## Schedule at a Glance: LavaCon On Demand

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

<table>
<thead>
<tr>
<th>Pre-recorded sessions in the On-demand Content Library</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Art of the Story: Aligning and Inspiring an Organization</strong>&lt;br&gt;Jessie Rogers, Senior Content Strategy Manager, Wayfair</td>
</tr>
<tr>
<td><strong>What’s Next: Heading up to Social and Semantic Tech Doc</strong>&lt;br&gt;Fabrice Lacroix, CEO, Fluid Topics</td>
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<tr>
<td><strong>Should You Start a Podcast? The Short Answer: Yes!</strong>&lt;br&gt;Mark Bologna, Podcast Producer, Beyond Bourbon Street, and Michele Bousquet, Podcast Producer, Many Worlds Productions</td>
</tr>
<tr>
<td><strong>Are You an Expert or an Imposter? Do You Know the Symptoms?</strong>&lt;br&gt;Jackie Damrau, Senior Business Analyst, Cathedral Plumbing</td>
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<tr>
<td><strong>Leading in a Social World</strong>&lt;br&gt;Aaron Templer, Owner + Strategy, Three over Four</td>
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</tbody>
</table>
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.

# Schedule at a Glance

## Saturday, October 22, 2022

| 7:00– | The Krewe of Boo Halloween Parade  
Canal Street balcony, Astor Crowne Plaza Hotel |

## Sunday, October 23, 2022

| 8:00– | Registration and Coffee (breakfast on your own) |
| 8:30–Noon | Pre-Conference Workshops  
Seating is limited and based on availability. |
| 8:30–Noon | Special Adobe TechComm Workshop  
(free, includes lunch)  
Amitoj Singh, TCS  
Product Manager, Adobe  
Bernard Aschwanden, President, Publishing Smarter  
Stefan Gentz, TechComm Evangelist, Adobe Systems |

### Pre-Conference Workshops:

| 1:30–5:30 | Managing Writers: The Impact of Hybrid  
Barry Saiff, Founder and CEO, Saiff Solutions |
| 1:30–5:30 | Data Visualization and the Accessibility of Color  
Elise Blanchard, Senior UX Designer, Mozilla |
| 1:30–5:30 | Creating Content at Velocity  
Sharon Burton, Principal Content Strategist, Expel, Inc. |
| 1:30–5:30 | Using Taxonomies and Tagging to Connect Content Across the Enterprise  
Heather Hedden, Knowledge Engineer, Semantic Web Company |

| 7:00– | Welcome Reception and the Welcome to New Orleans! Drag Review with Princess Stephaney  
Mag's 940, 940 Elysian Fields |
## Monday, October 24, 2022

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30–</td>
<td>Registration and Continental Breakfast</td>
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<tr>
<td>Room</td>
<td>Grand Ballroom</td>
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<tr>
<td>8:30–9:15</td>
<td>Welcome Session</td>
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<td></td>
<td>Jack Molisani, Executive Director, The LavaCon Conference</td>
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<tr>
<td>9:30–10:30</td>
<td>Advocating for Change: Embrace Your Inner Rebel!</td>
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<td></td>
<td>Liz Pfeffer, TV Content Design Lead, Netflix</td>
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<td></td>
<td><strong>The Three Rs of a WOW Journey</strong></td>
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<td></td>
<td>Andrea Ames, Customer Retention Strategist &amp; Coach, Idyll Point Group</td>
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<tr>
<td></td>
<td><strong>“The Room”</strong></td>
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<tr>
<td></td>
<td>Stacey King Gordon, UX Content Strategy Manager, Google</td>
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<tr>
<td>9:30</td>
<td>Exhibit Hall Opens</td>
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<tr>
<td>Room</td>
<td>Astor I, II</td>
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<tr>
<td>Grand Ballroom</td>
<td>Connecting Content Silos Across the Enterprise</td>
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<tr>
<td>Astor III</td>
<td>Presenting Content Strategy for Stakeholder Buy-in</td>
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<tr>
<td>St. Charles</td>
<td>TBD</td>
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<tr>
<td>10:45–11:45</td>
<td>Creating Content Ecosystems Based Teams for Client Success</td>
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<td></td>
<td>Mary Brooks, Enterprise Content Strategist, IBM</td>
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<td></td>
<td>Connecting Content Silos Across the Enterprise</td>
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<td>Jerry Thierer, Global Learning Systems Owner, The CocaCola Company</td>
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<tr>
<td>11:45–1:45</td>
<td>Networking Lunch + Dessert and Vendor Demos in the Exhibit Hall,</td>
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<td>1:45–2:45</td>
<td>Going Global: How to Build Productive, Global Teams</td>
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<td>Leveraging Local Perspective</td>
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<td></td>
<td>Christine Den Herder, Global Head of Content Strategy, Wayfair</td>
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<tr>
<td></td>
<td>The Future of Content is Connected, Convenient, and Intelligent</td>
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<td>Andrew Mishalove, Global Head of Customer Success, and Chris Rocco,</td>
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<td>Principal Program Manager, Volkswagen Automotive Cloud</td>
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<td>Are Chatbots and Voice Assistants Ready for Prime Time in Today’s</td>
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<td>Experience Economy?</td>
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<td>Chad Dybdahl, Solutions Consultant, Adobe</td>
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<td>3:00–4:00</td>
<td>Diplomacy in CCMS implementations: Letting Someone Else Have Your Way</td>
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<td>Leigh White, DITA Specialist, IXIASOFT</td>
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<td></td>
<td>Panel Discussion: Using Storytelling to Grow Fans and Generate</td>
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<td>Revenue</td>
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<td></td>
<td>Doug Tatum, Vice President of Digital Media, The New Orleans Saints</td>
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<td>(moderator)</td>
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<td>4:15–5:15</td>
<td>Keeping the U in UX Strategy</td>
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<td>Scott Kubie, UX Content Advocate, kubie.co</td>
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<td>Discover the Value of Your Enterprise Content</td>
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<td>Shane Cumming, Chief Revenue Officer, Acrolinx</td>
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<td></td>
<td>Driving Content Consumption to Completely New Heights</td>
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<td></td>
<td>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</td>
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<tr>
<td>5:15–6:15</td>
<td>Networking Reception</td>
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<td>Sponsored by Adobe Systems</td>
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<tr>
<td>9:00–</td>
<td>Annual Storytelling Event</td>
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<td>Another awesome place in NOLA</td>
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</tbody>
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<table>
<thead>
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<th>Time</th>
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<tbody>
<tr>
<td>8:00–</td>
<td>Continental Breakfast</td>
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<td></td>
<td><strong>Grand Ballroom</strong></td>
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<tr>
<td>9:00–10:00</td>
<td><strong>From Silo Busting to CaaStle Building</strong></td>
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<td></td>
<td><em>Sarah O'Keefe, CEO, Scriptorium</em></td>
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<td><strong>Less Work, More Revenue: Unlock Content Velocity</strong></td>
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<td><em>Carrie Hane, Head of Content Strategy Relations, Sanity.io</em></td>
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<td><strong>Documentation 4.0, IoT, and the Future of Tech Comm</strong></td>
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<td><em>Nenad Furtula, Founding Partner, Bluestream Content Solutions</em></td>
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<tr>
<th>Room</th>
<th>Astor I, II</th>
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<th>St. Charles</th>
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<tr>
<td>10:15–11:15</td>
<td><strong>Scaling Content Operations with Self-Service</strong></td>
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<td><em>Jon Nones, Knowledge Management Leader, Amazon Web Services</em></td>
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<td></td>
<td><strong>From Gran Turismo to GAAP: Unifying Docs for a Seamless Content Experience</strong></td>
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<td></td>
<td><em>Stephen Townsend and Kennan Rossi, Sony Interactive Entertainment, and Kathy Clemens, BlackLine</em></td>
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<td></td>
<td><strong>Creating a Unified (Siloed) Experience: The Importance of Terminology and Taxonomy</strong></td>
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<td><em>Valerie Swisher, CEO, Content Rules, Inc.</em></td>
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<td><strong>TBD</strong></td>
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<tr>
<td>Lunch and Learn</td>
<td><strong>Welcome Session</strong></td>
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<tr>
<td>11:15–12:30</td>
<td><em>Jack Molisani, Executive Director, The LavaCon Conference</em></td>
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<tr>
<td>12:30–1:30</td>
<td>Dessert and Vendor Demos in the Exhibit Hall</td>
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<td>1:30–2:30</td>
<td><strong>How AI is Your Content Team's Secret Silo-Breaker</strong></td>
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<td><em>Jeff Coyle, Chief Strategy Officer, MarketMuse</em></td>
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<td><strong>Blended Content: Using Marketing Content On TechComm Pages to Drive Incremental Sales</strong></td>
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<td><em>Amitoj Singh, TCS Product Manager, Adobe</em></td>
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<td><strong>Transforming the Customer Service Center: Moving from “Call for Solution” to “Information Self-Service”</strong></td>
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<td><em>Alex Masycheff, CEO, Intuillion, and Fabrice Lacroix, CEO, Antidot</em></td>
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<td>2:45–3:45</td>
<td><strong>Using AI and Automation to Drive Content ROI</strong></td>
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<td><em>Gordon Edall, Co-Founder and CRO, Sophi.io</em></td>
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<td><strong>How Analog Devices Brought Its Silos to the Playground to Play Nicely Together</strong></td>
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<td><em>Scott Farrar, CCMS Manager, Analog Devices Inc., and Maura Moran, Mekon Ltd.</em></td>
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<td><strong>How To Stop Building Silos and Start Building Content Hubs</strong></td>
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<td><em>Jim Edmunds, CEO, Ingeniux</em></td>
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<td>4:00–5:00</td>
<td><strong>Stand Out from the Crowd</strong></td>
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<td><em>Dawn Stevens, President, Comtech Services</em></td>
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<td><strong>Panel Discussion: How a Headless CMS Can Support Content Strategy</strong></td>
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<td><em>Michael Andrews, Kentico, and Matt Armstrong, Author-it</em></td>
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<td><strong>Improving the Review and Approval Process in Regulated Industries</strong></td>
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<td><em>Dipo Ajose-Coker, Product Ambassador, Componize Software</em></td>
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<td>6:00–6:30</td>
<td><strong>Annual Second Line Parade</strong></td>
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<td><em>to Dinner Locations</em></td>
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<tr>
<td>8:00–</td>
<td><strong>Annual Karaoke Night</strong></td>
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<td><em>Another Amazing Venue in NOLA</em></td>
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Program subject to change without notice

Revised May 31, 2022
### Wednesday, October 26, 2022

#### 7:45– Continental Breakfast

**Grand Ballroom**

#### 8:15–9:15

<table>
<thead>
<tr>
<th>Room</th>
<th>Grand Ballroom</th>
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</table>
| 9:30–10:30 | Microcontent Architecture in Action  
Rob Hanna, President, and Joshua Anderson, Associate Information Architect, Precision Content | Setting Boundaries: Effectively Prioritizing Content Requests and Keeping Your Sanity  
Christi Guzik, Senior UX Content Strategist, DocuSign | Call Me Strange, or How I Learned to Love Content Silos  
Michael Mannhardt, President, and Torsten Macher, Senior Consultant, Congree Language Technologies |
| 10:45–11:45 | Intelligent Content Drives a Dynamic Customer Experience  
Chip Gettinger, VP Global Solutions Consulting, RWS | How to Communicate Change and Keep Your Customers  
Mary Morreale, Senior Manager, UX Design, Charles Schwab | Connect with Your Localization Silo for a Flawless Global Customer Experience  
Dominique Trouche, CEO, WhP |

#### Noon–1:00

<table>
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<th>Room</th>
<th>Grand Ballroom</th>
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<th>St. Charles</th>
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</thead>
</table>
| Noon–1:00 | That's Great, But How Do I Convince My Boss? Overcoming Bias to Advocate for Change  
David Dylan Thomas, Author, Design for Cognitive Bias | | TBD |

#### Closing Event

- **Moderator**: Andrea Ames, Customer Retention Strategist, Idyll Point Group

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

<table>
<thead>
<tr>
<th>Time</th>
<th>Workshop</th>
<th>Speaker</th>
<th>Organization</th>
</tr>
</thead>
</table>
| 1:15–5:00 | Design Thinking+ for Content  
Andrea Ames, Customer Retention Strategist, Idyll Point Group | Content Modeling for the Win!  
Noz Urbina, Founder, OmnichannelX.digital | Inclusive Content & UX: Creating a Bias-Informed Practice  
David Dylan Thomas, Author, Design for Cognitive Bias |
| | Developing Information Architecture for Deliverable and Content Types  
Amber Swope, Information Architect, DITA Strategies | | Technical Writing, UX Writing, We Can Do It All!  
Denise Kadilak, Senior Manager/Information Architect, Blackbaud |
| 8:00 | Closing Social | | |
Welcome to the 2022 LavaCon Conference on Content Strategy and Technical Communication Management

LavaCon® is a gathering place for content strategists, user experience designers, documentation managers, and other content professionals.

Our Mission: To help organizations increase revenue and decrease costs by solving content-related business problems.

