



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			
Leading in a Social World <i>Aaron Templer</i> <i>Owner + Strategy</i> <i>Three Over Four</i>	Reducing Bias in Content Strategy <i>Marli Mesibov</i> <i>Lead Content Strategist</i> <i>Verily Life Sciences</i>	Audience Everywhere: The New Rules of Content Strategy <i>Ashley Faus</i> <i>Content Strategy Lead</i> <i>Atlassian</i>	Coming to an Agreement: How to Work More Effectively with your Team <i>Astrid Brown</i> <i>UX Content Lead</i> <i>J.P. Morgan Chase</i>
Down the Rabbit Hole We Go! Adventures in Connecting Silos in a Content Wonderland <i>Karen Brothers, Content Management Specialist</i> <i>3M</i>	Data Visualization and the Accessibility of Color <i>Elise Blanchard</i> <i>Senior UX Designer</i> <i>Mozilla</i>	How to Leverage Sales Insights to Build Conversion-Focused Content <i>Travis McKnight</i> <i>Content Strategy Architect</i> <i>Portent Inc.</i>	Tips and Tools for Running Remote Brainstorming Workshops <i>Sheila O'Hara</i> <i>Principal Content Design</i> <i>Manage, Microsoft</i>
Are You an Expert or an Imposter? Do You Know the Symptoms? <i>Jackie Damrau</i> <i>Sr. Business Analyst</i> <i>Cathedral Plumbing</i>	How Great Content and Optimized Content Can Coexist <i>Ryan Morgan</i> <i>Digital Marketing Strategist</i> <i>swell Digital</i>	SME Relationships Drive Phenomenal Content <i>Mark Kleinsmith</i> <i>Director of Technical Communications</i> <i>MiTek</i>	Thinking Outside the Country <i>John Yunker</i> <i>President</i> <i>Byte Level Research</i>
Killing the Misconception That Content Strategists Are Copy Editors, One Team at a Time <i>Heather Barranco</i> <i>Senior Content Strategy Manager</i> <i>Wayfair</i>	Microcontent for the Enterprise <i>Kathryn Torriano</i> <i>Associate Information Architect</i> <i>Precision Content Authoring Solutions Inc</i>	Yes, You Can Make High Quality Informational Videos Quickly <i>Matt Reiner</i> <i>Customer Advocate</i> <i>K15t</i>	The Art of the Story: Aligning and Inspiring an Organization <i>Jessie Rogers</i> <i>Senior Content Strategy Manager</i> <i>Wayfair</i>

LavaCon Live! PRE-CONFERENCE WORKSHOPS

Sunday, October 23, 2022 Pre-Conference Workshops					
12pm–5pm	Registration open				
1pm–5pm	Managing Writers: The Impact of Hybrid Barry Saiff Founder and CEO Saiff Solutions	Data Visualization and the Accessibility of Color <i>Elise Blanchard</i> <i>Senior UX Designer</i> <i>Mozilla</i>	Using Taxonomies and Tagging to Connect Content Across the Enterprise <i>Heather Hedden</i> <i>Knowledge Engineer</i> <i>Semantic Web Company</i>	Creating Content at Velocity <i>Sharon Burton</i> <i>Principal Content Strategist, Expel, Inc.</i> Note: Moved to virtual, post-conference	
7:00pm–	Welcome Reception followed by the Welcome to New Orleans! Drag Review Starring Princess Stephaney Mag's, 940 Elysian Fields Ave, New Orleans				



