



## The 20<sup>th</sup> LavaCon Conference on Content Strategy and TechComm Management

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.

LavaCon 2021 is a wrap! Here are some reviews we received from attendees:

Thanks for the BEST LavaCon ever, despite being all virtual. In fact, I'd say this is the best conference I've attended, across industries, for the speakers, knowledge shared, topics covered, and fun woven throughout. Well done!

*RJH, Technology Innovation Consultant  
Eli Lilly and Company*

Wow! LavaCon was AMAZING! I thoroughly enjoyed everything about the conference: I learned a ton, and I met some really smart and fun people. The featured talks were really fantastic—I liked that they covered diverse topics that gave clear takeaways. I would sign up next year just to hear the same people give the same talks! Also the evening storytelling, drums, and trivia were a lot of fun and helped to create that sense of community.

I'm looking forward to next year!

*SG, Director, Medical Excellence & Strategic  
Sanofi Pasteur, US*

## The LavaCon Attendee Experience

The next LavaCon is scheduled for 23–26 October 2022 in New Orleans, LA.

For a preview of the LavaCon in-person attendee experience, see the [recap video](#) from a previous time LavaCon was in New Orleans:



## Audience

LavaCon attendees are senior content professionals: Chief Content Officers, Directors and VPs of User Experience, Directors and VPs of Marketing, Senior Marketing Professionals, UX Writers, Senior Technical Writers, Documentation Managers, Senior Training Professionals, etc.

We are specifically looking for speakers from the following industries:

- Manufacturing / Agriculture / Medical / Pharma
- Consumer Electronics / SaaS
- More

## Focus

Our focus for LavaCon 2022:

### **Connecting Content Silos Across the Enterprise Leveraging Content to Generate Revenue**

We are looking for speakers who have:

- Created ecosystems that span multiple content silos, such as marketing, technical communication, training, and tech support
- Implemented enterprise content strategies, built organizational bridges, overcame resistance to change, etc.
- Leveraged content to generate revenue. Not just doing content marketing from scratch, but also integrating documentation and tech support content into the marketing and sales ecosystem.

For example, using content to retain and upsell existing customers, linking technical content to online part catalogs, integrating technical content and CRM systems to land new customers and increase sales, etc.

Sessions should give real-world advice that attendees can apply in their day-to-day work. There should be *clear take-aways* in each session.

Tell us what worked, and what didn't!

Additional sample topics:

### **Connecting Content Silos Across the Enterprise**

- Integrating content from multiple silos in a seamless User Experience (Marketing, Training, TechComm, etc.)
- Overcome organizational challenges when rolling out enterprise-wide content initiatives.

### **Leveraging Content to Generate Revenue**

**Tools and Technology** (CMS, DITA, migrating to structured authoring, etc.)

**Translation, Localization, Controlled Language, etc.**

### **People and Project Management**

- Managing a remote workforce
- Capturing content metrics (case studies wanted!)
- Managing agile projects
- Getting stakeholder buy-in, etc.

### **The Future of Content: What New? What's Next?**

## **How to Propose**

We are soliciting proposals for in-person breakout sessions and case studies (30 minute presentation plus 10 minute Q&A) and workshops (half day or full day).

You may also propose a 20 minute recorded presentation for our on-demand library and attend the conference remotely.

Submit your proposal (including a link to your headshot and bio) via the [registration portal](#).

### **Notes:**

- The proposal deadline is Wednesday, 9 February 2022, 5 pm PST (UTC -7:00 hours).
- Case studies should show before-and-after results of a problem solved or a success achieved. Bonus points for before-and-after metrics.
- Speakers are comp'ed into the conference in exchange for speaking. Workshop facilitators will receive additional compensation.
- You agree to be fully vaccinated against Covid before the conference or show a negative covid test to participate in person.
- You also agree that should we need to go 100% virtual in 2022, that you will record your session for an on-demand library. (Schedule will be announced as needed.)