

THE LavaCon Conference

ON CONTENT STRATEGY AND TECHCOMM MANAGEMENT

Preliminary Program

A gathering place for
content strategists, user
experience designers,
documentation
managers, and other
content professionals



LavaCon.org

October 23–26, 2022
New Orleans, LA



Schedule at a Glance: LavaCon On Demand

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

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

Schedule at a Glance

Saturday, October 22, 2022				
7:00–	The Krewe of Boo Halloween Parade anal Street balcony, Astor Crowne Plaza Hotel			
Sunday, October 23, 2022				
8:00–	Registration and Coffee (breakfast on your own)			
<div>Pre-Conference Workshops</div> <div>Seating is limited and based on availability.</div>				
1:30–5:30	<div>Managing Writers: The Impact of Hybrid</div> <div>Barry Saiff, Founder and CEO, Saiff Solutions</div>	<div>Data Visualization and the Accessibility of Color</div> <div>Elise Blanchard, Senior UX Designer, Mozilla</div>	<div>Creating Content at Velocity</div> <div>Sharon Burton, Principal Content Strategist, Expel, Inc.</div>	<div>Using Taxonomies and Tagging to Connect Content Across the Enterprise</div> <div>Heather Hedden, Knowledge Engineer, Semantic Web Company</div>
7:00–	Welcome Reception, Followed by the Welcome to New Orleans! Drag Review with Princess Stephaney Mag's 940, 940 Elysian Fields			

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

Tuesday, October 25, 2022

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

Wednesday, October 26, 2022

7:45–	Continental Breakfast			
Room	Grand Ballroom			
8:15–9:15	Lights, Camera, Should I Be Doing This? How To Go Live With Your Product Writing Expertise <i>Joan Barnard, Content Designer, Pinterest</i>			
	Is Voice the Right Choice? (in-person only) <i>Kathleen Gavenman, Principal Voice Designer, Amazon</i>		TBD (virtual only)	
	When the Movie is Actually Better than the Book: Enhancing Content through Collaboration <i>Alyssa Fox, Vice President Channel Marketing, Alert Logic</i>			
Room	Astor I, II	Grand Ballroom	Astor III	St. Charles
9:30–10:30	Microcontent Architecture in Action <i>Rob Hanna, President, and Joshua Anderson, Associate Information Architect, Precision Content</i>	Setting Boundaries: Effectively Prioritizing Content Requests and Keeping Your Sanity <i>Christi Guzik, Senior UX Content Strategist</i>	Connect with Your Localization Silo for a Flawless Global Customer Experience <i>Dominique Trouche, CEO, WhP</i>	TBD
10:45–11:45	Intelligent Content Drives a Dynamic Customer Experience <i>Chip Gettinger, VP Global Solutions Consulting, RWS</i>	How to Communicate Change and Keep Your Customers (in-person only) <i>Mary Morreale, Senior Manager, UX Design, Charles Schwab</i>	Should You Start a Podcast? The Short Answer: Yes! <i>Mark Bologna, Podcast Producer, Beyond Bourbon Street, and Michele Bousquet, Podcast Producer, Many Worlds Productions</i>	
Noon–1:00	Return on Attendance: Content, Connection, and Community <i>Moderator: Andrea Ames, Customer Retention Strategist, Idyll Point Group</i>			

Post-Conference Workshops (includes box lunch)

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

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



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Sponsors and Exhibitors

Many thanks to this year's sponsors and exhibitors!

Diamond



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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)**

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 Hedden, 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

8:30–9:50 Welcome to LavaCon!

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).

9:50–10:30 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 CocaCola 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.

What is Content Strategy in the World of Technical Communication and a Case Study of a Successful Customer Change Project

Mark McLeod, Director Content Solutions, CogniLore Information Solutions

Mark McLeod has spent the last 25 years researching and defining what content strategy means in the world of technical communication. The talk will highlight some of his most interesting findings.

