



## LavaCon ON DEMAND

The following talks will be available for streaming on demand before and after the in-person conference.


Pre-recorded Sessions in the On-demand Content Library			
<p><b>The Art of the Story: Aligning and Inspiring an Organization</b>  <i>Jessie Rogers</i>                      Senior Content Strategy Manager                      Wayfair</p>	<p><b>Creating a Scalable Global Marketing Content Program</b>  <i>Kim Sterling</i>                      Head of Marketing Content Strategy                      Adobe Stock</p>	<p><b>Audience Everywhere: The New Rules of Content Strategy</b>  <i>Ashley Faus</i>                      Content Strategy Lead                      Atlassian</p>	<p><b>Coming to an Agreement: How to Work More Effectively with your Team</b>  <i>Astrid Brown</i>                      UX Content Lead                      J.P. Morgan Chase</p>
<p><b>What's Next: Heading up to Social and Semantic Tech Doc</b>  <i>Fabrice Lacroix</i>                      CEO                      Fluid Topics</p>	<p><b>SME Relationships Drive Phenomenal Content</b>  <i>Mark Kleinsmith</i>                      Director of Technical Communications                      MiTek</p>	<p><b>How to Leverage Sales Insights to Build Conversion-Focused Content</b>  <i>Travis McKnight</i>                      Senior Content Strategist                      Portent Inc.</p>	<p><b>Three Ways to Grow Your Profit with Your Tech Doc</b>  <i>Géraldine Boulez</i>                      VP Product Marketing                      Fluid Topics</p>
<p><b>Should You Start a Podcast? The Short Answer: Yes!</b>  <i>Mark Bologna, Podcast Producer</i>                      Beyond Bourbon Street and  <i>Michele Bousquet,</i>                      Podcast Producer,                      Many Worlds Productions</p>	<p><b>Content Couture: What Slow Fashion Can Teach Us About Content</b>  <i>Amber Swope, Information Architect, DITA Strategies, and Edwina Lui, Senior Director, Content Operations &amp; Engineering College Board</i></p>	<p><b>Reducing Bias in Content Strategy</b>  <i>Marli Mesibov</i>                      Lead Content Strategist                      Verily Life Sciences</p>	<p><b>Tips and Tools for Running Remote Brainstorming Workshops</b>  <i>Sheila O'Hara</i>                      Principal Content Design Manage, Microsoft</p>
<p><b>Are You an Expert or an Imposter? Do You Know the Symptoms?</b>  <i>Jackie Damrau</i>                      Sr. Business Analyst                      Cathedral Plumbing</p>	<p><b>How Great Content and Optimized Content Can Coexist</b>  <i>Ryan Morgan</i>                      Digital Marketing Strategist                      swell Digital</p>	<p><b>Yes, You Can Make High Quality Informational Videos Quickly</b>  <i>Matt Reiner</i>                      Customer Advocate                      K15t</p>	<p><b>Thinking Outside the Country</b>  <i>John Yunker</i>                      President                      Byte Level Research</p>
<p><b>Leading in a Social World</b>  <i>Aaron Templer</i>                      Owner + Strategy                      Three over Four</p>	<p><b>Microcontent for the Enterprise</b>  <i>Kathryn Torriano</i>                      Associate Information Architect                      Precision Content Authoring Solutions Inc</p>	<p><b>Killing the Misconception That Content Strategists Are Copy Editors, One Team at a Time</b>  <i>Heather Barranco</i>                      Senior Content Strategy Manager                      Wayfair</p>	<p><b>Data Visualization and the Accessibility of Color</b>  <i>Elise Blanchard</i>                      Senior UX Designer                      Mozilla</p>

**LavaCon Live!**  
PRE-CONFERENCE WORKSHOPS

Sunday, October 23, 2022 Pre-Conference Workshops					
8:00–	Registration, Coffee				
8:30–Noon	<b>Special Adobe TechComm Workshop</b> (free, includes lunch)  <i>Amitoj Singh</i> <i>TCS Product Manager</i> <i>Adobe</i>				
1pm–5pm	<i>Bernard Aschwanden</i> <i>President</i> <i>Publishing Smarter</i>  <i>Stefan Gentz</i> <i>TechComm Evangelist</i> <i>Adobe Systems</i>	<b>Managing Writers: The Impact of Hybrid</b> <i>Barry Saiff</i> <i>Founder and CEO</i> <i>Saiff Solutions</i>	<b>Data Visualization and the Accessibility of Color</b> <i>Elise Blanchard</i> <i>Senior UX Designer</i> <i>Mozilla</i>	<b>Creating Content at Velocity</b> <i>Sharon Burton</i> <i>Principal Content Strategist</i> <i>Expel, Inc.</i>	<b>Using Taxonomies and Tagging to Connect Content Across the Enterprise</b> <i>Heather Hedden</i> <i>Knowledge Engineer</i> <i>Semantic Web Company</i>
9:00pm–	<b>The Welcome to New Orleans! Drag Review</b> Mag's 940 940 Elysian Fields Ave, New Orleans				



# LavaCon Live!

All keynote and breakout sessions in the virtual track  will be recorded and broadcast live with video. All other sessions will be recorded (slides and audio) for viewing after the conference.