It’s one thing to hear people talk about content strategy and usability; it’s another to meet peers who are successfully doing it. Our speakers are practicing industry professionals who are eager to share their best practices and lessons learned—both what worked and what didn’t.

Choose from more than 70 sessions and workshops on how to plan, execute, and manage enterprise content development projects.

Ready for three days of great sessions, amazing food, and plenty of opportunities to network with your peers? Welcome to New Orleans!

Jack Molisani
Executive Director
The LavaCon Conference
Sponsors and Exhibitors

Many thanks to this year’s sponsors and exhibitors!

Diamond

Adobe Technical Communication

Sapphire

GlobalLink™ CCMS [ZOOMIN] madcap® software servicenow™

Platinum

Fluid Topics [crowd content] AMPLEXOR AN ACOLAD COMPANY paligo
LavaCon On Demand Sessions

The Art of the Story: Aligning and Inspiring an Organization
Jessie Rogers, Senior Content Strategy Manager, Wayfair

Crafting a compelling story through content strategy frameworks is how we can inspire change. This presentation will follow the case study of Wayfair’s Design System from the mid-2019 formation of a dedicated team to its current state as a world-class design system. The road from then to now was... not smooth.

In this presentation, you’ll learn how a lone Content Strategist in a sea of product designers and engineers was able to draw on the principles of content strategy to drive alignment within the team, implement a comprehensive communication strategy, and create a taxonomy and language for the system itself.

In this session, attendees will learn:

- How to clarify your team’s purpose with a mission statement and governing principles
- How to use your mission statement and principles to arm the team with a powerful point of view (POV)
- How to flex that POV to drive the leadership buy-in and cross-functional partnerships that drive real change

Jessie Rogers is a Senior Content Strategy Manager with a decade of experience in creating scalable content frameworks to support organizations of all sizes. Currently, she is the Content and Operations Lead for the Homebase Design System, which supports Wayfair’s product teams across five brands, four geographies, Enterprise systems, and Admin tools.

Creating a Scalable Global Marketing Content Program
Kim Sterling, Head of Marketing Content Strategy, Adobe Stock

A scalable global content program is one of the most beneficial ways to develop and deploy content within an organization. Once activated, it ensures tight-knight collaboration amongst teams, consistency in creative branding, optimized savings and a high efficient workflow. While this may seem like an overwhelming feat, it doesn’t have to be. In this session we’ll walk through the step-by-step process for building the foundational elements required to develop, implement, and scale a global marketing content strategy for overarching success.

In this session, attendees will learn:

The step-by-step process for building the foundational elements required to develop, implement, and scale a global marketing content strategy.

Kim Sterling is an award-winning content and marketing strategist. In her role as Head of Content Strategy for Adobe Stock she has led the charge in developing and scaling a global content strategy spanning B2B and B2C channels across full-funnel sales motions. She believes successful content is content that makes the audience feel something tangible within them. In her time outside of work, she enjoys exploring the best of Denver through skiing and hiking as well as adventures in travel, both near and far.
Audience Everywhere: The New Rules of Content Strategy
Ashley Faus, Content Strategy Lead, Atlassian

The next evolution in content marketing is here, and marketers aren’t in charge. Customers are. Instead of moving through a traditional linear funnel, or engaging in a looping decision journey, customers are choosing their own adventure, charting their own path across all channels.

As marketers, we must think several steps ahead of customers and prepare content that delivers the right message, no matter which path they stumble upon.

In this session, we’ll explore the new rules of creating a content strategy when every interaction relies on content, every channel is a touch-point, and every person is on their own journey.

In this session, attendees will learn:
- Frameworks and content pairing strategies that go beyond the editorial calendar and traditional back-linking tactics
- Real-world examples of B2B companies taking an integrated approach to content strategy
- Metrics and measurement across channels and throughout the buyer’s journey

Ashley Faus is a marketer, writer, and speaker by day, and a singer, actor, and fitness fiend by night. Her work has been featured in TIME, Forbes, and The Journal of Brand Strategy. She’s shared insights with audiences at Harvard Business Review, INBOUND, and MarketingProfs. She currently works for Atlassian, a collaboration software maker on a mission to unleash the potential of every team.

Coming to an Agreement: How to Work More Effectively with your Team
Astrid Brown, UX Content Lead, J.P. Morgan Chase

In content writing, we often spend a lot of time fielding opinions while also trying to get our own points across. There will be concrete steps on how to improve your alignment conversations with potential opportunities to have interactive role play. I want people who participate in this session to come out feeling confident in their roles and have the tools to get to an agreement.

In this session, attendees will learn:
- How to work with difficult stake holders and gain their trust and respect
- How to make all attendees feel included on a decision
- How to become valued as an equal team member
- How to come to a conclusion that everyone agrees upon

Astrid writes, strategizes, and delivers UX content for digital wealth management products on chase.com and the Chase app.

What’s Next: Heading up to Social and Semantic Tech Doc
Fabrice Lacroix, CEO, Fluid Topics

Let’s face it, today’s technical documentation looks very much like the good old Web 1.0: both are static content, written by humans for humans, and offering only one-way communication.

But in the last 20 years, the Web has experienced two major revolutions that led to the outstanding developments of Web 2.0 (also known as the Social Web) and Web 3.0 (aka the Semantic Web). Will technical documentation go the same way? What would Tech Doc 2.0 and 3.0 look like, and what possibilities would it open?

In this session, attendees will learn:
- The principles that transformed the Web over the last two decades
- How the same social and semantic concepts can be applied to technical documentation
• Two case studies giving you an insight into Tech 2.0 and Tech 3.0

Fabrice Lacroix is a serial entrepreneur and a web pioneer. He has been working for 25 years on the development of innovative solutions around search technology, content enrichment, and AI. He is the founder of Fluid Topics, the leading Content Delivery Platform that reinvents how customers search, read and interact with technical documentation.

**SME Relationships Drive Phenomenal Content**  
*Mark Kleinsmith, Director of Technical Communications, MiTek*

Where does phenomenal content begin? At MiTek, it's born from outstanding Subject Matter Expert relationships. SMEs understand the concepts that technical communicators explain to internal and external customers. Building solid relationships with these critical players assists technical communicators in completing projects promptly.

At MiTek, software development follows the Agile model. Product Managers demonstrate new features to stakeholders at the end of sprints. However, these sessions alone do not meet our Technical Communications requirements. Frequently, extensive configuration is required for a software feature to work, and the sprint demo focuses on the result, not how to arrive at that point. The Technical Communications team needs to “understand the why.” Often, the sprint demo presents a developed feature without asking the questions, “Why was this developed,” or “Who uses this feature?”

In this session, attendees will learn:

• How can strong SME relationships benefit your Technical Communications team?
• Tips for building strong SME relationships.
• “Sell” the idea of scheduling one-on-one Technical Communication Team Member meetings with SMEs.
• How to make the most of your Technical Communications SME meetings.

Mark Kleinsmith has over 25 years of Technical Communications experience in the software industry. He has installed and supported software applications, written traditional help systems, training manuals, and created online video help libraries. Mark has also presented software training classes to live and virtual audiences. Mark is the Director of Technical Communications for MiTek, Inc. and oversees a global team of technical communicators responsible for creating and deploying content used by over 5,000 software customers. MiTek primarily uses targeted help and training videos to educate its customer base and, since 2013, MiTek's customers have accessed their software help through various online Content Management Systems.

**How to Leverage Sales Insights to Build Conversion-Focused Content**  
*Travis McKnight, Senior Content Strategist, Portent Inc.*

Digital marketers spend a lot of time creating content that they “think” a customer is looking for, whereas sales teams “know” what customers are looking for but may not be sharing that info with the marketing or content creation teams.

It’s time to bridge the gap between your sales and marketing teams.

In this session, Travis will discuss approaches to leveraging sales insights to build an editorial calendar brimming with new, conversion-focused content ideas. Plus, he’ll discuss how to revamp existing content with a fast, conversion-focused content audit.

In this session, attendees will learn:

Approaches to leveraging sales insights to build conversion-focused content, and how to revamp existing content with a fast, conversion-focused content audit.
Travis McKnight is a senior content strategist at Portent who strives to combine exceptional UX with intimate storytelling. He spends most of his time clinging to the side of cliffs, reading the news, and stirring up trouble in Dungeons & Dragons campaigns. You can follow his Twitter ramblings at @Khellendos.

Three Ways to Grow Your Profit with Your Tech Doc
Géraldine Boulez, VP Product Marketing, Fluid Topics

This is the best-kept secret in the content industry: your tech documentation is a fantastic tool for your enterprise’s profitability.

Tech content doesn’t have the same esteemed reputation as marketing content when it comes to business. It’s even considered a necessary evil or a sunk cost in many organizations. Still, tech doc can achieve your company’s most critical goals in all customer-facing domains. The icing on the cake: you can increase revenue and cut costs with your existing content without needing to rebuild the whole thing, to make it your most cost-effective asset.

In this session, we will uncover three ways to increase profit with your technical documentation and explain how major players in the Manufacturing, SaaS, and Construction industries drive profitability across their organizations. You will learn:

• How to save marketing dollars and improve your internet presence with tech doc
• How to drastically reduce support costs while your installed base is booming
• How to earn new revenue from partner development through tech content services

Géraldine is passionate about new technologies and their ability to solve people and business problems. This is what has led her to product management, marketing and business development roles in fast-growing tech companies and innovative corporations for over twenty years. Geraldine is VP of Marketing at Fluid Topics, the leading content delivery platform that reinvents how customers search, read, and interact with technical documentation.

Should You Start a Podcast? The Short Answer: Yes!
Mark Bologna, Podcast Producer, Beyond Bourbon Street, and Michele Bousquet, Podcast Producer, Many Worlds Productions

Podcasts are a great way to promote your brand and get out your message, and there are millions of listeners out there hungry for new content. But how do you get started, and how do you get people to listen? Join Mark Bologna, host of the long-running “Beyond Bourbon Street” podcast, and Michele Bousquet, host of “How Hacks Happen,” as they discuss the journey from raw idea to recording, publishing, and gaining new listeners. Along the way, they’ll talk about practical considerations like recording gear, frequency of episodes, and publishing platforms, and also the subjective topics of storytelling, format, and balance of content and promotion.

In this session, attendees will learn:

• What is a podcast, what are styles and genres
• How a podcast can promote your brand
• How to leverage your existing content into a podcast
• Logistics of producing a podcast: equipment, platform, topics, cost
• How to grow your listener base
• How to balance content with promotion

Mark Bologna is the producer and host of “Beyond Bourbon Street,” a long-running, highly successful podcast about New Orleans and its many hidden gems. Mark is also the author of the newly published book, Beyond Bourbon St.: An Insider’s Guide to New Orleans.
Michele Bousquet is the producer and host of the “How Hacks Happen” podcast. Michele has had a wide and varied career, from authoring technical books like *Physics for Animators* to performing mobile phone forensics for criminal investigations. She currently teaches cybersecurity at the Tulane University School of Professional Advancement in addition to writing about filmmaking and animation for Epic Games.
Reducing Bias in Content Strategy
Marli Mesibov, Lead Content Strategist, Verily Life Sciences

“Break down the silos” is an admirable goal, but going about it is a challenge. Is it a communication problem, a culture problem, a skill to build, or simply teams having incompatible goals? Often, it’s a little of each. In this talk, we will address how to tackle communication, build a new culture, develop the right skills, and align on goals. With lots of examples and concrete takeaways, we’ll break down the silos and build something better in its place.

In this session, attendees will learn:

- How to build collaboration across the organization
- How to create quality content that also meets business needs
- What skills to build to increase successful cross-functional teamwork

Marli Mesibov is a Lead Content Strategist at Verily Life Sciences. She has been helping people understand doctors, hospitals, and health insurers for over a decade. Marli is a frequent conference speaker, a former editor of the UX publication “UX Booth”, and was voted one of MindTouch’s Top 25 Content Strategist Influencers. Marli can also be found on Twitter, where she shares thoughts on UX Design, content strategy, and healthcare. You can learn more about her and her work at http://marli.us.

Tips and Tools for Running Remote Brainstorming Workshops
Sheila O’Hara, Principal Content Design Manager, Microsoft

How do you inspire your team and create space for them to innovate and push boundaries when you’re all working remotely? Come learn about some tips and tools for designing the space, choreography, and creative outcomes you want through online brainstorming workshops.

Sheila leads a team of 25 content designers, and they often pull together groups of stakeholders and other content designers to come up with ideas and solutions to test. Over the past two years, along with everyone else who needs to work with other people, they’ve been exploring ways to create together online. Sheila will share what’s worked for them, and invites you to share your own best practices and ideas in the Q&A.

