LavaCon UX
A Virtual Content Strategy Conference
with a New Orleans Flair!

**Enhance Your Skills. Find Your Tribe.
Make A Difference.**

One of the attractions of LavaCon to me is how sassy (for the lack of a better term) it is. It gets big names from major companies covering really important stuff, but there is also a sense of playfulness.

L.R., Senior Content Developer

Welcome!

Welcome to LavaCon UX. Get ready for a totally immersive learning and networking experience!

LavaCon started in Hawaii (hence our name) to give senior content professionals an opportunity to tend to their professional development, to better manage content initiatives, and to stay ahead of rapidly changing publishing technology.

However, LavaCon is more than just a conference. It's a place where content rock stars gather to share best practices, build professional relationships, and to find consultants and vendors who can solve your content-related business problems.

Our 2020 program includes speakers from Amazon, Google, Microsoft, LinkedIn, Twitter, Netflix, NBCUniversal, and more!

The LavaCon Attendee Experience

When we were in Hawaii, we featured Island music, dance, and foods to create a conference rich in both learning and culture. We've kept this tradition ever since, finding cities on the mainland with local culture, music, and delicious foods. If any city in the US has local culture, music, and food, it's New Orleans!

The conference committee has been working hard to deliver the attendee experience you expect at LavaCon:

- Our opening session is a drum circle, streaming live from New Orleans. And you get to drum along.

- We're doing a jazz parade with a jazz band, also streaming live from New Orleans. You'll be dancing and parading with us, from wherever you are.

- If we can't get to New Orleans this year, let's bring New Orleans to us!

Please watch a short recap video from LavaCon 2019, and one from a previous time we were in New Orleans. They give an excellent preview of the LavaCon attendee experience. We're doing the same this year, only virtually!

Special for Early Birds

To help make LavaCon an immersive, shared experience, attendees will receive an "experience box" containing items we'll use during the conference:

We'll send you:

- Drum sticks so you can drum along

- A tambourine so you can play along

- A hurricane glass, drink mix, and a cocktail umbrella so that we can toast and virtually clink our glasses at the Welcome Reception. (New Orleans is known for a drink called a "Hurricane." If you've been to New Orleans before, you might be familiar with it!)

- A blank Mardi Gras mask for a Best Mask decorating contest

- And more!

Note: Please register by Friday, 9 October 2020 to give us time to mail your experience box.

Immersive Learning at LavaCon

While some people go to conferences just to network, most are primarily there to learn. There are several learning channels at LavaCon UX:

LavaCon ON DEMAND

Prerecorded sessions will drop weekly starting in mid October. Binge watch, chat with the speakers and other attendees during organized viewing parties, or watch sessions at your convenience before and after the live event. On-demand sessions will be available for a full year.

LavaCon Live!

On Friday and Saturday, 23–24 October 2020, attend live workshops where you can enhance your professional skills and practice what you learn.

On Monday through Wednesday, 26–28 October, enjoy three days of live speakers, active chat rooms, engaging panel discussions, face-to-face virtual networking, and evening social events.

Each morning, we'll gather to highlight one of the themes of the conference, to introduce the day's events, to interact, and to discuss how the day's sessions are related.

Each afternoon we'll invite attendees to review the day, reflect on what they experienced, and share ways in which they (you!) can take action and make a difference to your team, your organization, and your organization's customers.

All the sessions at LavaCon Live will be recorded, so you can later watch speakers, panel discussions, and table topics that you didn't get to attend live.

Session recordings will be available for a full year.

LavaCon Live!
LUNCH AND LEARN

On Monday, Tuesday, and Wednesday, speaker will be hosting mini-sessions and topic-based discussions during lunch, just like we did at our in-person conferences:

You will select a table from a list of topics. Stay at one table, or move around. You are in total control of your conference experience!

LavaCon Live!
AFTER HOURS

Each afternoon, you can hang out in several themed "lounges." And each evening, we'll gather for some really fun social events. Let the games begin!

🍺	Bier Garden	🐱	Kittens and Puppies
🌳	Zen Garden	💻	Tech Talk
👤	Jobs and Careers	🏃	Sports

VENDOR QUEST

Last but not least, the LavaCon Virtual Exhibit Hall opens one week before the conference, during the conference and stays open two months after to give you plenty of time to look for expert consulting, service, and tool vendors.

