>  <i>Eric Kuhnen Director of Operations Astoria Software</i>	<b>Maturing Process Maturity</b> <i>Dawn Stevens President Comtech Services</i>	<b>Faster Content, Better Healthcare: Improving Cancer Diagnostics with Electronic Delivery</b> <i>Laura Meyer Vega, American College of Surgeons, and Gretyl Kinsey, Scriptorium</i>
2:45–3:45	<b>Automating Product Documentation Assembly: When Product Information Management Meets CCM</b> <i>Alex Masycheff CEO Intuition</i>	<b>Content Development Estimates and Proposals: The Groundwork for Success</b> <i>Barry Saiff CEO Saiff Solutions</i>	<a href="#">Overcoming Cross-silo Office Politics</a>  <i>Marli Mesibov Managing Director of Content Strategy Mad*Pow</i>	<b>Structured Content Authoring For All!</b> <i>Jan Benedictus CEO Lionex / FontoXML</i>	<b>Transforming a 1200 Page PDF into Executable Content Modules</b> <i>Darko Stefanoski Ernst &amp; Young and Steffen Frederiksen, DitaExchange</i>
4:00–5:00	<b>Connecting Silos With Content Pipelines</b> <i>Roger Hadley, Senior Technical Writer and Derek Atlansky Technical Lead Fiserv</i>	<b>Static Site Generators are the Game Changers</b> <i>Lukasz Gornicki and Kristi Herd Product Owners SAP</i>	<a href="#">Personalization of Content and the Power of Metrics</a>  <i>Oded Ilan CMO, Iridize</i>	<b>How Modern Analytics Will Turn Your Technical Content Into a Rock Star</b> <i>Fabrice Lacroix CEO Antidot - Fluid Topics</i>	<b>Case Study: How McAfee/Intel Security Scaled Up to Dynamic Enterprise Publishing</b> <i>Paul Masalsky, Content Management Architect, McAfee and Gal Oron, CEO, Zoomin Software</i>
5:15–5:35	<a href="#">It's Amazing What You Can Learn When You Actually Listen to Customers</a>  <i>Jon Ann Lindsey, Content Strategist, Google</i>				
5:35–5:55	<a href="#">Feed the Goldfish in 19 Minutes and 52 Seconds</a>  <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i>				
6:00–7:30	Networking reception, book signings in the exhibit hall				Sponsored by 

Tuesday, 7 November 2017					
8:00–	Continental Breakfast				
9:00–9:20	<a href="#">Think Bigger!</a>  Megan Gilhooly, Sr. Manager of Content Management, Amazon				
9:20–9:40	<a href="#">Why Introverts Make Successful Leaders</a>  Eeshita Grover, Sr. Manager Technical Communications, Cisco Systems				
9:40–10:00	<a href="#">Stop, Listen, and Collaborate: Creating an Experience-first Content Strategy</a>  Melinda Howard Belcher, Senior Director of Digital Experience, Mastercard				
10:00–10:20	<a href="#">Engineering Content 4.0 for a Digital World</a>  Joe Gollner, Managing Director, Gnostyx Research <i>Note: Joe's presentation starts after Melinda's. Scroll ahead in the recording to view Joe's session.</i>				
Room:	Skyline I	Skyline II	Grand Ballroom	Parlor BC	Galleria North
10:45–11:45	<b>Countering the Chaos: The Case for Cross-Department Workflows</b> Bill Burns Content Architect Healthwise	<b>Our Role and Responsibility in Information 4.0</b> Ray Gallon, Co-founder, The Transformation Society and Andy McDonald, Product Manager, TECH'advantage	<a href="#">Spanning Silos: Combining Marketing and Technical Content to Deliver a Consistent Customer Experience</a>  Dustin Vaughn Solutions Consulting Manager, Adobe	<b>Let's Work Together: How SASB Implemented DITA and Changed their Corporate Culture</b> Jessi Lawrence, SASB and Amber Swope, DITA Strategies	<b>Building Catwalks Between Silos: Using Taxonomy to Drive Engagement from Content Marketing to Product Docs</b> Joe Pairman, VP of Operations, Mekon