In this session, attendees will learn:

- Three things every workshop needs to be successful, whether it’s online or in person
- How to design the online workshop to be inclusive, lower the barriers to participation, and achieve your outcomes
- How to facilitate the workshop in a way that establishes and maintains psychological safety for everyone
- How to be the kind of workshop leader that makes other people successful
- Resources for creating the online workshop

As a Content Design leader at Microsoft, Sheila O’Hara has experienced the transformation of the content design discipline from a side-of-desk job for Help writers in the early 2000s to a full-blown design discipline that is named and recognized as a critical investment for best-in-class customer experiences. Over the past decade, Sheila has built several high-performing content design teams that lead with content design to drive customer success, satisfaction, and loyalty. Her work as a content designer has spanned consumer and commercial products, including productivity software, small business tools, security and compliance, and financial apps. The common threads winding through her approach to content design are the importance of story to understand and empathize and language to support comprehension, build confidence, and inspire trust.
Are You an Expert or an Imposter? Do You Know the Symptoms?
Jackie Damrau, Senior Business Analyst, Cathedral Plumbing

Syndromes exist for everything. We are human; we try to self-diagnose to our own detriment. As a technical communicator, we often face times in our careers when we feel like an expert and times when we are truly acting as an imposter or impostor. These are real syndromes, believe it or not.

The Expert Syndrome is when a person “thinks they understand topics deeply or do things well”, when they may not (Bergells). The Imposter Syndrome is a “psychological pattern in which someone questions their skills, talents, or qualifications and becomes afraid of being exposed as a ‘fraud’” (Stanislaus).

This session will give you an overview into this with actionable steps from others on how to recognize and conquer the “imposter within”.

In this session, attendees will learn:

• Differences between Expert and Imposter Syndromes
• Explore at a high-level the signs of both syndromes
• Discover actionable steps to take to recognize and conquer “your inner imposter

Dr. Jackie Damrau is a Fellow of STC, the Book Review Editor of the Technical Communication journal, and Co-Chair, 2021-2022 Education Committee. Cathedral Plumbing LLC (assigned to the MiViewIS application team) to write customer stories and documents for a commercial home builder application related to the plumbing industry. In the course of her lengthy career, Jackie has encountered imposter syndrome and will share with you findings from her personal research.

In her spare time, Jackie enjoys raising her two grandchildren and reading murder mysteries along with other esoteric subjects.

Check her out on LinkedIn at linkedin.com/in/jackiedamrau.

How Great Content and Optimized Content Can Coexist
Ryan Morgan, Digital Marketing Strategist, Swell Digital

As marketers, writers, SEOs, and business professionals – we want the best of both worlds. We want the content we write to speak to our audience, to be compelling, to match our brand’s tone and voice... but we also want it to perform well in search in order to drive the right traffic to our site. These two objectives don’t always pair together perfectly.

In this session, attendees will learn:

• How to perform SEO research before producing content to create a perfect blueprint for well-written content that is optimized for search
• The tools to use to perform keyword, topic, competitor, and audience research
• The process to understand exactly what your audience is looking for in any piece of content
• Tips for balance high-quality copywriting with SEO-friendly site content

Ryan Morgan is a 15+ year digital marketing expert with a focus on SEO. He has led organizational and agency digital teams and has a history of driving growth for organizations using SEO.

Ryan currently operates a digital consultancy called swell. Ryan was formerly the Director, Brand + Digital Strategy at ignite, and the Vice President, Digital Marketing at Aztek, two leading agencies for digital marketing.

Prior to his agency work, Ryan spent nearly ten years at ERC, where he oversaw the organization’s marketing and digital strategy, as well as a team of high-performing marketers focused on SEO, content marketing, design, and email/automation.
Yes, You Can Make High Quality Informational Videos Quickly
Matt Reiner, Customer Advocate, K15t

Why is it so hard to make a good instructional video for a product? Either spend a lot of time and money for one quality 30-second video or go the quick and cheap route for a boring video of blurry screen captures and robotic narration. Right?
That’s what I thought, but it turns out there’s another way. Join this talk to learn how to quickly and affordably make instructional product video content that’s truly valuable to your audience and your organization. We’ll explore the framework your team can use to justify video creation, structure the video for success, and make it look and sound great.

Topics we’ll cover:
- Make the Case for Value
- Structure, Then Create
- Sound Great so Viewers Listen Well
- Make Your Product the Star
- Prepare the Supporting Roles

In this session, attendees will learn:
- How to make the case for instructional product videos in your organization to get the support you need
- Ways to use existing content to create effective videos
- The framework your team can use to consistently make valuable video content quickly
- How to make good quality instructional and informational videos with simple apps and equipment

Throughout his time on multiple product teams, Matt has contributed as a scrum master, technical writer, marketer, content designer, and speaker. He specializes in those weird ways content brings the world together.

He likes using his skills to connect people to the products and resources around them. He loves connecting directly with customers, advocating for their needs, and helping create products and resources to help them share what they do best.

Thinking Outside the Country
John Yunker, President, Byte Level Research

A localized website is of little value if the web customer cannot find it. As companies increase the number of local websites they support, the challenge of directing customers to these sites grows in importance. There are many details involved and many ways for customers to get lost along the way.

This session explains visual and technical solutions to ensure that customers discover their local websites quickly and easily. From country codes to geolocation to the visual global gateway, this session will help you improve the findability of your local websites.

In this session, attendees will learn:
- The four core elements of a successful global gateway strategy
- The many risks of using flags
- Country codes and why they matter
- How to better align global SEO with your localized websites

John Yunker (@johnyunker), co-founder of Byte Level Research is considered one of the world’s experts in web globalization. Since 2000, he has worked with the world’s leading global brands to provide web globalization training and consulting services.
He has pioneered best practices in global navigation and is author of the books The Art of the Global Gateway and Think Outside the Country (also available in Japanese). He is also widely known for the landmark report The Web Globalization Report Card, published annually since 2003.

He has spoken at numerous industry events, including the Unicode Conference, Brand2Global, Internet Retailer, and Localization World. He has a journalism degree from the University of Missouri and an MS from Boston University. He contributes to numerous publications and media, including UX Magazine and Multilingual Magazine.

**Leading in a Social World**  
*Aaron Templer, Owner + Strategy, Three over Four*

Marketers—including content strategists—have long had their hands on the levers of social media, and have biased us into a way of thinking about online social constructs that actually stands in contrast to the way social networks generate value.

Leading in a Social World exposes both the shortcomings of the tactics-focused, channel-thinking social media marketing approach on which so many content marketing professionals, leaders, organizations, and brands rely, and the questionable data upon which many of their decisions are based. The better way is through building social capital—not with better marketing skills, but with stronger leadership acumen. Leading in a Social World shows you how.

In this session, attendees will learn:

- Shed biases: When it comes to building committed communities around your content strategy, social media marketing data shows suspect results at best, brand-damaging results at worst.
- Learn a better way: Learn why some brands are successfully building sustainable communities online (and how they’re doing it).
- Elevate your approach: Learn how to use leadership acumen to build communities who give back to you, your brand, and your cause.

R. Aaron Templer is a polymathic, 25-year marketing leader. He is a marketing firm owner (Three Over Four), occasional speaker and professor, professional instructor for the American Marketing Association, and hobby percussionist. His firm, speaking engagements, teachings, and writings are at the intersection of strategy, creativity, brand, influence, and leadership. Some call him the Gora Dhol Wallah. Leading in a Social World is Aaron’s first book.

**Microcontent for the Enterprise**  
*Kathryn Torriano, Associate Information Architect, Precision Content Authoring Solutions Inc.*

Microcontent is a way to curate content that spans beyond information technology. Microcontent is paramount to leveraging high-value content across the enterprise from marketing, sales, customer experience, customer support, and technical publications. This session examines the concept of intelligent microcontent and how it can be employed in different use cases. This session demonstrates how microcontent can fit in the broader enterprise for omnichannel delivery in new and existing channels.

In this session, attendees will learn:

Attendees will learn what microcontent is and the importance of it in any industry. Attendees will also learn about the core properties and principles of microcontent to garner a clear understanding of how it can be leveraged for use across an organization. Attendees will understand the ways microcontent can be used to align information to multiple departments in an organization.

Kathryn Torriano is an Associate Information Architect for Precision Content Authoring Solutions, a member of the Society for Technical Communication (STC), and an active member of the McMaster University Alumni Association. Kathryn’s area of expertise is in transforming content using semantic
Killing the Misconception That Content Strategists Are Copy Editors, One Team at a Time
Heather Barranco, Senior Content Strategy Manager, Wayfair

When someone asks me what I do for a living, I can’t just give a one-word answer – Teacher. Artist. Chef. Nope. My title is always followed by a 5-minute explanation and lots of confused looks. Which I’d expect from my dad’s great aunt’s cousin, but not my coworkers.

Despite content strategy becoming more of a household name across industries, many still don’t know what content strategists actually do. It can be beyond frustrating when someone asks you to “fix the words” after you just finished walking them through your in-depth content model for that new product feature.

So we’re initiating a purge.

In this session, you’ll hear how I went from working on a siloed team “fixing the words,” to building a 10 person (+ growing) content strategy team that’s embedded within product teams and working alongside designers to build solutions that create world-class customer experiences at scale.

Let’s forever purge the phrase “Can you fix these words?” from our coworkers’ vocabulary.

In this session, attendees will learn how to shift the perception of content strategists from editors to designers. They’ll learn what to include in an effective roadshow deck and how to build a strong case study that advocates for their craft. They’ll also learn how to build a robust content strategy team, even when their organization doesn’t fully understand what content strategy is or does.

Heather is a strategy professional with over 12 years of experience translating complex insights into compelling stories that move people into action and help brands thrive.

With a passion for storytelling and extensive digital experience, Heather brings a deep understanding of the power of intelligent content within integrated experiences.

She’s worked in Miami, Denver, and Boston and has partnered with some of the top brands in the tech, communications, CPG, QSR, fashion, and alcohol industries.

Heather also describes herself as a globetrotter, gym rat, and environmental enthusiast.

Data Visualization and the Accessibility of Color
Elise Blanchard, Senior UX Designer, Mozilla

When designing for the web, you are designing for everyone. It can be easy to choose colors because they’re trendy or because you used them on your last project. Even harder, what do you do when your brand guidelines turn out to not be accessible? Sometimes your colors work on a white background, but then you suddenly need a dark theme and your buttons graphs and imagery are no longer accessible, and this can cause great eye strain and usability issues for your customers. In this presentation we will learn about how to recognize color relationships specifically in data visualizations, and how to make your color palettes accessible.

In this session, attendees will learn:

How color affects the way people interpret data visualizations and how you can make sure your imagery is accessible.

Elise’s interest in web design began in the early 2000s when she made her first website. She has been professionally designing and developing websites and web applications since 2010.
Elise specializes in designing and developing custom web sites and applications. She uses her passion for design and creative problem solving to create custom interfaces focusing on customer experience and functionality. She is driven, self-motivated, and takes pride in learning new techniques to improve web performance and development workflow.
Sessions and Workshops

Saturday, October 22

7:00– The Krewe of Boo Halloween Parade (Canal Street balcony, Astor Crowne Plaza Hotel)
A Halloween parade rolls past the conference hotel on Saturday night. Join us on the Canal Street balcony for cocktails and catch some Halloween swag!

Sunday, October 23

8:00– Registration and Coffee (breakfast on your own)

8:30–5:00 Special Adobe TechComm Workshop (includes lunch)
Amitoj Singh, TCS Product Manager, Adobe
Bernard Aschwanden, President, Publishing Smarter
Stefan Gentz, TechComm Evangelist, Adobe Systems
Session description to come...

1:00–5:00 Half-Day Afternoon Pre-Conference Workshops

Managing Writers: The Impact of Hybrid
Barry Saiff, Founder and CEO, Saiff Solutions
The world has changed for technical writers and their managers. The principles of effective management, however, are more shuffled than changed. Emotional well-being is more important than ever, and a lack of trust can be more damaging. Through a series of interactive discussions and fun exercises, managers and those interested in management will learn from each other about what works in this new world. Bring your most difficult challenges and your most helpful learnings to share.
In this session, attendees will learn:
• What are the key principles that guide effective technical writing management?
• What are the most important things for a manager to learn?
• How do remote, scattered, and hybrid work arrangements, and the ongoing challenges of a pandemic, change the key success factors for managers?
• In the face of new challenges, what are my greatest strengths as a manager?
• What don’t I know that I wasn’t looking to learn that might help me be a better manager?
• How can I help my peers to be better managers?

Data Visualization and Color Accessibility
Elise Blanchard, Senior UX Designer, Mozilla
When designing for the web, you are designing for everyone. It can be easy to choose colors because they’re trendy or because you used them on your last project. Even harder, what do you do when your brand guidelines turn out to
not be accessible? Sometimes your colors work on a white background, but then you suddenly need a dark theme and your buttons graphs and imagery are no longer accessible, and this can cause great eye strain and usability issues for your customers. In this presentation we will learn about how to recognize color relationships specifically in data visualizations, and how to make your color palettes accessible.

In this session, attendees will learn:
How color affects the way people interpret data visualizations and how you can make sure your imagery is accessible.

**Creating Content at Velocity**  
*Sharon Burton, Principal Content Strategist, Expel, Inc.*

No one has enough time to do the deep dives into content we want to create for our customers but we still have to deliver what our customers need to use our products. Determining what content and how to best create it isn’t magic or unknowable and can be learned.

In this workshop, you’ll explore the skills and tasks you need to build and release content at velocity. Using years of experience, Sharon will help you learn the tips and tricks to get the content out there in the customer’s hands.

