



## The LavaCon Content Strategy Conference

LavaCon started in Hawaii (hence our name) to help organizations reduce costs and generate revenue by leveraging state-of-the-art authoring and publishing technologies.

However, LavaCon is more than just a conference. It's a gathering place where content professionals share best practices and lessons learned, network with peers, and build professional relationships that will last for years to come.

## Mastering the Content Development Lifecycle

From Content Strategy to Content Marketing, this year's program focuses on how content can be created and shared across the enterprise.

There are many ways to learn at LavaCon:

### **LavaCon On Demand**

Prerecorded sessions you can stream before or after our live event, or watch with other attendees in organized viewing parties

### **LavaCon Live!**

Half-day, Hands-on Workshops  
Three days of Featured Speakers (18 minute TED-like talks)  
Social and Networking Events

### **LavaCon Vendor Quest**

Consult with industry experts in our virtual exhibit hall

### **Lava Lounges**

Hang out with speakers and other attendees in themed discussion rooms and Slack channels

# LavaCon ON DEMAND

## Artificial Intelligence and Machine Learning

<p><b>AI Opens New Horizons for Content: Bridging the Gap Between Business and AI Strategy</b> <i>Mara Pometti, Lead AI Content Strategy, IBM</i></p>	<p><b>Don't Search, Find: Enrich Your Content with AI and ML</b> <i>Chad Dybdahl, Solution Consultant Adobe</i></p>	<p><b>How to Bring AI to Every Phase of the Content Lifecycle and Scale Faster</b> <i>Jeff Coyle Chief Strategy Officer MarketMuse</i></p>	<p><b>Automating Content Distribution to Drive Conversions</b> <i>Gordon Edall Vice President Sophi.io</i></p>	<p><b>Putting the I in AI: Using AI to Fix Your Content</b> <i>Val Swisher CEO Content Rules, Inc.</i></p>
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## Content Strategy, Customer Experience, and UX Design

<p><b>How to Implement a Content Reuse Strategy</b> <i>Evgenia Popova Content Strategist GenialContent</i></p>	<p><b>Beginning a Content Strategy in Pharma</b> <i>Stacey Gorski Director, Medical Excellence and Strategic Projects Sanofi Pasteur</i></p>	<p><b>Becoming a UX Writer: 10 Lessons I Learned Along the Way</b> <i>Jennifer Price Senior Digital Producer Sharp HealthCare</i></p>	<p><b>The Evolution of Information Linking and the Future of Microcontent</b> <i>Peihong Zhu Associate Information Architect Precision Content</i></p>	<p><b>Fine-Tuning Web Requests Using Cross-Department Strengths</b> <i>Jackie Pysarchuk, Senior Director, Content Mgmt &amp; Governance, American Bankers Association</i></p>
<p><b>Connecting Silos Using a Community of Practice</b> <i>Shannon McCue Technical Communications Manager Aristocrat</i></p>	<p><b>Show the World What Your Product Can Really Do with Thoughtful and Inclusive Content</b> <i>Matt Reiner Customer Advocate K15t</i></p>	<p><b>Governance: If You Write Content and Nobody Reads It, Does It Make a Sound?</b> <i>Noel Wurst Sr. Manager, Communications SmartBear</i></p>	<p><b>The Art (Design) and Science (Analysis) of Content Transformation</b> <i>Fawn Damitio and DeAnn Wright Juniper Networks</i></p>	<p><b>Content Lifecycle Challenges: Shifting to a Culture of Collaboration</b> <i>Gretyl Kinsey Technical Consultant Scriptorium Publishing Services, Inc.</i></p>
<p><b>Building an Internal Strategy for Product Communications</b> <i>Sharmila Rajagopal Technical Communications Manager Appspace</i></p>	<p><b>Walking the Tightrope: Tips for Crossing the AX-CX Chasm</b> <i>Melanie Davis Customer Success Mgr Zoomin Software</i></p>	<p><b>Leverage Your Skills to Bridge Silos, Build Relationships, and Make Yourself More Marketable</b> <i>Hannah Kirk, Content Strategist, InKling</i></p>	<p><b>How to Manage Content Across Multiple Releases Without Compromising Reuse</b> <i>Sharon Figueira, Pre-sales Consultant, IXIASOFT</i></p>	<p><b>Making the Case for Content Operations</b> <i>Rahel Bailie CEO and Principal Content Consultant at Content, Seriously Consulting Ltd.</i></p>

## Tools and Technology, People and Project Management

<p><b>How ACS Technologies Publishes Personalized Content for Multiple Audiences with easyDITA</b> <i>Jarod Sickler, Heretto and Barbara Green, Content Lead, ACS Technologies</i></p>	<p><b>Don't Forget the Art: The Importance of Qualitative Research in Content Strategy</b> <i>Crystal Szabo Senior Content Strategist Google</i></p>	<p><b>At the Speed of SaaS: The Challenge of Continuous Content Delivery</b> <i>Fabrice Lacroix CEO Antidot Fluid Topics</i></p>	<p><b>Using Automation to Create Software Videos from Technical Documentation</b> <i>Mark Hellinger CMO Videate, Inc.</i></p>	<p><b>Is Your Content Semantically Rich? A Few Reasons Why You May Want to Care</b> <i>Alex Masycheff CEO Intuition Ltd.</i></p>
<p><b>Enterprise Content Management: Total Wasteland?</b> <i>Doug Gorman Founder and CEO Simply XML</i></p>	<p><b>Now that Content is Making your Company Money, Will You Listen to the Authors?</b> <i>Rik Page Marketing Director Bluestream</i></p>	<p><b>Lifecycle Management: Break the "Someday" Cycle and Just Get Started!</b> <i>Hayley Martin and Samantha Gonda NiSource</i></p>	<p><i>Reserved</i></p>	<p><i>Reserved</i></p>