Monday, October 24, 2022				
7:30–	Registration, Continental Breakfast			
Room	Grand Ballroom			
8:30–9:50	Welcome to LavaCon! <i>Jack Molisani, Executive Director, The LavaCon Conference</i>			
9:50–10:30 Two 18-minute talks back to back	Advocating for Change: Embrace Your Inner Rebel! <i>Liz Pfeffer, TV Content Design Lead, Netflix</i>			
	“The Room” <i>Stacey King Gordon, UX Content Strategy Manager, Google</i>			
Room	Astor I, II	Grand Ballroom	Astor III	St. Charles
10:45–11:45	Case Study: Creating Content Ecosystems Based Teams for Client Success <i>Mary Brooks Senior Content Strategist Amazon Web Services</i>	Connecting Content Silos Across the Enterprise <i>Jerry Thorner Global Learning Systems Owner The CocaCola Company</i>	What is Content Strategy in the World of Technical Communication and a Case Study of a Successful Customer Change Project <i>Mark McLeod Dir. Content Solutions CogniLore Information Solutions</i>	TBD
11:45–1:45	Networking Lunch + Dessert and Vendor Demos in the Exhibit Hall			
1:45–2:45	Stop the Coding Madness and Start Delivering! <i>Stefan Gentz Global TechComm Evangelist Adobe Systems</i>	Transformative Innovation Though Content: They Will Never See You Coming <i>Chris Rocco, Principal Program Manager and Mike Kippenhan, UX/UI Manager, Volkswagen Automotive Cloud</i>	How To Stop Building Silos and Start Building Content Hubs <i>Jim Edmunds CEO Ingeniux</i>	
3:00–4:00	Diplomacy in CCMS Implementations: Letting Someone Else Have Your Way <i>Leigh White DITA Specialist IXIASOFT</i>	The Art of the Story: Aligning and Inspiring an Organization <i>Jessie Rogers Senior Content Strategy Manager Wayfair</i>	The Easiest Way to Dramatically Improve the Quality of Your Documentation <i>George Eckel Manager, Technical Writing ServiceNow</i>	
4:15–5:15 Three 18-minute talks back to back	Keeping the U in UX Strategy <i>Scott Kubie, UX Content Advocate, kubie.co</i>			
	What Your Web Analytics Won't Tell You <i>Chad Dybdahl, Senior Solutions Consultant, Acrolinx</i>			
	Let's Discuss Content Reuse Again! <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i>			
5:15–6:15	Networking Reception <i>Sponsored by Adobe Systems</i>			
8:00pm–	Annual Storytelling Event <i>Mag's 940, 940 Elysian Fields Ave, New Orleans</i>			



All sessions in the Grand Ballroom will be broadcast live and recorded (with video). All other sessions will be recorded (slides and audio) for viewing after the conference.

Tuesday, October 25, 2022				
8:00–	Continental Breakfast			
9:00– 10:00 <i>Three 18-minute talks back to back</i>	From Silo Busting to CaaS Building <i>Sarah O'Keefe, CEO, Scriptorium</i>			
	Less Work, More Revenue: Unlock Content Velocity <i>Carrie Hane, Head of Content Strategy Relations, Sanity.io</i>			
	Documentation 4.0, IoT, and the Future of Tech Comm <i>Nenad Furtula, Founding Partner, Bluestream Content Solutions</i>			
	<i>Astor I, II</i>	<i>Grand Ballroom</i>	<i>Astor III</i>	<i>St. Charles</i>
10:15–11:15	Scaling Content Operations with Self-Service <i>Jon Nones Head of Knowledge Management Amazon Web Services</i>	From Gran Turismo to GAAP: Unifying Docs for a Seamless Content Experience <i>Stephen Townsend and Kennan Rossi, Sony IE Kathy Clemens, BlackLine Joe Gelb, Zoomin Software</i>	Creating a Unified (Siloed) Experience: The Importance of Terminology and Taxonomy <i>Valerie Swisher CEO Content Rules, Inc.</i>	<i>TBD</i>
Lunch and Learn 11:15–12:30	The Heroes and Villains of Content Strategy <i>Alan Porter, Author, CX Trinity: Customers, Content, Context</i>			
12:30– 1:30	Dessert and Vendor Demos in the Exhibit Hall			
1:30–2:30	How AI is Your Content Team's Secret Silo-Breaker <i>Jeff Coyle Chief Strategy Officer MarketMuse</i>	Be Faster than the Competition: Seamless Collaboration and Efficient Coordination Processes are Success Factors <i>Stefan Gentz Global TechComm Evangelist Adobe Systems</i>	Transforming the Customer Service Center: Moving from "Call for Solution" to "Information Self-Service" <i>Alex Masycheff, CEO, Intuition Fabrice Lacroix, CEO, Antidot</i>	
2:45–3:45	Celebrating Diversity, Inclusion, and Social Responsibility Through Self Service <i>Joe Gelb, President Zoomin Software</i>	How Analog Devices Brought Its Content Silos to the Playground to Play Nicely Together <i>Scott Farrar, CCMS Manager, Analog Devices Inc. and Maura Moran, Mekon Ltd.</i>	Call Me Strange, or How I Learned to Love Content Silos <i>Michael Mannhardt, President and Torsten Macher, Senior Consultant, Congree Language Technologies</i>	
4:00–5:00	Stand Out from the Crowd <i>Dawn Stevens President Comtech Services</i>	Panel Discussion: How a Headless CMS Can Support Content Strategy <i>Michael Andrews, Kontent.ai (moderator) See the Program page for full list of panelists.</i>	Improving the Review and Approval Process in Regulated Industries <i>Dipo Ajose-Coker Product Ambassador Componize Software</i>	
-5:15–5:35	Welcome to the Metaverse: A Hype-free Introduction to Web 3 and AR/VR <i>Noz Urbina, Founder, OmnichannelX.digital</i>			
5:35–6:30	Annual Second Line Jazz Parade <i>to offsite karaoke location</i>			
6:30–	Annual Karaoke Night <i>Bourbon Heat, 711 Bourbon Street Appetizers provided. (Additional food available from location and nearby restaurants)</i>			