In this session, attendees will learn:
- What’s the difference between a plan and a strategy
- Define your standards and what’s acceptable
- How to determine the most bang for your content development effort
- How to measure the effectiveness of what you’re doing

**Taxonomies and Tagging to Connect Content Across the Enterprise**  
*Heather Heeden, Knowledge Engineer, Semantic Web Company*

Content management systems provide support for taxonomies to tag content for retrieval within those systems. But to break down information silos and make content searchable and discoverable across the organization, an enterprise taxonomy is needed. This workshop discusses methods and best practices for building and applying enterprise taxonomies. Methods include brainstorming workshops, stakeholder interviews, manual content analysis and automated text extraction-based analysis. Best practices include following standards for hierarchical relationships using suitable labels and synonyms for taxonomy concepts, and using the right taxonomy structures. The technology solution is to manage the taxonomy in a dedicated tool that uses standard interoperability formats and connects with other systems by APIs, with support for auto-tagging. The workshop includes interactive exercises of cardsorting, hierarchical relationship and alternative label creation, and a manual tagging.

In this session, attendees will learn:
- The benefits of an enterprise taxonomy
- Principles of taxonomy standards
- Methods of creating an enterprise taxonomy, including involving stakeholders and merging existing taxonomies
- Best practice for taxonomy concept labels and relationship creation
- When and how to support both manual and automated tagging
- The importance of taxonomy maintenance and tagging governance

**7:00— Welcome Reception and the Welcome to New Orleans! Drag Review with Princess Stephaney**

Location: Mag’s 940, 940 Elysian Fields
Monday, October 24

7:30– Registration and Continental Breakfast

8:30–9:15 Welcome Session

Jack Molisani, Executive Director, The LavaCon Conference

Join us as Jack welcomes you to the start of the 2022 LavaCon Conference.

Jack Molisani is the President of ProSpring Technical Staffing, an employment agency specializing in technical writers and other content professionals. He’s the author of *Be the Captain of Your Career: A New Approach to Career Planning and Advancement*, which hit #5 on Amazon’s Career and Resume Best Seller list. Jack also produces the LavaCon Conference on Content Strategy and Technical Communication Management (lavacon.org).

9:30–10:30 Featured Speakers (three sequential 18-minute TED-like talks)

**Advocating for Change: Embrace Your Inner Rebel!**
Liz Pfeffer, TV Content Design Lead, Netflix

In order to succeed we must try. From career choices to word choices, stepping wide-eyed into the unknown is how we intentionally make change happen. For content people, every step can feel a little risky because often we’re the first ones taking it. The first in our role, the first on the project or the first at the company.

Join Liz in a chat about how to have a sense of adventure when it comes to making customer experiences—as well as our own—better. Inspire yourself and your team to act boldly Identify opportunities for change Find tools and metrics to help you get more comfortable taking risks!

**The 3 Rs of a WOW Journey**
Andrea Ames, Customer Retention Strategist & Coach, Idyll Point Group

As content professionals, we don’t often consider our role in customer retention. And POST-sales content professionals, we have the opportunity to have a HUGE impact on revenue—it costs from five to 15 times more to acquire a new customer than it does to retain an existing customer. In digital businesses, content is the lynchpin of retention. Join Andrea in a discussion of the three Rs that are key to retention!

In this session, attendees will learn:

The importance of creating an experience to get renewals, referrals, and raving fans!

**“The Room”**
Stacey King Gordon, UX Content Strategy Manager, Google

As content strategists in corporate environments, we spend a lot of time talking about “the room” — how to get into the room, how to prevent being in EVERY room, and how to have more influence once you’re in the right room. Stacey King Gordon, UX content strategy manager from Google, provides real-world strategies on getting into the right meetings and conversations, setting the right boundaries once you’re there, and showing up with the tools to lead the content strategy agenda.

In this session, attendees will learn:

- Ensure content strategy is “in the room” early
• Communicate content strategy’s value
• Influence kickoffs and strategy conversation with a strong content point of view
• Set boundaries and identify where your involvement and presence can have the most impact

10:30–10:45  Break

10:45–11:45  Breakout Sessions

**How to create content ecosystem based teams for client success**  
*Mary Brooks, Enterprise Content Strategist, IBM*

Problem: Enterprise-wide Product teams are silo’d and the client facing content ecosystem suffers because of the lack of communication between teams. How might we break down those walls and start to build teams that look at the entire content ecosystem? How could we measure the client success?

Solution: We gathered together customer research on client needs, product teams, and content teams and travelled their unique customer journey through workshops, and creation of focused holistic guilds. We learned what worked and what did not work and a few very common issues that break the customer’s content experience across Marketing, Product doc, Training, and Support. Sharing this enterprise wide effort will hopefully help others not only see the problems but find the solutions that will work for their unique client base.

In this session, attendees will learn:

The basic steps to bringing internal teams together to better meet the content ecosystem needs of their customers. This information will include what worked what did not work and how we found success in this enterprise wide case study.

**Connecting Content Silos Across the Enterprise**  
*Jerry Thorner, Global Learning Systems Owner, The Coca-Cola Company*

Learn how Coca-Cola has expanded and improved its learning solutions to connect content silos across the enterprise. Coca-Cola is on point to utilize Workday, Workday Career Hub, Sharepoint, and an expanded Learning Solution to improve the learner experience and improve engagement.

In this session, attendees will learn:

- How to get functional teams out of the Sharepoint Galaxy and into a Learning EcoSystem
- How system integrations help incorporate skills into employment development.

**Presenting Content Strategy for Stakeholder Buy-in**  
*Presenting Content Strategy for Stakeholder Buy-in*

How many times have you presented your content strategy or design only to be met with opinions about word choice, sentence structure, and other comments that don’t lead to constructive conversation? In order to get stakeholders on the same page, it’s critical to share your thinking and the strategy that went into creating your solutions. By developing a solid content strategy rationale, understanding stakeholders, and honing your presentation skills, you can create an atmosphere of collaboration rather than confrontation, and raise the level of conversation to one of strategy rather than unfocused opinion. This strategy can help achieve business goals more effectively while delivering a solid, human-centered customer experience.

In this session, attendees will learn:

- Learn the finer points of creating a content strategy rationale.
- Learn how to understand stakeholders and what everybody brings to the table.
- And finally, learn some presentation skills that can help create an atmosphere of collaboration with stakeholders.
**Going Global: How to Build Productive, Global Teams Leveraging Local Perspective**  
*Christine Den Herder, Global Head of Content Strategy, Wayfair*

Christine Den Herder has been leading global teams for more than a decade. In this presentation, she'll share some of her early mistakes, outline mechanisms that you can mimic in your own org, and help you be a "Glocal"! In this session, attendees will learn:

- Attendees will learn how to lead global teams without losing that local flair necessary to encourage a healthy team dynamic. In this session, we will share tips on writing effective communications and vision statements, as well as mechanisms to ensure widely dispersed team members understand the broader vision and are tracking to their goals. Attendees will walk away with tactical plans on how to empower and scale their team members.

**The Future of Content is Connected, Convenient, and Intelligent**  
*Andrew Mishalove, Global Head of Customer Success, and Chris Rocco, Principal Program Manager, Volkswagen Automotive Cloud*

Between always-on information and autonomous vehicles, it feels like the future is speeding toward us faster than ever. How do you make sure the way you deliver content is keeping up with the speed at which it's needed? How do you enable internal teams to align their approach with rapidly changing information while maintaining customer focus? Join this session where Volkswagen Automotive Cloud’s Andre Mishalove will discuss how emerging technologies are driving the need to rethink how, when and where content is delivered – as well as the current barriers to this seamless content experience. In this session, attendees will learn:

- How information structure, delivery and consumption changes with the emergence and adoption of new technologies
- Where customers and the employees that support them will feel the pain if we don’t change how and where content lives
- The technological and organizational barriers we need to overcome to deliver content better
- What the future of content looks like and how to build for it today

**Are Chatbots and Voice Assistants Ready for Prime Time in Today’s Experience Economy?**  
*Chad Dybdahl, Solutions Consultant, Adobe*

Session description to come...

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**Diplomacy In CCMS Implementations: Letting Someone Else Have Your Way**  
*Leigh White, DITA Specialist, IXIASOFT*

When large enterprises roll out a CCMS, they often do so one team or division at a time. The first team into the CCMS gets to call all the shots...the content model, the configuration, the workflow processes. Ideally, the teams that follow, being part of the same enterprise, fall into line with these initial decisions...but it rarely works out that way. Each team has been its own little kingdom for years and has developed its own way of doing things. Merging multiple disparate teams into a single CCMS is always an exercise in diplomacy and compromise—both on the part of the CCMS customers and the CCMS vendor. This presentation will share some of the common challenges that content creators and CCMS vendors encounter when onboarding new customer groups and how to find solutions that everyone can accept and work with.
In this session, attendees will learn:
Attendees will learn about some of the challenges (some technical, some procedural, some personal) that companies often face when merging new groups into an existing CCMS and how to meet those challenges in an effective and positive way.

Panel Discussion: Using Storytelling to Grow Fans and Generate Revenue
Doug Tatum, Vice President of Digital Media, The New Orleans Saints (moderator)
Session description to come...

The Easiest Way to Dramatically Improve the Quality of Your Documentation
George Eckel, Manager, Technical Writing, ServiceNow
As technical writers, we write, get tech reviews, get editorial reviews, and still, we receive customer feedback complaining about our documents. What aren’t we doing? Research says that doing five doc usability studies will solve at least 75% of the problems customers face. Join me as we discover what doc usability studies are, how they provide fundamentally different feedback from what we currently do, and how to conduct them yourself to dramatically increase the quality of your documentation.

In this session, attendees will learn:
- What is a documentation usability study?
- How does it give feedback that is fundamentally different from what writers currently get?
- How to do a documentation usability study so you can dramatically increase the quality of your documentation.

4:15–5:15
Featured Speakers

Keeping the U in Your UX Strategy
Scott Kubie, UX Content Advocate, kubie.co
We’re adding UX and content designers to nearly every corner of the business world, but it seems like many websites and experiences are more frustrating, convoluted, and full of annoyances than ever. What gives?
Customer-centered experiences are the competitive advantage smart businesses want, but most don’t really know how to build them. That’s because being customer-centered is about more than just your design process ... it’s about your entire organizational mindset. To truly create customer-centered content and experiences, you have to become a customer-centered company.
In this session, Scott will share a memorable, whiteboard-friendly framework for understanding and centering customer needs in your organization to help you get back on track. It’s time to refocus on the U in your UX strategy.
In this session, attendees will learn:
Why being customer-centered requires more than just a new design process or style guide. Scott will share a whiteboard-friendly framework for understanding customer needs and aligning them with your business strategy in a way that puts the “U” back in your UX strategy.

Discover the Value of Your Enterprise Content
Shane Cumming, Chief Revenue Officer, Acrolinx
There are roughly 3.4 billion people worldwide searching for information among 1.7 billion commercial websites. All of those digital experiences are powered by content making your content a major business asset.
Your content speaks on behalf of your brand, and it guides your customers through their journey with your company. So it holds a lot of value. And just like anything of value, content needs care — to keep it in good shape and performing well.
Join this session to better understand the value of your enterprise content, and why mediocre content can impact your customer experience and your bottom line.

In this session, attendees will learn:

- Why content is an undisputed asset to your enterprise
- Where you can find hidden costs and risks in your content creation
- How better quality content can lead to better results

**Driving Content Consumption to Completely New Heights**

*Stefan Gentz, Global TechComm Evangelist, Adobe*

Session description to come...

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**5:15–6:15**

**Networking Reception, Sponsored by Adobe Systems**

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**9:00–**

**Annual Storytelling Event**

Location: Another awesome place in NOLA

From poetry to stories and stand-up, grab your beverage of choice and hang out with your LavaCon peeps as we “talk story” (as they say in Hawaii).

No prior storytelling experience required!

Here's how it works:

You show up and listen to great stories. If you want to tell a story, arrive early and add your name to the Storytelling Open Mic sign-up sheet.

The only ground rules:

- You have five minutes to tell your story.
- Your story must be true.
- Your story must be about you.
- Your story can't be a plug for anything.

We'll get to as many stories as we can before the end of the evening.

Past tales have included marriage proposals, admissions of guilt, faces fallen flat upon, and great triumphs of will. It’s the whole human experience.

Join us. We want to hear your stories.
Tuesday, October 25

8:00–

Continental Breakfast

9:00–10:00

Featured Speakers (three sequential 18-minute TED-like talks)

From Silo Busting to CaaStle Building
Sarah O’Keefe, CEO, Scriptorium

For decades, we have been railing against content silos and trying to unify content across the enterprise. But our efforts at single sourcing, unified content teams, and enterprise content models are too often foiled by fragmented content groups, competing stakeholders, and general mayhem.

Does Content as a Service (CaaS) finally fulfill the promise of unified content across disparate systems, like your web CMS, CCMS, PIM, PLM, LMS, knowledge base, and more? The promise of CaaS is to avoid cramming every content type into a single system. Instead, we use CaaS to connect disparate systems where needed, so each content group keeps their unique workflow.