# PRE-CONFERENCE WORKSHOPS

## Sunday, 24 October 2021

8:30am PDT	<b>Morning Welcome and Coffee Talk</b>
9:00-Noon Optional Half Day Workshops (\$100 Each)	<b>How to Get Your Product Translation- and Localization-Ready</b> <i>Zara Fishkin, Manager, Product Content Strategy, Teladoc Health</i>
	<b>How Well Do Your Words Work? How to Create and Sustain a Content-Focused Research Practice</b> <i>Erica Jorgensen, Senior Content Manager, Microsoft</i>
	<b>Documentation Everywhere...What Do You Create?</b> <i>Jackie Damrau, Fellow, Society for Technical Communication</i>
	<b>The MiramoPDF Formatting Challenge</b> <i>Corinna Kinchin, CTO and Joanne Hannagen, Business Development Manager, Datazone (trading as Miramo)</i>
	<b>Mapping Content Measurements to Business Metrics for More Strategic Insights</b> <i>Noz Urbina, Omnichannel Content Designer, Urbina Consulting</i>
	<b>Hyperpersonalizing Equally: Ethical Hyperautomation Strategy</b> <i>Dr. Angel Durr, Consultant, AI and Automation, InfoSys and DataReady</i>
1:00-4:00 Optional Half Day Workshops (\$100 Each)	<b>Information Modeling: Not just for DITA</b> <i>Dawn Stevens, President, Comtech Services</i>
	<b>From Seed to Harvest: How Writers Can Nurture Accessibility</b> <i>Jacqueline Tidwell, Senior Content Designer, Microsoft</i>
	<b>Technical Writing, UX Writing—You Can Do It All!</b> <i>Denise Kadlak, Information Architect Senior Manager, Blackbaud</i>
	<b>The Content Operations Mindset</b> <i>Eeshita Grover, Director, Marketing, Cisco Systems</i>
	<b>Content Design from a Design Thinking Lens</b> <i>Sheila O'Hara, Principal Content Experiences Manager, Microsoft</i>

# LavaCon Live!

Monday, 25 October 2021	
8:30am PDT	<b>Morning Welcome and Coffee Talk</b> <i>Everyone</i>
9:00-10:00 Three sequential 18 minute TED-like talks	<b>Three Ways Content is Key to Global Business Development</b> <i>Emmelyn Wang, Global Business Development Lead, Amazon Web Services</i>
	<b>Structure of Successful Content Marketing Plan: From Ideation to Deployment</b> <i>Rachel Roumeliotis, VP of Content Strategy, O'Reilly Media</i>
	<b>Spanning Silos: Using Data and Content to Build Synergy Across Product Teams</b> <i>Tig Newman, Principal Content Strategist, Google</i>
10:00-10:15	Coffee Break
10:15-11:15	<b>Five Secrets for Creating Content at Scale</b> <i>Jennifer Kemper, Director, Content Strategy, AmerisourceBergen</i>
	<b>Building a Healthy Unified Content Strategy Across Products</b> <i>Marli Mesibov, Lead Content Strategist, Verily Life Sciences</i>
	<b>The United Nations of Content: From Warring Kingdoms to Enterprise-wide Collaboration</b> <i>Cruce Saunders, Founder, [A]</i>
11:15-11:30	Coffee Break
11:30-11:50	<b>The Convergence of TechComm and MarComm</b> <i>Stefan Gentz, Global TechComm Evangelist, Adobe</i>
11:50-12:30	<b>Panel Discussion: The Emerging Role of AI and ML in Content Engineering</b> <i>Mara Pometti, Lead AI Content Strategy, IBM (Moderator)</i> <i>Chad Dybdahl, Solution Consultant, Adobe</i> <i>Jeff Coyle, Chief Strategy Officer, MarketMuse</i> <i>Val Swisher, CEO, Content Rules, Inc.</i>
12:30-1:30	<b>Daily Recap and Q&amp;A</b>
1:30-3:00	<b>Networking Lounges</b>
3:00-	<b>The Welcome to LavaCon! Reception and Taiko Drum Lesson/Show</b> <i>Sponsored by Adobe</i>
4:00-	<b>Live Storytelling Event</b> <i>Hosted by Phylise Banner and David Dylan Thomas</i>