Talk to them to find out how to help your company save money, solve content-related business problems, and improve your customer experience!

Want to meet with a vendor virtually? Visit the Virtual Exhibit Hall during the conference, or reach out to schedule a meeting when it is convenient for you.

We want you to have an immersive conference experience that will be informative, fun, and socially engaging. I hope to see you there!

Jack Molisani
Executive Director, LavaCon UX
562-726-1800   jack@lavacon.org

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LavaCon
ON DEMAND

On Demand sessions are 18 to 20 minutes long. Like TED talks, they are long enough to be substantial and short enough to hold people's attention. For more info: https://tinyurl.com/LavaCon18minutes

These pre-recorded sessions will drop weekly starting in early October. You can watch single sessions on demand, binge watch related sessions, or participate in organized viewing parties where you can chat with speakers and other attendees. On-demand sessions will be available for a full year.

Content Strategy UX CX		*People and Project Mgmt*	*Tools and Technology*	
UX Writing and Hip Hop: A Love Story *Mike Walkusky* *Senior Content Designer* *Intuit*	**Documentation Has Value? Prove It.** *Joe Gelb, President and Lawrence Orin, Product Evangelist, Content Zoomin Software*	**Beyond Inclusion: The Importance of Accessible Web Content and Design** *Kat Shereko* *Organic Strategy Lead* *Portent*	**Making Choices when Migrating Content** *Helen St. Denis, Conversion Services Manager Stilo International*	**Building a Unified Platform that Helps Customers and Content Creators Succeed** *James West* *Principal Content Designer* *Intuit*
Delivering Next Generation Self Service in a Pandemic *Andrew Douglas* *Sales Manager* *Ingeniux*	**Topic Writing Without Borders** *Liz Fraley, CEO and Janice Summers, VP of Operations Single-Sourcing Solutions*	**Just Say No to Silos! Start with Collaboration and End with Results** *Pamela Noreault Principal Consultant, Senior Manager SDL*	**Bigger and Better: Scaling DITA Content in a Brave New World** *Peggy Sanchez, Senior Technical Publications Manager, Cray, a Hewlett Packard Enterprise*	**Communicating Knowledge Through Chat (and Bots, Too)** *Patrick Bosek* *CEO/Founder* *Jorsek Inc.*
Attain Collaboration and Efficiency Without Spending a BOMB on Infrastructure *Wortimla RS* *Product Solutions Consultant, Adobe*	**SME Collaboration: An Analysis of Current Working Practices in 150 Companies** *Jean-Luc Borie, CEO and Frank Shipley, CTO Componize Software*	**Building Content, Building Success** *Joe Gollner* *Managing Director* *Gnostyx Research Inc.*	**A Match Made in DITA** *Karen Brothers, 3M Gretyl Kinsey Technical Consultant Scriptorium*	**The Next Era of Analytics for Technical Content** *Fabrice Lacroix* *CEO* *Fluid Topics*
Smarter Content in Weird Places *Bill Swallow* *Director of Operations* *Scriptorium*	**Who Does What, When: Aligning Content Stakeholders with Clear Roles and Responsibilities** *Blaine Kyllo Senior Content Strategist Content Strategy Inc.*	**Show Me the Money: Build a Powerful Business Case to Get Your Content Projects the Support They Deserve** *Matt Reiner, Customer Advocate, K15t*	**From Content Silos to Content Venn Diagrams** *Michelle Wu Global Content Strategy Manager Coinbase*	**How to Re-engineer Your Localization Workflow to Reduce Errors and Significantly Cut Costs** *Ian Henderson, Rubric Rachel Clark, TechSmith Dominic Spurling, Rubric*
Is ROI the Right Metric for Content Marketing? *Matthew Vermillion* *Director of Content Strategy* *Transamerica*	**Going Hyperlocal: How to Make Content Relevant and Profitable** *Michael Andrews Content Strategy Evangelist Kentico*	**The Personalization Paradox: How Standardized Content Creates Personalized Experiences** *Val Swisher CEO Content Rules, Inc.*	**Leveraging Technology to Create Training Content that Can Make a World of Difference** *Scott Youngblom Executive Vice President Oberon Technologies*	**Creating Intelligent Microcontent** *Joyce Lam* *Information Architect* *Precision Content*
Care and Feeding of Your Taxonomy *Sabine Ocker* *Senior Consultant* *Comtech Services*	**Always be Documenting: Effective Technical Writing in a Continuous Integration (CI) Environment** *Erik Rask, Team Coordinator/ Information Architect, Paligo*	**Get Out of (Content) Debt! Creating Content Models that Meet Business, User, and Author Needs** *Meridel Walkington, Staff UX Content Strategist, Firefox, Mozilla*	**How to Ace Collaboration in a Web Environment** *Scott Kush, Business Development Manager, North America Sharon Figueira, Pre-Sales Consultant IXIASOFT*	