In this session, attendees will learn:

• What is Content as a Service?
• How Content as a Service mitigates the conflict between the enterprise’s need for unified content and each content group’s need for specific content workflows.
• Some ideas for CaaS possibilities

Less Work, More Revenue: Unlock Content Velocity
Carrie Hane, Head of Content Strategy Relations, Sanity.io

The promise of digital content is that it can be published and updated quickly and easily. Consumers expect a personalized, connected experience. The reality is that it often takes too long, too many people, and too much work to publish and personalize digital content. But the promise can be achieved!

Forward-thinking Fortune 500s, global brands, and SMBs are using new approaches to content orchestration that focus on building self-serve systems for content creators, a reusable content system synced across the organization, and automation to make personalization a seamless part of the customer experience.

This session will show how global brands have built ecosystems that allow them to spend less time wrestling with technology to achieve maximum content velocity. See how changing the way you create and store content reaps massive benefits, including:

• A connected experience across touchpoints
• Consistency throughout the customer journey
• Personalization capabilities at scale

In this session, attendees will learn:

• The benefits of content that is created and stored for reuse
• What shifts need to be made to create connected content
• Ways to improve content velocity
Documentation 4.0, IoT, and the Future of Tech Comm
Nenad Furtula, Founding Partner, Bluestream Content Solutions

In many companies, various forms of content are created and maintained by different departments, often using different authoring tools. Even a single documentation team can have multiple manuals that need to be updated every time there is a product change. This leads to content inconsistencies, duplicate effort, and a less-than-ideal content experience.

In this session, companies can move product content into a content management system (CMS). This enables content teams to create content once, then deliver that content when the reader needs it, in the language the reader needs, and formatted for the device on which they are reading it.

Finally, I’ll show how integrating a CMS with other enterprise systems can not only improve the customer experience, but can also change your documentation teams from cost centers to revenue-generating profit centers.

Want to see how you can increase your sphere of influence and help your company generate more revenue? Don’t miss this session!

10:15–11:15 Breakout Sessions

Scaling Content Operations with Self-Service
Jon Nones, Knowledge Management Leader, Amazon Web Services

Due to an unprecedented growth in the AWS Field, our monthly intake for content support doubled year over year (YoY). With the growing volume of content to be created and managed, it was increasingly difficult to keep pace, causing a bottleneck. In order to scale to meet the field’s information needs, we transitioned to a more scalable approach—a self-service model. Our mental model: We believe subject matter experts should be empowered to create and maintain sales enablement content without having to rely on us for support. In 2020 and 2021, we set goals to drive self-service. We measure results using a ticket deflection ratio (TDR)—the total number of content updates made by contributors divided by the total number of support tickets submitted to our team. We use this metric because we want to see the number of updates made by contributors increase while support tickets to our team decrease. In 2020, we saw a YoY improvement of 166%. In 2021, we saw a YoY improvement of 370%!

In this session, attendees will learn:
• How to define the scope (what is and isn’t self-service)
• How to create an ownership model (what is centralized vs. decentralized)
• How to create governance policies (authoring guidelines and expectations)
• How to create a authoring certification process
• How to develop and maintain training resources (onboarding, ongoing, and just in time)
• How to implement an authoring workflow (self-service vs. not self-service)
• When and where to offer additional support
• How to measure success

From Gran Turismo to GAAP: Unifying Docs for a Seamless Content Experience
Stephen Townsend and Kennan Rossi, Sony Interactive Entertainment, and Kathy Clemens, BlackLine

Content silos may be an internal management headache for you, but for your customers they’re a source of frustration that impacts everything from slow on-boarding to the inability to see long-term value. Hear from experts at Sony PlayStation and Blackline on how they are unifying content across organizational silos, the internal and external impacts and the best ways to start your unification journey.

In this session, attendees will learn:
• Why they need to unify content from across their organizations
• How to get the organization behind the project long-term
• What success metrics and outcomes to track and look out for
• The less tangible customer experience and internal productivity benefits

Creating a Unified (Siloed) Experience: The Importance of Terminology and Taxonomy
Valerie Swisher, CEO, Content Rules, Inc.

For decades, we have been urging companies to break down their content silos. We’ve touted all the great reasons silos shouldn’t exist. Yet, it hasn’t worked. Clearly, it is time to make peace with the silos. However, just because we have (and maintain) content silos does not mean that we can ignore one of the biggest problems they create: content that looks like it comes from different companies, rather than different internal organizations.

In this talk, Val will discuss how you can unify your corporate content so that your customers have a cohesive, unified experience. She will cover the importance of terminology and taxonomy, how they differ, and how to get started on the road to unified, siloed content.

In this session, attendees will learn:
• How terminology and taxonomy create unified content experiences
• The difference between terminology and taxonomy
• How to get started

11:15–12:30 Lunch and Learn

The Heroes and Villains of Content Strategy
Alan Porter, Author, CX Trinity: Customers, Content, Context

In a world very like our own, the struggle to unleash the true power of good content continues. The agents of intelligent change face the intransigent supporters of tradition in a never-ending conflict of best practices.

Join content strategist and comicbook writer Alan J. Porter as he introduces you to the Heroes and Villains of Content Strategy. Which side will you be on?

Welcome to the Metaverse: A Hype-free Introduction to Web 3 and AR/VR
Noz Urbina, Founder, OmnichannelX.digital

The hype and confusion around Web 3.0 is huge. What really is it? And more importantly – who cares? As a career futurist with an excellent successful prediction rate, Noz Urbina is excited and ready to de-hype Web 3.0 for the non-technical audience.

Noz will set the stage by giving simple relatable explanations of the core concepts and technologies and discuss some of the changes you’ll need to make to be ready for Web 3.0. And show some current and potential applications of VR/AR Web 3.0 experiences for different industries.

In this session, you will learn:
• How to separate the enormous, rampant hype from the real business models and applications that are coming to the mainstream
• What the first applications of VR will be in storytelling, learning and training, and other omnichannel brand experiences will be
• How to lay the content strategy foundations for a Web 3.0 / Metaverse-ready
How AI is Your Content Team’s Secret Silo-Breaker
Jeff Coyle, Chief Strategy Officer, MarketMuse

Without AI, data can only tell you what happened. But AI changes all that, turning the data from descriptive into predictive. AI brings teams together around machine learning models and allows for everyone’s data to matter. Editorial excellence and content quality is the most important difference maker. AI makes SEO and demand generation teams realize that content planning is four-square. AI gives you the ‘why’ for content. It provides alignment to the reader journey, debunking myths about cannibalization and one-page-one-word garbage that doesn’t work for businesses; b2b or b2c enterprise.

In this session, attendees will learn:
• How to move from using data descriptively to prescriptively.
• How machine learning models allow everyone’s data to have a voice.
• To align content to the reader journey with the help of AI.
• Myths surrounding keyword cannibalization and why the one-page-one-word fallacy doesn’t work.

Blended Content: Using Marketing Content On TechComm Pages to Drive Incremental Sales
Amitoj Singh, TCS Product Manager, Adobe

Session description to come...

Transforming the Customer Service Center: Moving from “Call for Solution” to “Information Self-Service”
Alex Masycheff, CEO, Intuillion, and Fabrice Lacroix, CEO, Antidot

Providing excellent customer service that keeps your customers happy without driving up service costs is always a challenge. It becomes even more critical when you have thousands of customers and their number is growing.

Our customer, a Swiss manufacturer of industrial printers, faced a lot of challenges when providing their clients with product documentation. Lack of standardization, poorly organized exchange of knowledge both within the company and selling partners, and everyone being busy to write documentation, the service team was oversized, and the service costs went over the roof.

At this session, we are going to discuss how introducing structured content, standardizing the content processes, and changing the way the content was delivered to customers, the company changed the service culture from “call for solution” to “information self-service”.

In this session, attendees will learn:
• The customer service was restructured into a field service and training department.
• The documentation team realized that PDFs were not efficient in providing customers and service teams with relevant and useful information.
• The documentation team began providing customers and field operations team with self-service platforms for delivering personalized content on spare parts and product documentation.
• Service engineers were provided with access to the most up-to-date product information.
• The entire company received the ROI as a result of making these changes.
Using AI and Automation to Drive Content ROI
Gordon Edall, Co-Founder and CRO, Sophi.io

When content is the sole product you sell, understanding the value of each piece is essential. The Globe and Mail is a 175-year old business that uses an AI-powered growth platform called Sophi.io that works alongside its writers to unlock the value of its content. Sophi autonomously curates 99% of its digital content across every page of its website, to automatically predict which stories will be the most valuable – not the most popular, but the ones that drive its business goals. Using a combination of predictive modelling, deep learning and optimization technologies, Sophi presents a best practice in using AI at scale to drive ROI. Learn how powerful, cutting edge technology is putting real world AI tools in the hands of content-focused brands that are building for the future.

In this session, attendees will learn:
- How to make the most of your content to move the metrics that matter to you
- How newspaper-quality automated content curation is attainable now
- Why you should start thinking about what you can automate today
- How to drive conversions and other business goals using AI-powered solutions like Sophi.io

How Analog Devices Brought Its Content Silos to the Playground to Play Nicely Together
Scott Farrar, CCMS Manager, Analog Devices Inc., and Maura Moran, Mekon Ltd.

Analog Devices (ADI) faced a massive content challenge with legacy content and siloed systems: Product information, tech documentation and marketing should all play together but instead were locked away in separate silos. Documents were inflexible, and content was unstructured. In this session we’ll show how ADI modernized its content through an ambitious transformation.

With the help of its partners, ADI componentized its content, migrated its legacy content to a new DITA-based information architecture, and created a new integrated tool ecosystem which included a CCMS, a PIM, and a data warehouse.

The result is more flexibility, more efficiency and support for continued revenue growth.

In this session, attendees will learn:
- The problems to solve when undertaking a content transformation.
- How we integrated information in the PIM, tech docs and marketing info.
- The benefits of DITA and componentized content management.
- How we solved the challenges of converting technical documentation from Word and InDesign to DITA.
- The real impact on ADI and the next steps in its transformation.

How To Stop Building Silos and Start Building Content Hubs
Jim Edmunds, CEO, Ingeniux

Combine content strategy and agile technology to revolutionize the way you aggregate, curate, and deploy content.

Unified Experience Portals integrate technical documentation, learning materials, and knowledge assets into a seamless customer experience, tailoring content delivery for marketing, sales, and support. They transform what is today a highly fragmented information management process into a unified content strategy that delivers a competitive advantage.

Technical content and knowledge assets can and should play a critical role in the customer experience lifecycle – from conversion to acquisition to retention. Yet too often this valuable content is hidden in enterprise silos and disconnected from the customer experience strategy.

In this session, attendees will learn:
- What a Unified Experience Portal is, and what makes it work
- Core business drivers, ROI, and competitive advantages
- How a Unified Experience Portal breaks down content silos using content strategy to aggregate, curate, and deploy content
- Real-world examples of Unified Experience Portals in action, and why a diverse range of organizations are adopting them
• Best practices for attaining buy-in from key stakeholders, and how to set yourself up for success

4:00–5:00  Breakout Sessions

**Stand Out from the Crowd**  
*Dawn Stevens, President, Comtech Services*

With the plethora of content available to customers today, it’s often a wonder that they are able to find any relevant information to their queries. In fact, it’s the most common complaint Comtech hears when conducting customer studies for our clients: “I can’t find what I’m looking for in a reasonable amount of time.” What can we as technical writers do to address that complaint? We hear a lot about taxonomies and metadata and their potential influence in making our content more findable. However, Google uses over 200 ranking factors in its search algorithm that go well beyond this basic categorization. Surprisingly, a significant number of these ranking factors fall clearly within the realm of a technical writer’s responsibilities. In this rapid fire session, Dawn presents dozens of proven and speculative factors that you as a technical writer can address to make your content stand out from the crowd and rise to the top of search results.

In this session, attendees will learn:

- Proven and speculative factors within Google’s search engine ranking algorithm that fall in the realm of their influence as writers
- Tips for writing and structuring content to improve its content’s ranking in search results
  - How to write "snippet bait"
  - How to improve click-through rates
  - The importance of “long-tail” keywords
  - When keyword density matters (TF*IDF)
  - The value of latent semantic indexing

**Panel Discussion: How a Headless CMS Can Support Content Strategy**  
*Michael Andrews, Kentico, and Matt Armstrong, Author-it*

In recent years, the content strategy community has become more aware of and interested in headless CMSs. This panel will offer perspectives from content strategists who work with various headless CMSs regularly. It will provide a vendor-agnostic discussion of headless content management and its relationship to content strategy. You’ll get real world insights into how organizations work with headless CMSs.

In this session, attendees will learn:

- What’s different about working with a headless CMS
- Some common misconceptions about headless CMSs
- Lessons organizations have learned when adopting a headless approach

**Improving the Review and Approval Process in Regulated Industries**  
*Dipo Ajose-Coker, Product Ambassador, Componize Software*

A multiplicity of tools used across different roles in a company often hampers an Agile release cycle.