Monday, October 24, 2022				
7:30–	Registration, Continental Breakfast			
Room	Grand Ballroom			
8:30–9:15	<p><b>Welcome Session</b>  <i>Jack Molisani, Executive Director, The LavaCon Conference</i></p>			
9:30–10:30	<p><b>Content in a REAL Zombie Apocalypse</b>  <i>Karen McGrane, Author, Content Strategy for Mobile</i></p>			
	<p><b>The Three Rs of a WOW Journey</b>  <i>Andrea Ames, Customer Retention Strategist &amp; Coach, Idyll Point Group</i></p>			
	<p><b>“The Room”</b>  <i>Stacey King Gordon, UX Content Strategy Manager, Google</i></p>			
Room	Astor I, II	Grand Ballroom	Astor III	St. Charles
10:45–11:45	<p><b>Creating Content Ecosystems Based Teams for Client Success</b>  <i>Mary Brooks            Enterprise Content Strategist            IBM</i></p>	<p><b>Connecting Content Silos Across the Enterprise</b>  <i>Jerry Thorne            Global Learning Systems Owner            The CocaCola Company</i></p>	<p><b>Presenting Content Strategy for Stakeholder Buy-in</b>  <i>Sarah Johnson            Sr. Manager of Content Strategy, CVS Pharmacy</i></p>	TBD
11:45–1:45	Networking Lunch + Dessert and Vendor Demos in the Exhibit Hall			
1:45–2:45	<p><b>Going Global: How to Build Productive, Global Teams Leveraging Local Perspective</b>  <i>Christine Den Herder            Global Head of Content Strategy            Wayfair</i></p>	<p><b>The Future of Content is Connected, Convenient, and Intelligent</b>  <i>Andrew Michalove, Global Head of Customer Success, and            Chris Rocco, Principal Program Manager, Volkswagen Automotive Cloud</i></p>	<p><b>Are Chatbots and Voice Assistants Ready for Prime Time in Today’s Experience Economy?</b>  <i>Chad Dybdahl            Solutions Consultant            Adobe</i></p>	
3:00–4:00	<p><b>Diplomacy In CCMS Implementations: Letting Someone Else Have Your Way</b>  <i>Leigh White            DITA Specialist            IXIASOFT</i></p>	<p><b>Panel Discussion: Using Storytelling to Grow Fans and Generate Revenue</b>  <i>Doug Tatum, Vice President of Digital Media, The New Orleans Saints (moderator)</i></p>	<p><b>The Easiest Way to Dramatically Improve the Quality of Your Documentation</b>  <i>George Eckel            Manager, Technical Writing            ServiceNow</i></p>	
4:15–5:15	<p><b>Keeping the U in UX Strategy</b>  <i>Scott Kubie, UX Content Advocate, kubie.co</i></p>			
	<p><b>Discover the Value of Your Enterprise Content</b>  <i>Shane Cumming, Chief Revenue Officer, Acrolinx</i></p>			
	<p><b>Driving Content Consumption to Completely New Heights</b>  <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i></p>			
5:15–6:15	<p><b>Networking Reception</b>  <i>Sponsored by Adobe Systems</i></p>			
9:00pm–	<p><b>Annual Storytelling Event</b>  <i>Location TBD</i></p>			