11:45–1:15	Living Salad Bar Networking Lunch				
1:30–2:30	<b>Who Cares About Change?</b> Tristan Mitchel Product Manager DeltaXML	<b>Smarter Enterprise Collaboration through Content 4.0 and Microcontent</b> Rob Hanna, Chief Info Architect, Precision Content Authoring Solutions Inc.	<a href="#">Developing Your Edge: Getting a Seat at the Customer's Table</a>  Charles Rygula Cisco Systems	<b>DITA: Start Small, Grow Big, Using Open Source Tools</b> Patrick Baker VP, Development and Professional Services Stilo International	<b>The Montagues and the Capulets: How Technical Staff and Enterprise Authors Can Find True Love (Without Death)</b> Douglas Gorman CEO, Simply XML
2:45–3:45	<b>Think Global, Act Global, Go Global</b> Bill Swallow Director of Operations Scriptorium	<b>Watch that Tone: Creating an Information Experience with a Consistent Voice</b> Sarah Karp Atlassian	<a href="#">We Are Single-Sourcing! But How Well Do We Work With Others?</a>  Mike Hamilton VP of Product Evangelism MadCap Software	<b>XaaS: XML Authoring as a Service</b> George Bina Managing Director Syncro Soft / oXygen XML Editor	<b>Case Study: A Journey to Intelligent Content Delivery</b> Craig Prior, Mastercard and Joe Gelb, Zoomin Software
3:45–4:15	Coffee and Chocolate Truffle Break		Product Announcement at Astoria Software's Booth		
4:15–4:35	<a href="#">AI: Preparing Product Content for the Voice Revolution</a>  Hannan Saltzman, Zoomin Software				
4:35–4:55	<a href="#">How MOOCs, SPOCs, and Next Generation e-Learning Are Impacting Content Strategy</a>  Keith Boyd, Director of Structured Learning Programs, Microsoft				
5:45–	Meet in the Hilton lobby at 5:45 for a <a href="#">Chinese Lion and Dragon Parade</a> to Bar XV, 15 SW 2nd Ave, Portland for Kamikaze Karaoke and/or Quiet Networking Upstairs			Parade sponsored by:  Karaoke sponsored by: 	

Wednesday, 8 November 2017					
8:00–	Continental Breakfast---				
Room:	Skyline I	Skyline II	Grand Ballroom	Parlor BC	Galleria North
9:00–10:00	<b>Authored by Man and Machine: Interactive Documents?</b> <i>Vi Kellersohn</i> <i>Chief Marketing Officer</i> <i>Oberon Technologies</i>	<b>Agile Localization: Building Bridges Between Translation Quality and Rapid Software Development</b> <i>Laura Dent</i> <i>International Freelance</i> <i>Technical Writer</i>	<a href="#">Managing Stakeholders Across the Content Ecosystem: The Key to Implementing a Content Strategy</a>  <i>Andrea Ames</i> <i>Founder and CEO</i> <i>Idyll Point Group</i>	<b>Reusing Your Reuse: How to Keep the Reuse You Have When You Move to DITA</b> <i>Helen St. Denis</i> <i>Conversion Services Mgr.</i> <i>Stilo International</i>	<b>Case Study: Streamlining Maintenance at Siemens Rail by Linking Content and Engineering Data</b> <i>Julian Murfitt</i> <i>CEO, Mekon</i>