This is especially true where departments use tools unique to their roles.

What are the challenges faced in regulated industries (medical device, life science, finance, transportation, etc.) when it comes to reviewing and approving publications?

How do you motivate engagement from non-technical writers?”

In this session, attendees will learn:

- Concrete ideas for improving the review and approval process in regulated industries.
- Focus points and features required across the entire content management lifecycle.
- Examples of processes that can increase SME motivation to review content, reduce delays, and reduce the learning curve while retaining full change management control that answers to high Quality Management System requirements demanded by regulatory bodies.
Wednesday, October 26

7:45– Continental Breakfast

8:15–9:15 Featured Speakers (three sequential 18-minute TED-like talks)

**Down the Rabbit Hole We Go! Adventures in Connecting Silos in a Content Wonderland**  
*Karen Brothers, Content Management Specialist, 3M*

Content silos are everywhere, their existence extending well beyond the divide commonly seen among business entities within in a large corporation or between marketing and technical teams within a single business or portfolio. Even technical content can have its own silos, with specific content types or roles spread across specialized teams.

A technical content team at 3M is working to connect its content silos. The team has implemented solutions that 1) streamline the flow of content between authors and reviewers, 2) scale to meet the needs of teams within the businesses it supports and beyond, and 3) help authors and subject matter experts improve the usefulness and consistency of content.

In this session, Lewis Carroll’s Alice will lead us on an adventure to learn more about 3M’s experiences in connecting content silos. So, let's go – the rabbit hole awaits!

In this session, attendees will learn:

- How to shift from content authoring to “content services”
- How to provide impact and value to content authors and measure the results
- How to gain support and buy-in for new initiatives

**Is Voice the Right Choice?**  
*Kathleen Gavenman, Principal Voice Designer, Amazon*

Six years ago, Amazon introduced the Echo speaker, and the world of voice experiences was fundamentally expanded beyond the phone systems we were used to. Today, businesses continue to introduce voice experiences to serve their customers and employees, helping them accomplish their goals by leveraging a basic form of communication: speech.

However, a voice experience isn’t always the best way to accomplish a goal. So, when is voice the right choice? Join this session to learn 8 key criteria for creating a voice experience.

In this session, attendees will learn:

Eight ways to identify whether your content and business may be ready for a voice experience.

**When the Movie is Actually Better than the Book Enhancing Content through Collaboration**  
*Alyssa Fox, Vice President Channel Marketing, Alert Logic*

How many times have you heard that the book is always better than the movie? While that might be the case for fiction, it doesn’t have to be that way in our workplaces.
Within our organizational roles, we create plans for our work. Like a book, these plans are typically static and inflexible on paper and come from just one perspective—ours. Just as a movie brings a book to life, strong collaboration across content silos can invigorate a dry, one-dimensional plan into a beautiful reality.

As different people work together and contribute to the movie playing out, multiple viewpoints, ways of doing things, and tools for accomplishing objectives enhance the narrative. Fluidity and capacity for change improves upon the plan. The movie can be remade from several different perspectives. Or for different audiences. And that communication and cooperation make the original story all the richer.

In this session, attendees will learn:

- The different roles of people, processes, and technology in content creation and delivery
- Skills needed for coordinating multiple people, processes, and technology
- How to “direct” successful collaboration across content silos

9:15–9:30  Break

9:30–10:30  Breakout Sessions

**Microcontent Architecture in Action**  
*Rob Hanna, President, and Joshua Anderson, Associate Information Architect, Precision Content*

In 2019, the National Council on Compensation Insurance (NCCI) began working with Precision Content to transform tens of thousands of pages from DocBook to DITA. The project requirements identified the need for microcontent use cases to support a complex regulatory content lifecycle, automation opportunities, and dynamic delivery needs. This session will walk you through the novel lessons we learned in our company's first pure, end-to-end microcontent authoring and publishing solution.

In this session, attendees will learn:

The audience will learn about the challenges of breaking information down into manageable chunks to feed it through regulatory review across 37 state regulators. We will explore our microcontent architecture based around a “core” and “exception” paradigm that we used to support variants of the content across all 37 states over a fragmented approval cycle. We will show the microcontent models we built to enable bold new ways to deliver the content, including chatbots and content-as-a-service delivery.

**Setting Boundaries: Effectively Prioritizing Content Requests and Keeping Your Sanity**  
*Christi Guzik, Senior Manager, Product Content, Vertex, Inc.*

There’s 100 of them and one of you. While you want to show your value so the one of you grows to two then three then an entire team of product content professionals. So, anytime someone comes to you needing something, you say “Yes.”

Yet, you’re stretching yourself too thin agreeing to everything. And, you’re not focusing on the highest priority content needs or producing your best work. But, say “No”? No way!

Join this session to discuss ways for you to prioritize, turn requests down without alienating your coworkers, and show your value (and hopefully grow your team!).

In this session, attendees will learn:

- Prioritizing your content requests against organizational priorities
- Identifying your bandwidth on the work you can successfully complete in a given timeframe
- Defining your content workload weighing the prioritized requests against your bandwidth
- Committing to and decommitting to specific requests using the metrics previously identified
Keeping the dialog open between you and stakeholders, managers, and those requesting content

**Call Me Strange, or How I Learned to Love Content Silos**  
Michael Mannhardt, President, and Torsten Macher, Senior Consultant, Congree Language Technologies

Content silos are not per se a bad thing because they serve a certain goal.

What is bad, though, is not to integrate and to use them to achieve a bigger content goal and to bring them to the next level.

Applications like translation memory and terminology management systems often live in splendid isolation. Managed and used by a handful of separate groups and people. Why don’t we use the knowledge available in those systems to support and improve the information creation processes entirely.

The talk discusses in details customer scenarios and architectures helping to overcome the boundaries between information silos. Torsten Machert and Michael Mannhardt will be demonstrating how content creators all over the organization will be supported in creating consistent and correct content by increasing the readability and translatability of any type of content.

In this session, attendees will learn:

- To love and appreciate content silos.
- How to assess the necessity and the benefits of the various content silos they have.
- That the goal is not always to get rid of them, but to benefit from integrating them and to use them efficiently within existing content creation processes.

10:45–11:45 Breakout Sessions

**Intelligent Content Drives a Dynamic Customer Experience**  
Chip Gettinger, VP Global Solutions Consulting, RWS

The combination of structured content with a taxonomy provides compelling possibilities for digital delivery. Add continuous updates and advancements in business data integration, and you will transform the customer experience. But perhaps you may feel a little exposed regarding the leading edge of technology? Chip will present and discuss emerging trends, techniques, and technology for your digital information initiatives. He’ll examine ways of enriching customer experiences and future-proofing your content with Semantic AI – making human conversations understandable to machines.

In this session, attendees will learn:

In today’s digital-first world, businesses deliver digital content across a growing number of channels and platforms. Structured content affords numerous benefits for organizations with authoring, managing, and delivering information. Perhaps your organization has realized these benefits—but what’s next? What steps should you consider when moving to the next stage of providing a rich, dynamic experience for customers and employees? How can authors take advantage of smart tagging content via semantic AI?

**How to Communicate Change and Keep Your Customers**  
Mary Morreale, Sr. Manager, UX Design, Charles Schwab

Whether it’s a small UX design update or a full site overhaul, most customers hate change, especially when it’s not directly something they’ve asked for. Your job is to prepare customers for what’s to come, address their concerns, and be sure they know the WIIFM. This session presents five ways to retain customer loyalty and engagement throughout change. Learn how to balance transparency with communication overload, ideas for personalizing content to provide each customer with the right info, and tips for conducting effective moderated and unmoderated customer testing.

In this session, attendees will learn:

Five ways to communicate change without driving customers away.
1. Tell the truth. Nothing beats transparency and honesty about the positives and the negatives.
2. Simplify. Make the change as easy as possible to understand and prepare for.
3. Personalize it. Don’t tell customers what doesn’t apply to them, if you can avoid it.
4. Get input. Use digital feedback to ask customers what worries them about the upcoming change.

**Connect with Your Localization Silo for a Flawless Global Customer Experience**  
*Dominique Trouche, CEO, WhP*

How broad is your spectrum when you think about connecting content silos in your enterprise? Today, we assume that the product and information development silos are connected and work in agile mode. It allows customers to access continuously updated content in any format. In this presentation, we invite you to step up and connect a new team to your agile process: the localization team. You will have the keys to transforming your content strategy into a global content strategy, giving your country organizations and customers worldwide consistent and continuously updated information.

The Global content strategy approach involves making changes to the way you create and manage your content, and we will cover the principal ones together:

- UI externalization
- Screenshot management
- L&D including Tutorials
- Marketing including multilingual SEO driven via website localization

In this session, attendees will learn:

- This presentation will help you craft your global content roadmap and plan the changes in your teams’ practices for a successful endeavor.

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**Noon–1:00**  
**Featured Speakers**

**That's Great, But How Do I Convince My Boss Overcoming Bias to Advocate for Change**  
*David Dylan Thomas, Author, Design for Cognitive Bias*

It’s one thing to know what your organization should be doing, but that’s not always enough to convince the people who sign the checks. How do you get them on board? In this talk, we’ll discuss biases that drive organizations to make counterproductive and sometimes unethical choices, and what we can do about it. You’ll come away with a greater understanding of how to fight bias with bias to navigate some of the risk-averse, short-sighted, and poorly-incentivized habits organizations and clients often fall into.

In this session, attendees will learn:

- How to change behavior even if you can’t change minds
- How to create metrics that motivate better behavior
- How to get folks to adopt ideas when just stating the facts isn’t enough
- How to get folks to take a risk in risk-averse organizations

**Closing Event**  
*Moderator: Andrea Ames, Customer Retention Strategist, Idyll Point Group*

Session description to come...

**1:15–5:00**  
**Post-Conference Workshops (includes box lunch)**

**Design Thinking+ for Content**  
*Andrea Ames, Customer Retention Strategist, Idyll Point Group*

Design Thinking is a problem-solving methodology that is made most effective with the addition of expert facilitation. Andrea has
updated her basic Design Thinking workshop to include additional techniques that will enhance the connections between your workshop participants, cut through the “political noise” and agendas that often accompany problem solving in teams, and ensure the most successful workshop outcomes!

BONUS: This workshop will give you a THREEFER! Join Andrea to (1) learn design thinking methods, (2) observe the “meta” lessons in the how she facilitates, and (3) provide feedback on the LavaCon Conference!

In this session, attendees will learn:
Expert facilitation techniques to lead design thinking workshops with a focus on content challenges!

Content Modeling for the Win!
Noz Urbina, Founder, OmnichannelX.digital

One of today’s most daunting content delivery challenges is maximizing the relevance of every piece of content, for personas, individuals, specific contexts, on a diverse array of target devices and channels. This session will teach a proven methodology to analyze, enrich and structure your content to help authors create omnichannel and automation-ready content. Content modelling is the backbone of an omnichannel content strategy. This session will show you how it’s done, and connect the dots between personalization, semantic content, content reuse, responsive design, omnichannel and multichannel delivery and customer experience.

This practical session will show you why you want and need to have adaptive content structures to optimize customer experience today. Its hands-on introductory exercises will help you model your own content in a future-proof way.

In this session, attendees will learn:
• An immediately applicable understanding of structured, semantic content that will make you a better manager, writer, content strategist, or UX designer
• The concrete business benefits of adaptive content and omnichannel content
• A visual and conceptual language with which to align customer experience designers and content creators

Inclusive Content & UX: Creating a Bias-Informed Practice
David Dylan Thomas, Author, Design for Cognitive Bias

It’s one thing to know what your organization should be doing, but that’s not always enough to convince the people who sign the checks. How do you get them on board? In this talk, we’ll discuss biases that drive organizations to make counterproductive and sometimes unethical choices, and what we can do about it. You’ll come away with a greater understanding of how to fight bias with bias to navigate some of the risk-averse, short-sighted, and poorly-incentivized habits organizations and clients often fall into.

In this session, attendees will learn:
• How to change behavior even if you can’t change minds
• How to create metrics that motivate better behavior
• How to get folks to adopt ideas when just stating the facts isn’t enough
• How to get folks to take a risk in risk-averse organizations

Technical Writing, UX Writing, We Can Do It All!
Denise Kadilak, Sr. Manager/Information Architect, Blackbaud

Text plays a crucial role in guiding customers and helping them complete desired tasks. It can make or break the customer experience, so understanding how to create useful content in different environments is key to creating a successful product design. As a result of these challenges, content creators find themselves wearing several hats: technical writer, UX writer, conversation designer, etc. Can we do it all? I say, yes, but it takes education and planning.

In this presentation I’ll focus on how the team of technical writers at Blackbaud successfully took on the UX writer role, pivoting back-and-forth from writing comprehensive help systems to working with designers to create concise UI-based content. I’ll also touch on how we’ve started making inroads to conversation design. I’ll address training, winning company buy-in, and creating processes that allow you to succeed in all roles.