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Wednesday, October 26, 2022				
7:45–	Continental Breakfast			
Room	Grand Ballroom			
8:15–9:15 Three 18-minute talks back to back	Lights, Camera, Should I Be Doing This? How To Go Live With Your Product Writing Expertise <i>Joan Barnard, Content Designer, Pinterest</i>			
	Is Voice the Right Choice? <i>Kathleen Gavenman, Principal Voice Designer, Amazon</i> <i>(In-person Only)</i>	How Enterprise Content Teams Are *Actually* Using AI <i>May Habib, CEO and co-founder of Writer</i> <i>(Virtual Only)</i>		
	The Content Challenge: Why Content Experience Matters More than Ever <i>Trey Simonton, Chief Revenue Officer, MadCap Software</i>			
	Astor I, II	Grand Ballroom	Astor III	St. Charles
9:30–10:30	Microcontent Architecture in Action <i>Rob Hanna, President and Joshua Anderson</i> <i>Associate Information Architect</i> <i>Precision Content</i>	Setting Boundaries: Effectively Prioritizing Content Requests and Keeping Your Sanity <i>Christi Guzik</i> <i>Senior UX Content Strategist</i>	Connect Your Localization Silo for a Flawless Global Customer Experience <i>Dominique Trouche</i> <i>CEO</i> <i>WhP</i>	TBD
10:45–11:45	Intelligent Content Drives a Dynamic Customer Experience <i>Chip Gettinger</i> <i>VP Global Solutions Consulting</i> <i>RWS</i>	How to Communicate Change and Keep Your Customers <i>Mary Morreale</i> <i>Sr. Manager, UX Design</i> <i>Charles Schwab</i> <i>(In-person only)</i>	Should You Start a Podcast? The Short Answer: Yes! <i>Mark Bologna, Podcast Producer</i> <i>Beyond Bourbon Street and Michele Bousquet,</i> <i>Podcast Producer,</i> <i>Many Worlds Productions</i>	
12:00–1:00	Content Impact Awards <i>Followed by</i> Content, Connection, and Community <i>Moderator: Andrea Ames, Customer Retention Strategist, Idyll Point Group</i>			

Post-Conference Workshops (includes box lunch)				
1:15–5:00	Design Thinking+ for Content <i>Andrea Ames</i> <i>Customer Retention Strategist</i> <i>Idyll Point Group</i>	Content Modeling for the Win! <i>Noz Urbina</i> <i>Founder</i> <i>OmnichannelX.digital</i>	Developing Information Architecture for Deliverable and Content Types <i>Amber Swope</i> <i>Information Architect</i> <i>DITA Strategies</i>	

TBD	Closing Social Event <i>Location TBD</i>
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