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Tuesday, October 25, 2022				
8:00–	Continental Breakfast			
Room	Grand Ballroom			
9:00– 10:00	<b>From Silo Busting to CaaSle Building</b> <i>Sarah O'Keefe, CEO, Scriptorium</i>			
	<b>When the Movie is Actually Better than the Book Enhancing Content through Collaboration</b> <i>Alyssa Fox, Vice President Channel Marketing, Alert Logic</i>			
	<b>Less Work, More Revenue: Unlock Content Velocity</b> <i>Carrie Hane, Head of Content Strategy Relations, Sanity.io</i>			
	<i>Astor I, II</i>	<i>Grand Ballroom</i>	<i>Astor III</i>	<i>St. Charles</i>
10:15– 11:15	<b>Scaling Content Operations with Self-Service</b> <i>Jon Nones Knowledge Management Leader Amazon Web Services</i>	<b>From Gran Turismo to GAAP: Unifying Docs for a Seamless Content Experience</b> <i>Stephen Townsend and Kennan Rossi, Sony Interactive Entertainment, and Kathy Clemens, BlackLine</i>	<b>Creating a Unified (Siloed) Experience: The Importance of Terminology and Taxonomy</b> <i>Valerie Swisher CEO Content Rules, Inc.</i>	<i>Casual Table Discussions (Topics TBD)</i>
<b>Lunch and Learn</b> 11:15– 12:30	<b>The Heroes and Villains of Content Strategy</b> <i>Alan Porter, Author, CX Trinity: Customers, Content, Context</i>  <b>Welcome to the Metaverse: A Hype-free Introduction to Web 3 and AR/VR</b> <i>Noz Urbina, Founder, OmnichannelX.digital</i>			
12:30–1:30	<b>Dessert and Vendor Demos in the Exhibit Hall</b>			
1:30–2:30	<b>How AI is Your Content Team's Secret Silo-Breaker</b> <i>Jeff Coyle Chief Strategy Officer MarketMuse</i>	<b>Blended Content: Using Marketing Content On TechComm Pages to Drive Incremental Sales</b> <i>Amitoj Singh TCS Product Manager Adobe</i>	<b>Transforming the Customer Service Center: Moving from “Call for Solution” to “Information Self-Service”</b> <i>Alex Masycheff, CEO, Intuition Fabrice Lacroix, CEO, Antidot</i>	
2:45–3:45	<b>Using AI and Automation to Drive Content ROI</b> <i>Gordon Edall Co-Founder and CRO Sophi.io</i>	<b>Audience Everywhere: The New Rules of Content Strategy</b> <i>Ashley Faus Content Strategy Lead Atlassian</i>	<b>How To Stop Building Silos and Start Building Content Hubs</b> <i>Jim Edmunds CEO Ingeniux</i>	
4:00–5:00	<b>Stand Out from the Crowd</b> <i>Dawn Stevens President Comtech Services</i>	<b>Panel Discussion: How a Headless CMS Can Support Content Strategy</b> <i>Michael Andrews, Kentico Matt Armstrong, Author-it</i>	<b>Improving the Review and Approval Process in Regulated Industries</b> <i>Dipo Ajose-Coker Product Ambassador Componize Software</i>	
6:00– 6:30pm	<b>Annual Second Line Jazz Parade</b> to Dinner Locations			
8:00pm–	<b>Annual Karaoke Night</b> <i>Location TBD</i>			



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**Wednesday, October 26, 2022**

7:45–	Continental Breakfast			
Room	<i>Grand Ballroom</i>			
8:15–9:15	<b>Down the Rabbit Hole We Go! Adventures in Connecting Silos in a Content Wonderland</b> <i>Karen Brothers, Content Management Specialist, 3M</i>			
	<b>Is Voice the Right Choice?</b> <i>Kathleen Gavenman, Principal Voice Designer, Amazon</i>			
	<b>That's Great, But How Do I Convince My Boss? Overcoming Bias to Advocate for Change</b> <i>David Dylan Thomas, Author, Design for Cognitive Bias</i>			
	<i>Astor I, II</i>	<i>Grand Ballroom</i>	<i>Astor III</i>	<i>St. Charles</i>
9:30–10:30	<b>Microcontent Architecture in Action</b> <i>Rob Hanna, President and Joshua Anderson Associate Information Architect Precision Content</i>	<b>Setting Boundaries: Effectively Prioritizing Content Requests and Keeping Your Sanity</b> <i>Christi Guzik, Senior Manager, Product Content, Vertex, Inc.</i>	<b>Call Me Strange, or How I Learned to Love Content Silos</b> <i>Michael Mannhardt, President and Torsten Macher, Senior Consultant, Congree Language Technologies</i>	
10:45–11:45	<b>Intelligent Content Drives a Dynamic User Experience</b> <i>Chip Gettinger VP Global Solutions Consulting RWS</i>	<b>How to Communicate Change and Keep Your Customers</b> <i>Mary Morreale Sr. Manager, UX Design Charles Schwab</i>	<b>Connect with Your Localization Silo for a Flawless Global User Experience</b> <i>Dominique Trouche CEO WhP</i>	
12:00–1:00	<b>Documentation 4.0, IoT, and the Future of Tech Comm</b> <i>Nenad Furtula, Founding Partner, Bluestream Content Solutions</i>			
	<b>Closing Event</b> <i>Moderator: Andrea Ames, Customer Retention Strategist, Idyll Point Group</i>			

**Post-Conference Workshops (includes box lunch)**

1:15–5:00	<b>Design Thinking+ for Content</b> <i>Andrea Ames Customer Retention Strategist Idyll Point Group</i>	<b>Content Modeling for the Win!</b> <i>Noz Urbina Founder OmnichannelX.digital</i>	<b>Inclusive Content &amp; UX: Creating a Bias-Informed Practice</b> <i>David Dylan Thomas Author Design for Cognitive Bias</i>	<b>Technical Writing, UX Writing, We Can Do It All!</b> <i>Denise Kadilak Sr. Manager/Information Architect Blackbaud</i>
	<b>Developing Information Architecture for Deliverable and Content Types</b> <i>Amber Swope Information Architect DITA Strategies</i>			
8:00–	Closing Social: Location TBD			



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