In this session, attendees will learn:
• Plan for your content
- Create content for a variety of environments – UI, popover, field level
- Apply generally accepted guidelines and best practices
- Respect the importance of the design/writing relationship
- Technical com writers and Tech com managers will benefit from this workshop.
- Technical com writers come away with training and other suggestions to position themselves in the UX writer role
- Tech Com managers will learn how to plan for and position their team to take on UX writing responsibilities, in addition to the pros and cons of such a move

**Developing Information Architecture for Deliverable and Content Types**

Amber Swope, Information Architect, DITA Strategies

In this hands-on workshop, Amber Swope will teach participants to develop information architecture for deliverable and content types following her methodology as outlined in her new book, Management Information Architecture for DITA 1.3. Amber will walk attendees through her process of analyzing deliverables and content to design the appropriate structure for each deliverable and content type. As part of the workshop, attendees will have the opportunity to participate in relevant exercises using a sample content set.

In this session, attendees will learn how to:

- Analyze deliverables
- Design appropriate structures for each deliverable type
- Analyze content
- Design appropriate structure for each content type
- Document the design

**8:00– Closing Social**

Location to be determined
Speakers

Andrea Ames
Andrea is a customer retention/experience strategist & coach and a sought-after keynote speaker, consultant, facilitator, trainer, and certified coach with 35+ years of content experience, and she is the author of numerous journal and magazine articles and two award-winning technical books. She helps businesses grow by creating and retaining renewing, referring, and raving customers.

Dipo Ajose-Coker
With over 16 years combining languages and IT as a technical writer and editor working in regulated industries (high-end medical devices and finance), Dipo blends his experience of authoring in structured and unstructured environments; migrating technical publications to DITA; and content strategy to help develop a best in class CCMS.

Dipo holds an MA in Multimedia and Multilingual Document Design.

Joshua Anderson
Josh Anderson is an American-Canadian Associate Information Architect at Precision Content. He analyzes and structures content to reveal the insights that come from the creative organization of information. Josh was an English teacher in Japan and an SEO Specialist in the Chicagoland area before earning a Master of Information at the University of Toronto.

Michael Andrews
Michael Andrews is Content Strategy Evangelist at Kentico Kontent. He’s worked as a senior manager for content strategy for Publicis Sapient and has worked as an independent content strategy consultant while living in Europe and Asia. He has global experience advising organizations in half a dozen countries about content and customer experience in diverse industry sectors. His blog, Story Needle, is a popular source for perspectives on content strategy.

Matt Armstrong
Bio to come...
Bernard Aschwanden
Bio and photo to come...

Elise Blanchard
Elise’s interest in web design began in the early 2000s when she made her first website. She has been professionally designing and developing websites and web applications since 2010.

Elise specializes in designing and developing custom web sites and applications. She uses her passion for design and creative problem solving to create custom interfaces focusing on customer experience and functionality. She is driven, self-motivated, and takes pride in learning new techniques to improve web performance and development workflow.

Karen Brothers
Karen Brothers has spent more than 15 years in various technical communication roles within the software, consulting, healthcare, and manufacturing industries. She has managed technical content projects from design through delivery, identifying objectives and key metrics, developing content plans, and selecting tools and media for publication and distribution.

As a Content Management Specialist at 3M, she plays a key role in the company’s transition to structured authoring and its implementation of component content management by evaluating tools and developing measurable processes to optimize re-use, increase efficiencies in content publication, and improve the customer experience.

Mary Brooks
Mary Brooks is an Enterprise Technical Content Strategist at IBM. She held various roles in the content field for 16-years so far. She participated in the evolution of content production from book binding to web to artificial intelligence.

Mary joined IBM in 2011 with a BS in Computer Science and MA in Technical Writing. She loves to continuously learn and evolve her understanding of the content needs of IBM’s clients in marketing, sales, product doc, training, and support.

When not re-imagining technical content, Mary can be found “aquascaping” for her fish, shrimp, and snails; playing with my young daughter; or hiking around Austin, TX.
Sharon Burton

Sharon Burton works remotely for Expel as a principal content strategist and teaches part-time at University of California, Riverside in the Engineering department. Leveraging her graduate cultural anthropology education, her career has been built around making content and content development easier for both the business and the consumers of the content. In that time, she’s also taught upwards of 8,000 people in corporate and university level courses. She’s also the co-author of Engineering Words, due out Summer 2022 from XML Press.

In her spare time, she knits, sews, cooks, grows food, bakes bread, and rides her bike, can be found on the back of a motorcycle, or, pandemic allowing, goes to the gym. Two or three nights a week, Sharon teaches baby engineers to communicate at the University of California, Riverside as part of the engineering program.

Kathy Clemens

Kathy is a passionate leader of content development teams. From her work at companies like SAP, ServiceNow, and Automation Anywhere, she’s developed a wealth of experience delivering self-service content solutions that support product customers along their entire journey. Kathy puts that experience to good use in her current role as Senior Director of Product Documentation at BlackLine, where she has built a team and a new content strategy to deliver self-service support options to BlackLine customers.

Jeff Coyle

Jeff Coyle is Co-founder and Chief Strategy Officer for MarketMuse. Jeff is an AI content marketing expert with more than 21 years of experience in the search industry. He helps content marketers, search engine marketers, agencies, and e-commerce managers build topical authority, improve content quality and turn semantic research into actionable insights.

Prior to starting MarketMuse in 2015, Jeff was a marketing consultant in Atlanta and led the Traffic, Search and Engagement team for seven years at TechTarget, a leader in B2B technology publishing and lead generation. He earned a Bachelor’s in Computer Science from Georgia Institute of Technology.

Jeff frequently speaks at content marketing conferences including: ContentTECH, Marketing AI Conference, Content Marketing World, LavaCon, Content Marketing Conference and more. He has been featured on Search Engine Journal, Marketing AI Institute, State of Digital Publishing, SimilarWeb, Chartbeat, Content Science, Forbes, and more.

Shane Cumming

Shane Cumming is Acrolinx’s Chief Revenue Officer, responsible for alignment and execution across all aspects of the company’s go-to-market model. He leads new business sales, expansion with existing customers, and partner strategy. Shane brings over 20 years of leadership experience in the technology sector. Before joining Acrolinx, he held leadership roles in start-up, midsize, and large technology organizations, including IBM, Intenta, Lawson, Infor, and Confermit. He holds a Bachelor of Commerce from Queen’s University, Canada.
Christine Den Herder

Christine is the Global Head of Content Strategy at Wayfair, where she leads the Content Strategy team to optimize Knowledge Management and Localization. Prior to Wayfair, Christine worked in magazine publishing and Ecommerce content creation before spending 11+ years at Amazon. While at Amazon, she helped launch MyHabit.com, Amazon’s flash-sale website, and led content, translation, and training teams focused on fashion, vendor support, fraud, and customer service. She has written six non-fiction books about her hometown of Cincinnati, Ohio. (Check out her books!)

David Dylan Thoma

David Dylan Thomas, author of Design for Cognitive Bias, creator and host of The Cognitive Bias Podcast, and a twenty-year practitioner of content strategy and UX, has consulted major clients in entertainment, healthcare, publishing, finance, and retail. As the founder and CEO of David Dylan Thomas, LLC he offers workshops and presentations on inclusive design and the role of bias in making decisions. He has presented at TEDNYC, SXSW Interactive, Confab, An Event Apart, LavaCon, UX Copenhagen, Artifact, IA Conference, IxDA, Design and Content Conference, Emerging Technologies for the Enterprise, and the Wharton Web Conference on topics at the intersection of bias, design, and social justice.

George Eckel

George Eckel has twenty-five years of experience in the technical writing field as a manager, principal writer, and content strategist working in high-profile companies, including Amazon, Intuit, ServiceNow, and SGI. He also worked as a second technical writer for AWS. George is the published author of best-selling, technical books by New Riders, an imprint of MacMillan Publishing. He has also been a speaker at the CIDM ConVEx conference and the internal Craft Summit at ServiceNow for technical writers.

Gordon Edall

Gordon Edall is Co-Founder and Chief Revenue Officer at Sophi.io. His work commercializing Sophi for content-focused enterprises has led the AI-powered automation, optimization and prediction engine to win awards from Digiday, among others. Sophi is used by customers on 4 continents.

Prior to this, he was the Managing Director of The Globe and Mail’s innovation lab, Lab351. The lab focused on customer experience and Machine Learning, which led to his role with Sophi. Gordon has also worked in the data science group at The Globe and Mail and managed the build out of an advanced analytic stack including the predictive modeling and recommendation systems the company relies on today. Earlier in his career, he was a journalist and worked in the TV industry.
Jim Edmunds
Jim Edmunds is the founder and CEO of Ingeniux Corporation, a leading provider of digital content management software. Ingeniux software is used by organizations around the world to create and manage websites, communities and enterprise knowledge. The company was founded in 1999 to create innovative tools for managing and delivering content for the emerging digital marketplace.

Jim possesses a unique background in technology, publishing and entertainment. He has worked as an independent filmmaker, digital media producer, video game producer and senior technology manager. Prior to starting Ingeniux he held leadership positions at Electronic Arts and Microsoft MSNBC.

When not talking about content management, you may find Jim crafting a new wine varietal. Ask him about his new CMS (Cab, Merlot, Syrah) Meritage.

Scott Farrar
Scott Farrar is an experienced librarian and content engineer knowledgeable in transforming metadata and content into usable experiences for information seekers in library, medical, business and education markets. Currently the CCMS Manager at ADI, he is focused on ensuring that ADI’s content transformation efforts succeed.

Alyssa Fox
Alyssa Fox is a marketing leader and content strategist who thrives on improving customer and partner experience through strong relationships and tailored marketing strategies. With extensive experience in technical and marketing content, Alyssa has a passion for leveraging content as a business asset to drive demand, revenue, and customer retention.

Alyssa is a member of the American Marketing Association and past president of the Society for Technical Communication. She speaks at conferences around the world about various leadership, strategy, marketing, and content topics. She loves traveling, reading, good grammar, eating slow, and driving fast.

Nenad Furtula
Nenad Furtula is the a Partner and the VP Sales and Marketing at Bluestream Content Solutions, which produces XDocs CCMS, a DITA-based Component Content Management System (CCMS).

Bluestream is the leading vendor solution for organizations looking to improve and enhance their information workflow. Since 1997 Bluestream has been delivering content solutions on top of its platforms to large enterprises across the globe.
Kathleen Gavenman
Kathleen Gavenman is a Principal Voice Designer at Amazon, where she focuses on making the lives of Alexa Smart Home customers easier through experiences they couldn’t have imagined—and now can’t live without.

Previously, as the writer behind Amazon’s order lifecycle experience, Gavenman created the voice of a personable artificial intelligence that helps customers and support representatives solve problems.

Before her time at Amazon, she worked on voice design and UX writing projects for Citrix. She’s also taught Fundamentals of UX at Seattle’s School of Visual Concepts, participated in developing the UX Design Certificate at Bellevue College, mentored students at the University of Washington and SVC, and written for aerospace and healthcare.

Stefan Gentz
Bio to come...

Chip Gettinger
Chip is VP of Global Solutions Consulting for RWS, managing a team that works with customers in maximizing digital content with RWS technologies. He has experience working with customers in developing digital content strategies, business requirements, change management and technology adoption structured content authoring, and Semantic AI. He works closely with industry standards, partners, and customers in technology solutions and deployments.

Carrie Hane
Carrie Hane is a creative problem solver and connector of people, processes, and technology. For more than 20 years, she’s been helping organizations transform to meet the ever-changing needs of the people they serve and to take advantage of the latest technology.

She is the co-author of Designing Connected Content: Plan and Model Digital Products for Today and Tomorrow (New Riders, 2018), a handbook for a pioneering approach to sustainable digital publishing. She has worked with clients and in-house teams to create content models, design content around the model, and develop processes for ongoing efficiency and effectiveness. As Head of Content Strategy Relations for the content platform Sanity,io, she advocates for future-friendly structured content as means to make content operations more efficient and effective.

When she’s not working, you can find her at the pool swimming laps, at her son’s baseball game, or reading with her dog and a glass of wine.
Rob Hanna

Rob Hanna co-founded Precision Content in 2015 to pursue his goals to produce tools, training, and methods that will help organizations make their high-value content instantly available to all that need it including customers, staff, partners, and even other information systems that need to consume that content. Today Rob leads his highly skilled team serving the needs for digital transformation worldwide.

Heather Hedden

Heather Hedden has been a taxonomist for over 26 years in various organizations and as an independent consultant. She currently works as a knowledge engineer on professional services team of Semantic Web Company (vendor of PoolParty Semantic Suite software) and previously worked as a taxonomist at Cengage Learning, Viziant, First Wind, and Project Performance Corp. Heather has designed and developed taxonomies, thesauri, ontologies, and metadata schema for internal and externally published content, including websites, intranets, and content management systems. She has given workshops on taxonomy creation at numerous conferences and as corporate training. Through Hedden Information Management she also teaches an online course in taxonomy creation. Heather is author of The Accidental Taxonomist.