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LavaCon *Live!*
PRE-CONFERENCE WORKSHOPS

Friday, 23 October 2020: Pre-Conference Workshops	
9:00-Noon PDT	**Content Design for Omnichannel Experiences** *Noz Urbina, Omnichannel Content Designer, OmnichannelX and Urbina Consulting*
	Creating Content that Builds Trust and Moves Metrics (two hour workshop) *Jen Schaefer, Content Design Manager, Netflix* *Renee Crawshaw, Content Designer and Strategist, Mobile, Netflix*
	Content Can Save the World: Enlisting Your Skills in the Fight Against Climate Change *Kendal Sparks, Lead Content Designer, Mastercard*
	Managing Writers: An Interactive Playshop *Barry Saiff, Senior Technical Writing Manager, Docusign*
	Present Like a Pro! (full day workshop, split over two days) *Leah Guren, Owner/Operator, Cow TC*

4:30-	**Cocktails and Content Trivia**

Saturday, 24 October 2020: Afternoon Pre-Conference Workshops	
9:00-Noon PDT	**Customer Journey Mapping for Omnichannel Experiences** *Noz Urbina, Omnichannel Content Designer, OmnichannelX & Urbina Consulting*
	From Content Environment to a Content Ecosystem *Eeshita Grover, Director, Marketing, Cisco Systems*
	Present Like a Pro! (full day workshop, continued) *Leah Guren, Owner/Operator, Cow TC*

4:30-	**The *Welcome to New Orleans!* Virtual Drag Review** *Staring Reba Douglas, live from New Orleans!*

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LavaCon Live!

Monday, 26 October 2020

8:30am PDT	**The "Welcome to LavaCon UX!" Opening Drum Circle** *Skinz N Bonez Drum Corps, live from New Orleans, and* *LavaCon attendees using the drumsticks in your experience box!*
9:00-10:00 Featured Speakers (three 18 minute TED-like talks back to back)	**Bridging Silos to Deliver Delightful and Trustworthy Experiences** *Beril Maples, Head of UX Design, Google Analytics*
	What Dark Side? How to Carve Your Own Content Path, from TechComm to MarComm and Back Again *Jessica Reed, Vice President, Product Marketing & Content Strategy, NBCUniversal*
	Leveraging UX Writers to Create Stellar Customer Journeys *Yuval Keshtcher, CEO, UX Writing Hub*
10:00-10:15 Enjoy live jazz during breaks!	Coffee Break
10:15-11:15	**Cheat, Borrow, and Steal: How to Build a Successful Design Practice** *Colin Budd, Global Design Strategist, IBM*
	The Customer's Reason Why: New Thinking on How Content Fits with UX, Product, and Design *Tim Sandfort, ExxonMobil's First Content Strategist*
	Creating Content Users Can Find *Carl DeBeer, Manager of Information Experience, VMware*
11:15-11:30	Coffee Break
11:30-11:50	**Fighting Bias with Content Strategy** *David Dylan Thomas, Principal, Content Strategy, Think Company*
11:50-12:30	**Panel Discussion: The Necessity of Diversity and Inclusion in Content Development Teams** *David Dylan Thomas, Principal, Content Strategy, Think Company (Moderator)* *Jordan Craig, Manager, Content Strategy, Twitter* *Jill Sheffield, VP of Content Strategy and Development, Mastercard* *Kendal Sparks, Lead Content Designer, Mastercard*
12:30-1:00	**Speaker Q&A**
1:00-2:00	**Lunch and Learn Sessions** *Pick a room topic, then network and discuss. (See page 13 for a list of session topics.)*
2:00-3:00	**Informal Networking Lounges** *See the conference website for details.*