10:15–11:15	<b>Out of Bounds Leadership: Got flow?</b> <i>Tara Knapp, Content Strategist, Lincoln Financial Group and Pam Noreault</i> <i>Solutions Architect, SDL</i>	<b>Content Authoring for Localization</b> <i>Dominique Trouche</i> <i>WhP</i>	<a href="#">The Farmer and the Cowhand Should Be Friends, or How UX and Content Can (and Should) Work Together</a>  <i>Dylan Wilbanks, Principal</i> <i>Hêtre Design</i>	<b>Building an Enterprise-wide Content Platform—and Why DITA will Fail</b> <i>Dave White</i> <i>Chief Technology Officer</i> <i>Quark Software</i>	<b>Case Study: Curating our Help Site with Data to Bridge the Gap Between Documentation and Product</b> <i>Jenny Evans, Avalara</i> <i>Theresa Manzo, MindTouch</i>
11:30–12:30	<b>Building a Chatbot for Customer Support</b> <i>Alex Masycheff</i> <i>CEO</i> <i>Intuition</i>	<b>Lost in Translation: Why Culturalization is Important!</b> <i>Jeanne Marie Falkler</i> <i>VMC Consulting</i>	<a href="#">Future-proof Your Content: Beyond Traditional Publishing for Scalability</a>  <i>Chip Gettinger</i> <i>SDL</i>	<b>DITA Worst Practices</b> <i>Keith Schengili-Roberts</i> <i>DITA Evangelist</i> <i>IXIASOFT</i>	<b>Building an Effective Content Framework for Customer Success</b> <i>Sara Feldman</i> <i>VP of Programs</i> <i>STC San Diego</i>
12:30–2:00 Lunch Session	<a href="#">People Love to Give You Money! And Recognition! And Headcount!</a>  <i>Chellie Campbell, Author of The Wealthy Spirit, Zero to Zillionaire, and From Worry to Wealthy</i>				
2:00– 3:00	<b>Design Thinking Workshop</b> <i>Andrea Ames</i> <i>Founder and CEO</i> <i>Idyll Point Group</i>	<b>Drawing the Line on Content Localization: How Much is Too Much?</b> <i>Daniel Foster</i> <i>TechSmith</i>	<a href="#">How to Bridge Silos Through Search Results</a>  <i>Chrstoppher Ward</i> <i>WebWorks</i>	<b>Much Ado About Templates: Reduce the Learning Curve and Increase Productivity at DITA Implementations</b> <i>Catherine Long</i> <i>Varian Medical Systems</i>	<b>Getting Dragged Along? Start Charting Your Team's Course with an Investment Model</b> <i>Lisa Hultman</i> <i>ServiceNow</i>
3:15– 4:15		<b>Management as a Strategy: Upping Our Management Game to Boost the Success of Content Organizations</b> <i>Toni Mantych</i> <i>Director, Content Strategy</i> <i>ADP</i>	<a href="#">Building 4,300-mile Bridges: Making Global Teams Work</a>  <i>MaryKay Grueneberg</i> <i>Sr. User Assistance Developer, SAP</i>	<b>Reinventing a Traditional Content Team to Produce User-Centered Content in an Agile and SaaS Environment</b> <i>Pat Kreymborg</i> <i>UX Manager</i> <i>Workiva</i>	<b>Content Impact Award: Tell, Show, Teach: Educating Customers With Integrated, Interactive Learning</b> <i>Misti Pinter, Technical Writing Manager</i> <i>Oracle + Bronto</i>
4:30– 5:30		<i>Reserved for Repeating Standing Room Only Session</i>	<a href="#">Presenting for Success: Achieving Buy-In (Almost) Every Time</a>  <i>Stacey Seronick</i> <i>Content Strategist</i> <i>Wells Fargo</i>	<b>TechComm Throwdown!</b> <i>Multiple Speakers,</i> <i>Moderator: Bernard Aschwanden, President</i> <i>Publishing Smarter</i>	<b>Content Impact Award: IBM Cloud Case Study</b> <i>Jenifer Schlotfeldt</i> <i>Senior Content Strategist, IBM Bluemix</i> <i>Learn Experience</i>
7:00–	Portland Ghost Tour and Microbrewery Pub Crawl				