


LavaCon 2016

Content Strategy, Content Engineering, TechComm Management

See the sessions for links to Slideshare. You can also go to the LavaCon Slideshare account: <http://www.slideshare.net/LavaCon>. Sessions that were uploaded to speakers' personal Slideshare accounts are linked on the clipboard.

Video recordings are available at <http://bit.ly/Lavacon2016VirtualRecordings>.

Sunday, 5 June 2016	
<i>Pre-Conference Workshops</i>	
08:00–14:00	Registration and check-in for workshop attendees
08:30–12:30	Snakes and Ladders: Content Collaboration in the Real World <i>Nolwenn Kerzreho, IXIASOFT (Aix-en-Provence, France)</i> Room 3126
	Modelling Adaptive Content for Multiple Channels <i>Noz Urbina, Urbina Consulting (Valencia, Spain)</i> Room 3071
12:30–13:30	Lunch Break
13:30–17:30	New Manager Bootcamp <i>Leah Guren, CowTC (Haifa, Israel)</i> Room 3051
	The Joy of Improv: Practical Play for Serious Professionals (no slides) <i>Anthony Apodaca, appsoft Technologies (Seattle, WA USA)</i> Room 3051
	Create an Intelligent Style Guide Using DITA <i>George Bina, Syncro Soft/oxygen (Craiova, Romania)</i> Room 3071
18:30–	<p style="text-align: center;">My Arse Won't Stop Growing  <i>Andrew Mangan (Dublin, Ireland)</i> <i>All keynotes and virtual track sessions are in the Edmund Burke Theatre</i></p> <p style="text-align: center;">Welcome Reception <i>Exhibit Hall in the Conference Centre</i></p>

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All keynote and virtual track sessions are in the **Edward Burke theatre** on the Lower Concourse.

Monday, 6 June 2016				
07:30–08:15	Registration, Continental Breakfast, Coffee/Tea			
08:15–08:30	<p style="text-align: center;">Welcome! ☐ <i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>			
08:35–09:05	<p style="text-align: center;">Ambassadors for the United Nations of Content: Advocacy and Negotiation ☐ <i>Rahel Baillie, Scroll LLP (London, UK)</i> Video of Ambassadors of Content</p>			
09:25–10:25	<p>The Content Lifecycle: Content Strategy that Meets Business Goals and User Needs <i>Robert Mills</i> <i>GatherContent</i> <i>Cardiff, UK</i></p>	<p>Are You Being Mauled by Your Terminology? ☐ <i>Jennifer O'Neill</i> <i>UTC Fire & Security</i> <i>Diegem, Belgium</i> Video of Mauled by Terminology</p>	<p>Unconference Session (no slides) Moderator: <i>Tony Self</i> <i>Tony Self, HyperWrite</i> <i>Melbourne, Australia</i></p>	<p>Digital First and Structured Content: Impact and Reach of Thought Leadership <i>Sarah Corney, Chartered Institute of Personnel Development</i> <i>London, UK</i></p>
10:45–11:45	<p>The Aternity Story: Enhancing Customer Experience through Dynamic Content Publishing <i>Lawrence Orin, Aternity</i> <i>Gal Oron, Zoomin</i> <i>Tel Aviv, Israel</i></p>	<p>Turning a Dinosaur into a Unicorn: Old-World Company Builds Digital Future ☐ <i>Mike Walls, TUI</i> <i>London, UK</i> <i>Ari Hoffman, MindTouch</i> <i>San Diego, CA, USA</i> Video of Fireside Chat</p>	<p>Where to go Next—Your Strategy for Global Content Localization <i>Brian Coyle, KantanMT</i> <i>Dublin, Ireland</i></p>	<p>Breaking Silos and Boosting UA Innovation with Prototyping <i>Jody Byrne, SAP</i> <i>Dublin, Ireland</i></p>
11:50–13:45	Networking Lunch in the Dining Hall Exhibit Hall Open, Vendor Demos			
13:45–14:05	<p style="text-align: center;">Getting People to Love Change (or At Least "Unhate" It) ☐ <i>Andrew Lawless, Rockant (Rockville, MD USA)</i> Video of Unhate Change</p>			
14:10–14:30	<p style="text-align: center;">Increase your ROC "Return on Content" by Doing More with Less ☐ <i>Abhishek Jain, Adobe (New Delhi, India)</i> Video of ROC</p>			
14:45–15:45	<p>Conducting a Global Audit <i>Leah Guren, CowTC</i> <i>Haifa, Israel</i></p>	<p>Metrics for Continual Improvement Process ☐ <i>Nolwenn Kerzreho, IXIASOFT</i> <i>Aix-en-Provence, France</i> Video of Metrics</p>	<p>All You Need Is Structure <i>George Bina,</i> <i>Syncro Soft/oXygen</i> <i>Craiova, Romania</i></p>	<p>Traditional Music as Open Source <i>Tony Self, HyperWrite</i> <i>Melbourne, Australia</i></p>
16:00–17:00	<p>The Bumpy Road to Selecting a CMS in a Truly International Environment <i>Jos Taabe, FEI Company</i> <i>Eindhoven, the Netherlands</i></p>	<p>What the Music Industry Can Teach Us about Content Strategy... ☐ <i>Andrew Thomas, SDL</i> <i>London, UK</i> Video of Music & CS</p>	<p>Bringing the Best of DITA and Localisation Together <i>Dominique Trouche, WhP</i> <i>Nice, France</i></p>	<p>Out of Control—A New Paradigm for Content Management <i>Jang Graat</i> <i>The Content Era</i> <i>Amsterdam, Netherlands</i></p>
17:15–17:35	<p style="text-align: center;">Intelligent Content Comes of Age: Skills Intelligent Content Strategists Need as the Discipline Matures ☐ <i>Ann Rockley, The Rockley Group (Toronto, Canada)</i> Video of Intelligent Content Comes of Age</p>			
18:30–	<p style="text-align: center;">Eat, Drink, and Be Merry And Listen to Great Irish Traditional Music!</p>			