In this session, attendees will learn:

The talk will take you through what a content strategy looks like. This includes its composition, how it can be measured and what steps are needed to evolve a business so it is fully optimized.

The second part of the talk will see a case study of a successful deployment of one of the elements of the content strategy. What the objective was and how is what deployed successfully on time, to budget and most importantly how the user experience was greatly enriched.

11:45–1:45 **Networking Lunch + Dessert and Vendor Demos in the Exhibit Hall**

Stop the Coding Madness and Start Delivering!!

Stefan Gentz, Global TechComm Evangelist, Adobe Systems

When organizations start adopting structured content, the first step is usually to migrate legacy content. But quickly, the question of publishing the content also arises.

Unsurprisingly, the requirement to create engaging PDFs is a top priority: In the Adobe Technical Communication Industry Survey 2022, 82% of respondents said that PDF is the most important output channel.

But creating high-quality PDFs from XML-based content is no easy task. Typically, documentation teams hire a consultant to develop custom PDF plug-ins for the DITA Open Toolkit or contract with another vendor for a dedicated PDF formatter. None of this is cheap, fast, or easy, and it quickly becomes a permanent fixture. Rebranding initiatives, slow turnaround times for new documents, and other challenges become perennial problems.

With the latest version of Adobe's CCMS, all these problems are a thing of the past. In this session, Stefan Gentz, Global TechComm Evangelist at Adobe, will show you how the new cloud-based PDF publishing engine in Adobe Experience Manager Guides makes it easy to create high-quality PDFs—all without XSLT, XSL-FO, or other programming skills.

Transformative Innovation Though Content: They Will Never See You Coming

Chris Rocco, Principal Program Manager, and Mike Kippenhan, UX/UI Manager, Volkswagen Automotive Cloud

Working in a legacy manufacturing company can cause you to fall into old patterns that stifle innovation. We believe it can be different.

We will share our story of transforming technical documentation into high-value product assets. Recognizing this effort as a primary ingredient to foster innovation, VW is implementing our novel approach to developer content globally.

In this session, we will introduce the alternative paradigm we used to replace old patterns. Attendees will learn:

- How to transform old patterns through journey mapping
- Why design thinking is your secret weapon
- How an agile approach to content delivery maximizes flexibility
- Why choosing your partners wisely keeps you focused on your highest value objectives
- How to implement this approach to establish globally scalable content patterns

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

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.

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

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.

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.

What Your Web Analytics Won't Tell You

Chad Dybdahl, Senior Solutions Consultant, Acrolinx

Traditional web analytics are an invaluable tool that can help you understand how your content is performing in the real world—but they often don't tell the whole story. Site visitors, time on page, and bounce rate numbers tell you what is happening, but they miss one critical detail: why.

In this session, learn how collecting qualitative analytics about your content can help drive more actionable feedback by adding a third dimension to the insights you receive about your content.

Here are the key takeaways from this session:

- Why traditional web analytics only tell part of the story
- How consistently aligning content with your brand identity impacts the bottom line
- Types of qualitative analytics and their impact on content performance

Let's Discuss Content Reuse Again!

Stefan Gentz, Global TechComm Evangelist, Adobe

So, another talk about content reuse? No. This presentation asks: Do we get the maximum value out of expensively created technical content? And how can we use technical content in a more value-adding way in the future? Creating this content costs a lot of time and effort—and therefore money—and the content is of the highest quality and information value. Reasons enough to ask ourselves the question: Why does all this effort only end up in a PDF, which then ekes out its existence on a support page somewhere, as hard to find as possible? In this keynote, Stefan Gentz, Global TechComm Evangelist at Adobe, discusses why we need to rethink technical content and presents ideas on how to increase the value of information both within the company and for the customer.