Sarah Johnson

Sarah Johnson is an Associate Senior Manager of Content Strategy at CVS and teaches content strategy at the Bentley University User Experience Center. She has twenty-five years experience at companies such as CVS, TIAA, Fidelity Investments, and Bank of America. She works with content teams to grow both leadership and UX skills. She has run content strategy summits within her UX teams and spear-headed a workshop, The Art of the Difficult Conversation, which she developed in conjunction with Search Inside Yourself Leadership Institute. The workshop went on to be offered corporate-wide at TIAA. She’s a graduate of the InnerMBA offered by SoundsTrue, LinkedIn, and NYU.

Stacey King Gordon

Stacey King Gordon is a UX Content Strategy Manager at Google, where she leads content design and technical writing for Google’s employee-facing products. She previously worked in content strategy at Facebook and ran the boutique content strategy agency Suite Seven. Stacey holds a BS in Journalism and an MBA. She lives in Alameda, CA, with her husband, teenage daughter, and English Black Lab puppy.
Christi Guzik

Christi Guzik works as the Senior UX Content Strategist at DocuSign, where she focuses on content modernization projects, both in the Content Design and Technical Writing areas. Prior to Vertex, she worked as a Content Strategist and Principal UX/Technical Writer at Vertex, where she focused on content standards and led initiatives such as overhauling the online documentation. Additionally, she spent eight years at IBM’s Silicon Valley Lab as a Technical Writer, focusing on DITA migrations and developing effective UX content to modernize a mainframe database.

She holds a bachelor’s degree in Technical Writing and Communication and a master’s degree in Professional Writing from Carnegie Mellon University.

Denise Kadilak

Denise Kadilak is an Information Architect and Sr. Manager with Blackbaud. Her interests include content and knowledge management, information technologies, and researching just about anything associated with technical communication. In addition to her full-time job with Blackbaud, Denise is a part-time college instructor, teaching technical communication and English composition, and she is a regular presenter at international conferences.

Scott Kubie

A leading voice in UX content, Scott trains teams how to improve their products with content strategy, content design, and information architecture. Scott is the author of Writing for Designers from A Book Apart, publishes the UX Writing Events newsletter, hosts UX Content Office Hours, runs the Content Career Accelerator, and writes regularly about content and digital strategy on his site kubie.co. Scott has led over 80 talks and workshops for international audiences, as well as dozens of on-site workshops for clients including Harvard, The Getty, and the IRS.

Fabrice Lacroix

Fabrice Lacroix is a serial entrepreneur and a web pioneer. He has been working for 25 years on the development of innovative solutions around search technology, content enrichment and AI.

He is the founder of Fluid Topics, the leading Content Delivery Platform that reinvents how customers search, read and interact with technical documentation.

Torsten Machert

Before joining Congree, Torsten Machert was Managing Director of EasyBrowse GmbH. He specializes in the design and implementation of workflows based on SGML and XML and has industry experience in aerospace, defense, engineering and publishing. In the past few years, he has concentrated on the development of industrial processes for the production and distribution of highly effective electronic publications.
Michael Mannhardt

Michael Mannhardt is President of the San Francisco based Congree US-subsidiary Congree Language Technologies Inc. Michael graduated with a degree in Business Administration and has over 15 years of experience in the language technology industry. At Congree he drives the international business activities and supports global partners. Before joining Congree in 2019, he previously worked at Acrolinx and Across Systems.

Alex Masycheff

Alex Masycheff is a CEO of Intuillion Ltd. (intuillion.com) that develops solutions for managing, automating, and delivering enterprise content.

Alex has been in the content industry for 25+ years. He lead implementation of XML-based solutions in many companies, including Kodak, Siemens, Netgear, and EMC.

Alex believes that a combination of structured content, AI, and natural language processing can provide customers not only with precise answers on direct questions, but navigate them through the opportunities that the customers don't even realize that they exist.

Andrew Mishalove

Andrew joined Volkswagen Automotive Cloud at the end of 2020 as the Global Head of Customer Success. His team is responsible for leading the following practices: Solution Engineering, Customer Support, Technical Training, Knowledge Center of Excellence, Customer User Groups and Enablement Tools & Services.

His two professional passions are as follows:

1. Empowering team members, customers and partners by connecting them with the right tools, platforms, systems, knowledge, opportunities and most importantly with each other.

2. Happy employees makes for happy customers. Andrew aims to make at minimum one team person smile each day. "Work is just work if we are not having fun together. This is a We Not Me culture. We grow together."

Jack Molisani

Jack Molisani is the President of ProSpring Technical Staffing, an employment agency specializing in technical writers and other content professionals. He’s the author of Be the Captain of Your Career: A New Approach to Career Planning and Advancement, which hit #5 on Amazon’s Career and Resume Best Seller list. Jack also produces the LavaCon Conference on Content Strategy and Technical Communication Management (lavacon.org).
Maura Moran

Maura Moran has over 25 years experience helping organizations drive value through improved content strategy, transformational activities, and content management systems and practices. She has solved complex content challenges for a broad spectrum of both private and public sector clients, including major clients in the pharma and health, manufacturing and commercial publishing sectors. Maura understands that changing an organization’s working practices can be a messy business, so she balances finding the right technical solution with a focus on practical implementation, including a solid approach to change management and content governance.

Mary Morreale

Mary Morreale is a Senior Manager, User Experience Design at Charles Schwab, which she joined after Schwab acquired TD Ameritrade in 2020. Mary has been a writer and champion of content strategy at TD Ameritrade for 10 years, where she and her staff support the firm's flagship website, digital new account application, and new responsive website.

In addition to supporting two major platform redesigns, Mary is now managing digital content strategy for the transition of TD Ameritrade clients to Charles Schwab. Before joining TD Ameritrade, she was a freelance writer for the financial industry.

Jon Nones

Jon Nones has more than 20 years of experience in content publishing. He started his career as an editor in medical publishing for Wolters Kluwer Health and Elsevier. He then reported financial news for investors as the Deputy Editor of ResourceInvestor.com, where he broke a story about a new silver exchange traded fund (ETF), the first of its kind. Jon was quoted in the Wall Street Journal, and the price of silver increased by 10%. Jon worked for Microsoft on Windows content, where he led an initiative that improved the CSAT of Wisdom upgrade content by 15%. At Expedia, he crafted a new tone of voice for rental car pages. Visitors increased 3%, click-through rate rose 3.7%, and bounce rate fell 2.7%. Now at Amazon, he leads a team that supports the AWS Field with sales enablement content. The team manages a self-service program that increased contributions by 400%, while reducing content support requests by 90%. Our resolution time for support requests improved by 70%.

Sarah O'Keefe

Sarah O’Keefe, Chief Executive Officer, founded Scriptorium Publishing to work at the intersection of content, technology, and publishing.

Today, she leads an organization known for expertise in solving business-critical content problems with a special focus on product and technical content.

Sarah identifies and assesses new trends and their effects on the industry. Her analysis is widely followed on Scriptorium’s blog and in other publications. As an experienced public speaker, she is in demand at conferences worldwide.
Liz Pfeffer
Liz Pfeffer works at the intersection of entertainment, tech and design as the lead content designer on Netflix’s TV experience. Previously, she led writing for YouTube’s subscription business where she helped launch YouTube TV. Before breaking into content strategy, she was an award-winning newspaper and public radio reporter, and editor of a bestselling design book. She’s passionate about opening doors for others who don’t come from traditional pipelines and is an active mentor in Netflix’s HBCU UX bootcamp.

Alan J. Porter
Alan Porter is driven to educate, inform, and entertain through content. He is a recognized industry-leading digital transformation thought leader and strategist, with extensive leadership experience and a track record of delivering mission-critical technology and business transformation solutions to Fortune 500 and global 100 brands. He has held executive roles and overall responsibility for building and growing marketing-driven organizations, and delivering cross-functional results.

Alan is creative, customer-focused, with the ability to sell solutions at senior executive levels, as well as work with technical and business stakeholders. He is a regular conference speaker, and writer on digital transformation technology and customer experience. He has served on industry groups and standards organizations.

Alan is noted as an industry thought leader and a catalyst for change with a strong track record in developing new ideas, embracing emerging technologies, and introducing operational improvements.

Chris Rocco
Bio to come...

Kennan Rossi
Kennan Rossi has over 30 years’ experience in technical communications, including 14 years at PlayStation. He has specialized in content for technical audiences, including developers and system administrators. He currently leads a global group that is responsible for all partner-facing (B2B) documentation, addressing developers, publishers, media partners, and others who offer games and apps on PlayStation platforms.
Barry Saiff

Barry Saiff has 38 years of technical documentation experience. His teams have developed documentation for large global companies, including DocuSign, Hitachi, Kyocera, Netgear, Oracle, Symantec, IBM, and GE. He led writing teams at 8 companies and hired, trained, and mentored over 100 writers. He started Saiff Solutions, Inc., a technical writing outsourcing company in the Philippines, which grew to employ 75 people. Barry is the author of *Outsourcing Technical Writing: A Primer*, published by XML Press in October 2018.

Amitoj Singh

Bio to come...

Dawn Stevens

Dawn Stevens is the owner and president of Comtech Services, a technical communications consulting company. She brings over 30 years of industry experience to her consulting projects, helping companies evaluate their development processes and tools, establish their content strategy, and apply writing best practices to their content. In parallel, Dawn believes in equipping individuals to do these tasks on their own and therefore teaches a wide variety of public and in-house workshops on these subjects. She is passionate about improving the visibility and importance of technical content within an organization.

Valerie Swisher

Valerie Swisher is the Founder and CEO of Content Rules, Inc. Valerie enjoys helping companies solve complex content problems. She is a well-known expert in content strategy, structured authoring, global content, content development, and terminology management. Valerie believes content should be easy to read, cost-effective to create and translate, and efficient to manage. Her customers include industry giants such as Google, Cisco, Visa, Facebook, Roche, and IBM. Her fourth book, *The Personalization Paradox: Why Companies Fail (and How to Succeed) at Creating Personalized Experiences at Scale*, was published in 2021 by XML Press.

Valerie is on the Advisory Board for the Technical Communications Program at the University of North Texas. When not working with customers or students, Valerie can be found sitting behind her sewing machine working on her latest quilt. She also makes a mean hummus.
Amber Swope
Amber Swope is an internationally recognized expert on the Darwin Information Typing Architecture (DITA) and information architect. With over 20 years of experience in the information development field and 15 years of DITA expertise, Amber specializes in helping organizations create opportunity through information architecture. She not only helps teams build scalable IA solutions to future-enable their content, but also mentors team members to advance the architecture as it evolves to meet new business needs.

Doug Tatum
Doug Tatum is the vice president of digital media for the New Orleans Pelicans and Saints. Tatum joined the organization in June 2013 after having served 13 years, first as deputy then as lead sports editor, for Louisiana’s largest newspaper, The Times-Picayune, part of a 20-year career in newspaper journalism. Tatum oversees the websites, mobile apps and all social media platforms for the Pelicans and Saints.

He is a Louisville native and a graduate of Western Kentucky.

Jerry Thorner
Jerry has been in the Learning Technology arena for more than 20 years with a strong emphasis on enabling learning technologies to improve the learner experience. He is currently the Global Learning Platforms Owner at Coca-Cola supporting more than 35k learners across more than 100 countries worldwide.

His past experiences have included implementing learning solutions, content management systems, integrating with 3rd party content providers, and taxonomy management. He currently resides in Atlanta, GA.

Stephen Townsend
Stephen is a senior manager of content strategy at Sony Interactive Entertainment. He manages a team of writers spread across the Bay Area and the U.K. As part of a broader global documentation department, Stephen’s teams ensure that our PlayStation Partners receive the content they need, when they need it, to develop, certify, publish, and manage their games.

Dominique Trouche
A graduate of the Ecole Centrale de Paris, Dominique is CEO of WhP since 2005. Before joining WhP, Dominique managed several multinational operations in Europe, the US, and South America. Based in France, Dominique strives to make localization rhyme with innovation. His passion for DITA has led him to position WhP as a specialist in DITA localization to help customers enhance multilingual DITA content. The company designs solutions that connect DITA and localization for higher reuse and term consistency and faster review.

Dominique is an active member of the DITA community, both on and offline, and a fervent wildlife photographer.
Noz Urbina
Noz Urbina is one of the few industry professionals who has been working in what we now call “multichannel” and “omnichannel” content design and strategy for over two decades. In that time, he has become a globally recognized leader in the field of content and customer experience. He’s well known as a pioneer in customer journey mapping and adaptive content modelling for delivering personalized, contextually-relevant content experiences in any environment. Noz is co-founder and Program Director of the OmnichannelX Conference and Podcast. He is also co-author of the book “Content Strategy: Connecting the dots between business, brand, and benefits” and lecturer in the Master’s Program in Content Strategy at the University of Applied Sciences of Graz, Austria.
Past clients include Microsoft, Eli Lilly Pharmaceuticals, Mastercard, Barclays Bank, Abbott Laboratories, RobbieWilliams.com, and hundreds more.

Leigh White
Leigh is a DITA author and information architect, Open Toolkit geek, and conference veteran. A DITA Specialist on the Product Conception team at IXIASOFT, she is the author of DITA For Print: A DITA Open Toolkit Workbook and contributor to The Language of Content Strategy. In her spare time, she hikes and makes wood things.
LavaCon loves a parade!

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