Tuesday, 7 June 2016				
07:30–08:15	Exhibit Hall Open, Continental Breakfast, Coffee/Tea			
08:15–08:35	But Father, I'm Gold Leafing As Fast as I Can!  Sarah O'Keefe, Scriptorium, Inc. (Durham, NC USA) Video of Gold Leafing			
08:40–09:00	Reaching Perfection: Creating Value with Your Content Change Management Process  Tristan Mitchell, DeltaXML (Malvern, UK) Video of Reaching Perfection			
09:15–10:15	Content Strategy Playbook: Focusing on UX not Regulatory Patrice Fanning, TWi, Ltd. Cork, Ireland	The Journey to Creating a Customer First, Digitally Focused Organisation  Alan Miller, RS Components Corby, Northamptonshire, UK Video of Journey	Joining the Structured Highway: From First Gear to the Fast Lane Dominic Doherty Edwards Salvington, West Sussex, UK	Surfing Content Chaos Marie Girard IBM France Paris, France
10:30–11:30	Breaking the Content Silos by Expanding Downstream Marcus Kessler SCHEMA Group Nürnberg, Germany	5 Content Controversies  Christian Gericke Berlin, Germany Acrolinx Video of Content Controversies	The Rocky Road to DITA Toni Mantych, ADP Portland, OR USA Sarah O'Keefe, Scriptorium Raleigh-Durham, NC USA	Structured Authoring for Business-Critical Content Jason Aiken, Quark Denver, CO USA
11:35–12:40	Lunch in the Dining Hall, Exhibits open			
12:45–13:05	Why We Crave Semantic, Structured Content  Noz Urbina, Urbina Consulting (Valencia, Spain) Video of Semantic, Structured Content			
13:10–13:30	Making Friends: How to Talk to Other Silo Keepers About Content  Christian Gericke, Acrolinx (Zürich, Switzerland) Video of Making Friends			
13:45–14:45	What Should You Do with Your Legacy Content? A Writer's Perspective Adam Sanyo, ARM Ltd. Cambridge, UK	Improve Your Branding, Save Costs, and Engage with Your Customers through Content Quality  Berry Braster, Etteplan Eindhoven, Netherlands Video of Branding	Change in Perspective: If Layout Behaves Like Content Rather than Code Sebastian Göttel SCHEMA Group Nürnberg, Germany	Creating Content Peace in a Multi-Silo Environment Doug Gorman Simply XML Boston, MA USA
15:00–16:00	Publishing the LavaCon Printed Program & Website from a Single DITA Source Jang Graat, The Content Era Amsterdam, Netherlands Roger Renteria, LavaCon Albuquerque, NM USA	Blurring the Lines Between Marketing and Technical Content  Abhishek Jain, Adobe Video of Blurring Lines	Markdown—Friend or Foe? Ellis Pratt, Cherryleaf London, UK	C.A.R.V.E. and S.L.A.P. Your Way to T.H.R.I.V.E. as a Manager Barry Saiff, Saiff Solutions, Inc. Tagaytay City, Philippines
16:00–16:15	BREAK: Coffee/Tea, snacks			
16:15–17:15	Engaging Experts in Structured Authoring Jan Benedictus FontoXML The Hague, Netherlands	Virtual Reality and Augmented Reality in Technical Communication  Charles Cooper, The Rockley Group Toronto, Canada Video of VR and AR	Reality Check: Using High Fidelity Content to Enhance the Design Process Lisa M. Moore Writebyte Ltd. London, UK	How We Cut 90,000 Pages, Rewrote 30,000, and Still Met User Needs Padma Gillen, Scroll LLP London, UK