Mag's 940, 940 Elysian Fields

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 CaaS 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

Documentation4.0, 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 in 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 an 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, Kathy Clemens, BlackLine, and Joe Gelb, Zoomin Software

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 comic book writer Alan J. Porter as he introduces you to the Heroes and Villains of Content Strategy. Which side will you be on?

12:30–1:30

Dessert and Vendor Demos in the Exhibit Hall

1:30–2:30

Breakout Sessions

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.

Be Faster than the Competition: Seamless Collaboration and Efficient Coordination Processes are Success Factors

Stefan Gentz, Global TechComm Evangelist, Adobe Systems

One of the big pain points in technical documentation projects is seamless collaboration on content across disciplines. Engineers, developers, subject matter experts, technical writers, translators, legal experts, marketing specialists, and managers—much coordination is required before teams can deliver a technical document. Even in large companies, content in coordination processes is often still sent around by e-mail, usually as a PDF. Subsequently, change requests have to be incorporated again, and queries often have to be clarified. A lot of time and money is lost in the process. And, in the worst case, the market launch of a product is delayed.

In this presentation, Stefan Gentz, Global TechComm Evangelist at Adobe, will discuss how technical content is collaborated on and how coordination processes can be streamlined and accelerated with Adobe's enterprise solutions.

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.

2:45–3:45

Breakout Sessions

Celebrating Diversity, Inclusion, and Social Responsibility Through Self-Service

Joe Gelb, President, Zoomin Software

Ironically, the underlying theme underpinning our social responsibility as content practitioners is self-service. From a position of privilege, we are obligated to facilitate and maximize the inclusion of content—from documentation to support knowledge to community discussions to learning and training—and the diversity of channels. As our social groups expand and merge through acquisition, the complexity and obligation only grows.

In this session, we will explore strategies for implementing and celebrating diversity and inclusion that drives favorable outcomes for liberation, self actualization, and self-service.

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.

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 user 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.

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 their 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

Carrie Hane, Sanity.io, Matt Armstrong, Author-it, and Michael Andrews, Kontnet.ai (moderator)

In recent years, the content strategy community has become more aware of and interested in headless CMSs. But fewer people have direct experience implementing and using 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.

5:15–5:35

Featured Speaker

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 is it really? 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. He will also show some current and potential applications of VR/AR Web 3.0 experiences for different industries.

In this session, attendees 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
- How to lay the content strategy foundations to be ready for Web 3.0 and the metaverse

6:00–6:30 Annual Second Line Jazz Parade to Dinner Locations

8:00– Annual Karaoke Night

Bourbon Heat, 711 Bourbon Street

Heavy appetizers provided. Additional food available from location and nearby restaurants.

Wednesday, October 26

7:45–

Continental Breakfast

8:15–9:15

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

Lights, Camera, Should I Be Doing This? How To Go Live With Your Product Writing Expertise

Joan Barnard, Content Designer, Pinterest

When it comes to helping an audience understand the product, no one does it better than a content designer. We know how to entice prospective audiences, get them onboarded and make sure they know how to make the most of our product. Our language is simple, straightforward and always on brand. But, do these skills translate on camera?

Come have a chat with Joan, a content designer who pivoted from product flows to live TV. Learn how to find your unique voice and make your UX writing pop for TV and video.

Is Voice the Right Choice? (in-person only)

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.

TBD (virtual only)

TBD

Session description to come...

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 UX Content Strategist

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

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.

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 (in-person only)

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.
5. Test, test, test. Design and copy. Moderated and unmoderated.

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

Noon–1:00 **Featured Speakers**

Return on Attendance: Content, Connection, and Community

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

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 Event

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 Ajoye-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

Matt Armstrong is the Director Business Development at Author-it Software Corporation. Matt is an experienced business development professional with a demonstrated history working at the enterprise level, recently focusing on content development, content management, and content publishing across a range of industries. His recent successes include managing the design, development, and launch of three new HTML5 products, including preliminary market/opportunity analysis and value modeling.