3:00- PDT	**Second Line Jazz Parade followed by Networking Reception** *Sponsored by Adobe Systems*
5:00-	**Live Storytelling Event** *Sponsored by Phylise Banner and David Dylan Thomas*

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Tuesday, 27 October 2020 LavaCon *Live!*	
8:30am PDT	**Morning Welcome and Coffee Talk**
9:00-10:00	**Storming the Castle: Winning Support for and Executing a Content Strategy** *Britt Ellmer, TSYS and Noz Urbina, OmnichannelX and Urbina Consulting* **How to Set Content Strategy in Motion for Sustainable Success** *Hilary Marsh, Chief Strategist, Content Company* **Are You Ready to Successfully Scale Your Content Strategy Practice?** *Jordan Craig and Lisa Jennings Young, Content Strategy Managers, Twitter*
10:00-10:15	Coffee Break
10:15-11:15	**Creating Content that Truly Resonates by Analyzing Metrics and Data** *Tony Mann, Director, Developer Content, DocuSign* **How In-product Support Turns Documentation into a KPI-smashing Enterprise Asset** *Megan Gilhooly, Vice President Customer Experience, Zoomin Software* **From OOO to WFH to WFA** *Stefan Gentz, Global TechComm Evangelist, Adobe*
11:15-11:30	Tea and Biscuit Break
11:30-11:50	**Better Content Through Better Listening** *Surbhi Mahendru, Senior Web Content Manager, Amazon Web Services*
11:50-12:30	**Panel Discussion: The Importance of Accessible UX Content and Design** *Jennison Asuncion, Head of Accessibility Engineering Evangelism, LinkedIn (Moderator)* *Char James-Tanny, Principal Technical Writer, Schneider Electric* *Megan Lawrence, Sr Accessibility Technical Evangelist, Microsoft* *Dave Goodman, UX Designer, The Paciello Group*
12:30-1:00	**Speaker Q&A**
1:00-2:00	**Lunch and Learn Sessions** *Pick a room topic, then network and discuss. (See page 13 for a list of session topics.)*
2:00-3:00	**Informal Networking Lounges** *See the conference website for details.*
3:00-4:00	**Awards Hour** • LavaCon Content Impact Awards • Best Mardi Gras Mask Awards
5:00-	**Trivia Night** *Hosted by Twitter*

![LavaCon - Enhance Your Skills, Find Your Tribe, Make A Difference](logo)

Wednesday, 28 October 2020: LavaCon *Live!*	
8:30am PDT	**Morning Welcome and Coffee Talk**
9:00-10:00	**Bringing the Arts and Humanities to Tech** *Jonathan Foster, Principal Content Experience Manager, Microsoft*
	Running Your Content Team Like A Business *Andrea Ames, CEO/Founder, Idyll Point Group*
	The Headcount Hustle: How to Grow Your Content Team *Selene De La Cruz, Content Design Manager, Mastercard*
10:00-10:15	Coffee Break
10:15-11:15	**Use Your Words: The Business of Content** *Joe Gollner, Principal, Gnostyx Research Inc.*
	How to Connect Content Performance to Revenue Goals *Brandon Rafalson, Head of Editorial, Bizzabo*
	Why Your Company Needs a Digital Council *Jackie Pysarchuk, Senior Director, American Bankers Association*
11:15-11:30	Hydration Break
11:30-11:50	**Impacting the Bottom Line: Creating Experiences that Convert Trial Users to Paying Customers** *Dean Atchison, Senior Director, CRM Content Experience, Salesforce* *Fiona Moriarty, Lead Technical Writer, Salesforce*
11:50-12:30	**Panel Discussion: The Future of Content Operations** *Surbhi Mahendru, Senior Web Content Manager, Amazon Web Services* *Beril Maples, Head of UX Design, Google Analytics* *Jonathon Colman, Senior Design Manager, Intercom* *Kit Brown-Hoekstra, Content Operations Lead, [A]*
12:30-1:00	**Speaker Q&A**
1:00-2:00	**Lunch and Learn Sessions** *Pick a room topic, then network and discuss. (See page 13 for a list of session topics.)*