# LavaCon Live!

## Tuesday, 26 October 2021

8:30am PDT	<p align="center"><b>Morning Welcome and Coffee Talk</b> <i>Everyone</i></p>
9:00-10:00 Three sequential 18 minute TED-like talks	<p align="center"><b>Preventing Good Content From Going Bad</b> <i>Alan J. Porter, Author of "CX Trinity: Customers, Content, Context"</i></p>
	<p align="center"><b>Thinking Through Your Thinking at NASA's Jet Propulsion Laboratory</b> <i>Kat Park, Concept Designer, NASA Jet Propulsion Laboratory</i></p>
	<p align="center"><b>Trust Me: Moving from Unfamiliar to Adopted with Content Design</b> <i>Selene De La Cruz, Content Design Director, Mastercard</i></p>
10:00-10:15	Coffee Break
10:15-10:35	<p align="center"><b>Inclusive Language: The Path to Respectful Content, Connections and Companies</b> <i>Kiana Minkie, Marketing Content Specialist, Acrolinx</i></p>
10:35-11:15	<p align="center"><b>Panel Discussion: Achieving Diversity, Equity, and Inclusion in Content Development Teams</b> <i>David Dylan Thomas, Author, Design for Cognitive Bias</i> <i>Kiana Minkie, Marketing Content Specialist, Acrolinx</i> <i>Jonathan McFadden, Senior Content Designer, Red Ventures</i></p>
11:15-11:30	Tea and Biscuit Break
11:30-12:30 Three sequential 18 minute TED-like talks	<p align="center"><b>The Hero's Journey: Transforming Content Development in Three Acts</b> <i>Karen Brothers, Content Management Specialist, 3M</i></p>
	<p align="center"><b>Exploring Trends in Learning Design: A Shift from Content to Experience</b> <i>Phylise Banner, Associate Director, Instructional Design, Emeritus</i> <i>Dr. Clark Shah-Nelson, Assistant Dean, Instructional Design and Technology, University of Maryland</i></p>
	<p align="center"><b>Business to Human: How Companies Use Content to Drive Customer Loyalty</b> <i>Megan Gilhooly, Vice President Customer Experience, Zoomin Software</i></p>
12:30-1:30	<b>Daily Recap and Q&amp;A</b>
1:30-3:00	<b>Networking Lounges</b>
3:00-4:00	<b>Awards Hour</b>
4:00-	<b>Trivia Night</b>

**Wednesday, 27 October 2021**

8:30am PDT	<p align="center"><b>Morning Welcome and Coffee Talk</b> <i>Everyone</i></p>
9:00-10:00	<p align="center"><b>How to Unify Your Content and CX Strategies to Attract and Retain Customers</b> <i>Travis McKnight, Senior Content Strategist, Portent, Inc.</i></p>
	<p align="center"><b>Joining Forces: Creating a Collaborative UX Writing Environment</b> <i>Christi Guzik, Content Strategist &amp; Principal UX Writer, Boomi, A Dell Technologies Business</i></p>
	<p align="center"><b>Data Driven? Probably Not. Using Content Performance to Transform Communications Strategy</b> <i>John Yembrick, Director of Digital Communications, Lockheed Martin Corporation</i></p>
10:00-10:15	Coffee Break
10:15-11:15	<p align="center"><b>Quiet Leadership: Influencing Change without Being the Loudest Person in the Room</b> <i>Stacey Gordon, UX Content Strategy Manager, Google</i></p>
	<p align="center"><b>ContentOps: Fad or Future?</b> <i>Sarah O'Keefe, CEO, Scriptorium Publishing</i></p>
	<p align="center"><b>Moving the Content Conversation from Cost to Value</b> <i>Fabrice Lacroix, CEO, Antidot</i></p>
11:15-11:30	Hydration Break
11:30-11:50	<p align="center"><b>Spinning Words Into Gold: Helping Managers Recognize Your Value</b> <i>MaryKay Grueneberg, User Assistance Development Architect, SAP</i></p>
11:50-12:30	<p align="center"><b>Panel Discussion: The Future of Content</b> <i>Hilary Marsh, Chief Strategist, Content Company</i> <i>Alisa Bonsignore, Strategic Communications, Clarifying Complex Ideas</i> <i>Anne Bovard, Vice President of Global Communications, INVIDI Technologies</i> <i>Ulrike Irmeler, Director of Content Operations, PayPal</i></p>
12:30-1:30	<b>Daily Recap and Q&amp;A</b>
1:30-3:00	<b>Networking Lounges</b>
3:00-5:00	<p align="center"><b>Cocktails and Experience Celebration!</b></p> <p>From Jack Molisani, LavaCon's Executive Director:</p> <p>I believe an "expert" is someone who has made all the mistakes possible in a given field, assuming you don't keep repeating them. Join us for an evening of cocktails and experience celebration!</p> <p>"Learn from the mistakes of others. You can't live long enough to make them all yourself." — <i>Eleanor Roosevelt</i></p>

# LavaCon VENDOR QUEST

The virtual exhibit hall will be open two months before the conference and two weeks after. Stop by each exhibitor to see if they are right for you. When you do, you are automatically entered into a drawing for a 50" Ultra High Definition TV! The more exhibitors you visit, the greater your chance to win. Congratulations to Jackie Damrau, who won the drawing last year!

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