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17:15–19:00	Exhibitor Treasure Hunt and Network Reception Exhibit Hall
19:15–	Choose one of the following: <ul style="list-style-type: none">• Literary Pub Crawl (open to first 50 to sign up), meeting point TBD• Other options TBD

Wednesday, 8 June 2016, Edmund Burke Theatre

08:30–09:00	Exhibit Hall Open, Continental Breakfast, Coffee/Tea
09:05–09:25	Future-proofing Your Content Strategy: How to Plan for What You Don't Know You Don't Know  <i>Joe Pairman, Mekon (London, UK)</i> Video of Future Proofing
09:30–10:15	Video of Lightning Panel: If I Had Known Then What I Know Now (starts at 25:48, no slides)  <i>Mike Hamilton, MadCap Software (San Diego, CA, US)</i> <i>Oded Ilan, Iridize (Tel Aviv, Israel)</i> <i>Michael Rosinski, Astoria (San Francisco, CA, US)</i> <i>Joe Pairman, Mekon (London, UK)</i> <i>Moderator: Jack Molisani</i>
10:15–10:30	Break
10:30–10:55	Strategist, Consultant, Trusted Advisor: Which Are You and Why Does It Matter?  <i>Rahel Bailie, Scroll LLP (London, UK)</i> Video of Strategist, Consultant, Trusted Advisor
11:00–11:20	Whatever You Do, Stop It Now! Implementing Lean to Eliminate Waste in the Documentation Production Factory  <i>Nenad Furtula, Bluestream (Vancouver, BC, Canada)</i> <i>Galya Key, Datix (London, UK)</i> Video of Lean
11:20–11:35	Break
11:35–11:55	Postcards from the Edge: Looking Back and Looking Forward  <i>Charles Cooper, The Rockley Group (Toronto, Canada)</i> Video of Postcards
12:00–12:45	Video of The Dawn of the Generational-ized and Cultural-ized User Experience (no slides)  <i>Panel Discussion</i> <i>Rahel Bailie, Noz Urbina, Charles Cooper, Sarah O'Keefe</i> <i>Moderator: Jack Molisani</i>
12:45–13:00	Wrap-up, Prize drawing (must be present to win)

14:30–17:00	Optional Tours of local companies (TBD)
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Saturday, 11 June 2016

09:00–19:00	Howth, Dublin Bog of Frogs Charity Hike (sponsored by KantanMT, a LavaCon Silver Sponsor) to raise money for Translators without Borders) Register: www.coastalflagchallenge.com
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The Hike is open to all, but preregistration is required. Cost of registration is €1,000 for corporate teams or €100 for individuals. Individuals will be put into teams by organisers. Register your team or make a donation (<http://www.coastalflagchallenge.com/register.html>).

Shuttles from the city centre are available and will be leaving from 9:00AM and returning from Howth at approx.18:30PM. View location on Google Maps (<http://bit.ly/248BZVL>).