2:30-5:00	**Cocktails and Experience Celebration!** *"Learn from the mistakes of others. You can't live long enough to make them all yourself."* *— Eleanor Roosevelt* From Jack Molisani, LavaCon's Executive Director: *I believe an "expert" is someone who has made all the mistakes possible in a given field, and is willing to share their best practices and lessons learned.* *Let's learn from the mistakes of others. So grab a drink and your best content story. You'll learn from others, and others will learn from you.* *Join us for an evening of cocktails and experience celebration!*

LavaCon Live!
LUNCH AND LEARN

The following speakers will be hosting mini-sessions/topic-based discussions during lunch.

Monday

Documentation Has Value? Prove It. *Joe Gelb, President and Lawrence Orin, Product Evangelist, Content Zoomin Software*	**From Steampunk to High-speed Rail: Connecting Content Silos with Information Architecture (IA)** *Amber Swope President DITA Strategies, Inc.*	**Building Content Models that Serve Customers, Not Your Content** *Noz Urbina Founder Urbina Consulting*	**Zen and the Art of Creating a Great Customer Experience** *Lisa Trager Lead Experience Manager Verizon*
Don't Just Help, *Guide*: Making Documentation More than How to Accomplish a Task *Allie Proff Senior Content Developer GoDaddy*	**Thinking Smaller: Breaking the Long-form Writing Habit** *Bill Swallow Director of Operations Scriptorium*	**Modeling Content Strategy** *Larry Swanson UX Content Strategist Elless Media Host, Content Strategy Insights Podcast*	***Get Your Sticky Fingers off the Localization Pipeline! How Amway Eliminated Manual File Handling with Contentstack*** Ian A. Henderson and Dominic Spurling, Rubric Jeff Tucker and George Nixon, Amway
Inclusivity and Accessibility: Considerations for Content Practitioners in 2020 *Toni Mantych Senior Director of Product Content, ServiceNow*	***Radical Localization: Audience, Contexts, and Cognition*** Liz Fraley, CEO and Janice Summers Strategic Consultant Single Sourcing Solutions	**Optimizing Web Delivery of Service and Parts Information from PLM** *Scott Youngblom Co-Founder Oberon Technologies*	**Analytics and Tech Doc: the Dawn of a New Era** *Fabrice Lacroix CEO Fluid Topics*
The Style Guide Is Dead! Long Live the Style Guide! *Michael Mannhardt and Torsten Macher, Congree Language Technologies*	**Shattering Multimedia Reuse Limitations in Content Management** *Mike Hamilton V.P. Product Management MadCap Software*	**Best Practices with SME Authoring and Reviewing** *Chip Gettinger Vice President of Global Solutions Consulting SDL*	**Data, Analytics, and Goals: How to Connect the Dots** *Rafi Pryntz-Nadworny Inbound Marketing Operations Manager Jorsek Inc., Makers of easyDITA*

LavaCon Live!
LUNCH AND LEARN

The following speakers will be hosting mini-sessions/topic-based discussions during lunch.

Tuesday

Delivering Excellent, Scaleable Customer Experience Through Meaningful Collaboration *Jill Sheffield, Mastercard and Megan Gilhooly, Zoomin*	**Linking Technical Content to Engineering Designs** *Patti Lutsky* *Product Management Director PTC*	**When the Tech Doc Portal Becomes Your Company's Most Visited Website** *Johanna Bryman, Teradata and Fabrice Lacroix, Fluid Topics*	**Can We Use GIT Instead? Making the Business Case for a CCMS Investment** *Deb Bissantz, GlobalLink CCMS and Christi Guzik Boomi, a Dell Technologies Business*
Personalization at Scale: Overcoming Three Key Challenges Leslie Farinella Chief Operations Officer Xyleme LCMS	**Now That You Convinced Management on DITA, What's Next? Measuring the Success of Your DITA Migration** *Brian Trombley* *National Sales Director* *Data Conversion Laboratory*	**Leash the Kraken!** *Gretyl Kinsey* *Technical Consultant Scriptorium*	**Care and Feeding of Your Taxonomy** *Sabine Ocker* *Senior Consultant Comtech Services*
How to Ace Collaboration in a Web Environment *Scott Kush, Business Development Manager, North America and* Sharon Figueira, Pre-Sales Consultant *IXIASOFT*	**The Holy Trifecta of Global Content Success** *Val Swisher* *CEO* *Content Rules*	**Making XML Content Collaboration Simple: No Tags** *Todd Burdin* *Sr. Solution Architect Oberon Technologies*	***Micro Content: Why It's a Game Changer for Technical Content, Learning and Development Programs and More*** *Jennifer Morse* *Dir. of Customer Success MadCap Software*
Building Research into your Documentation Culture *Katie Ott* *Director of Product Content ServiceNow*	**How DITA and InDesign Are Like Jazz** *Chris Hausler* *Director of Business Development Typefi*	**Content Operations: Principles and Practices** *Rahel Anne Bailie Founder Content, Seriously*	**Collaboration in the Work From Home Era Stephani Clark** *Director of Customer Success Manager, Jorsek Inc., makers of easyDITA*

LavaCon *Live!*
LUNCH AND LEARN

The following speakers will be hosting mini-sessions/topic-based discussions during lunch.

Wednesday

Starting a Content Strategy Department: Lessons Learned *Hannah Kirk* *The Pink Haired Content Strategist* *Hannah Kirk Consulting*	**Content Intelligence: S(e)izing the Opportunity** *Eric Chuk* *UX Writer*	**The Simplicity of MS Word and XML/DITA—We've Got That!** *Doug Gorman* *Founder and CEO* *Simply XML*	**Farewell Opinions! How to Use Data to Drive Internal Efficiency and World-class UX** *Peggy Sanchez, Cray* *Pam Goodrich, Cherwell* *moderated by* *Megan Gilhooly, Zoomin* *Shimon Shoval, Zoomin*
Seeking Our Golden Snitch: A Dedicated Documentation Portal *Larry Kunz* *Information Architect* *Extreme Networks*	**Writing UI for AI** *Lori Sanders* *Lead Einstein Writer* *Salesforce*	**The Wizarding World Way of Governance in Content Strategy** *Lisa Rabey* *Senior Content Developer* *ADP*	**Structured/Unstructured Content from a Data Protection View** *Jackie Damrau* *Sr. Project Manager*
Integrating Salesforce into the Documentation Process *Alex Masycheff, Co-founder Intuillion and* *Lisa Pampuch* *Senior Director, Content Development, NETGEAR*	**Inspiring Creativity in a Structured Authoring Environment** *Hayley Martin, Content Strategist and* *Samantha Gonda, Manager of Instructional Design, NiSource*	**Preserving Intelligent DITA Content Through Delivery Channels** *Charles Andrews* *Director* *Ovitas, Inc.*	**Put Metadata to Work for Better Documentation Delivery** *Fabrice Lacroix* *CEO* *Fluid Topics*
Minimalism: Be More with Less *Dawn Stevens* *President* *Comtech Services*	**Pandemic-proofing Your Customer Self-service Support** *Andrew Douglas* *Sales Manager* *Ingeniux*	**Building Trust with Users While Discussing What You Do with Their Data** *Patricia Dwyer* *Senior Content Designer Intuit*	**Live Demo: Watch the Siloes (and Support Cases!) Melt Away** *Rick Teplitz, Imperva* *and Joe Gelb, Zoomin*

![LavaCon – Enhance Your Skills, Find Your Tribe, Make A Difference]

LavaCon
VENDOR QUEST

The virtual exhibit hall will be open one week before and two months after the conference. Stop by each sponsor in our virtual exhibit hall to see if they are right for you.

Either way, you are automatically entered into a drawing for a 50″ high definition flat screen TV! The more sponsors you visit, the greater your chance to win!

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