Joan Barnard

Joan Barnard has designed products for both the creator and business audiences at Pinterest. She has worked on all parts of the advertiser experience, from analytics tooling and marketing trends to partner integrations and onboarding. In addition to supporting monetization efforts, she also hosted Pinterest TV, live, long-form segments featuring new and established creators. Before Pinterest, Joan was the content strategist and spokesperson for Zoosk, an online dating site. Her dating advice column Dear Joan reached over 14 million readers before moving to YouTube and live TV. She splits time between Virginia, San Francisco, Burning Man and well-stocked snack closets.



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.



Mark Bologna

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

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.



Mary Brooks

Mary is a Senior Content Strategist at Amazon Web Services (AWS). She has held various roles in the content field for 16-years and participated in the evolution of content production from book binding to web to artificial intelligence.

She completed a BS in Computer Science and an MA focused on Technical Writing. She loves continuously learning the unique content needs directly from customers across: marketing, sales, product doc, training, and support.

When not re-imagining technical content, Mary can be found on adventures with her young daughter or hiking with her Rhodesian Ridgeback dog 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.



Chad Dybdahl

Chad Dybdahl is a Senior Solutions Consultant with Acrolinx, based out of his home in Wisconsin. He has more than a decade of experience in managing enterprise content and loves music and collecting and restoring vintage hifi gear. He spends entirely too much time on home automation projects, and loves gadgets of all kinds.

LinkedIn profile: [linkedin.com/in/chad-dybdahl](https://www.linkedin.com/in/chad-dybdahl)



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.



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

As the Global TechComm Evangelist at Adobe, Stefan Gentz's mission is to inspire enterprises and technical writers around the world and show how to create compelling technical communication content with the Adobe Technical Communication Suite tools. Stefan is also a certified Quality Management Professional (TÜV), ISO 9001/EN 15038 auditor, ISO 31000 Risk Management expert, and Six Sigma Champion. Stefan is a popular keynote speaker and moderator at conferences such as tekomp, tcworld, Information Energy, Intelligent Content Conference, Congility, LocWorld, TCUK, STC, GALA, ELIA, TTT, Translation Forum Russia, and many others. He is a member of the Conference Advisory Board of the world's biggest TechComm event, the tekomp/tcworld Conferences, and member of the iIRDS working group for Intelligent Information. He is also an active social networker on Facebook, Twitter, and LinkedIn.



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 was the Senior UX Content Strategist at DocuSign, where she focused on content modernization projects, both in the Content Design and Technical Writing areas. Prior to DocuSign, 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.



Mike Kippenhan

Mike Kippenhan is the UX/UI Manager at Volkswagen Automotive Cloud. He works directly with principle program managers and product owners to deliver compelling and meaningful user experiences for VW.AC's connected vehicle platform.

Mike's background in UX, design anthropology, design thinking, and visual design creates the foundation to operate in the critical space where business objectives, technical specifications, and user objectives intersect. Mike's team helps create experiences so developers can accelerate their process while also finding meaning and value in their work.

As a career-long designer, Mike has spent more than 25 years focused on user experiences across a variety of market sectors, including five years in automotive.



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-subsiidiary 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 Masysheff

Alex Masysheff 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.



Mark McLeod

Mark is a content strategy expert and has been working in the field of technical Communications for more than 35 years.

He has held a number of senior positions within blue chip companies where he has implemented numerous business change projects that have driven costs down, created new revenue streams and most importantly richly improved the experience to the content consumer.



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

Chris Rocco is currently leading the Developer Experience for Volkswagen's next-generation connected vehicle platform in the emerging electric vehicle industry.

His passion is leadership in human-centered digital transformation. It is not enough to just implement technology. True differentiation comes from psychological resonance with customers, and the ability to apply the art of design, the science of technology, and the alchemy of innovation.

Chris has spent more than 15 years ideating, building, marketing, and selling enterprise-class Platform-as-a-Service (PaaS) solutions across multiple industries within startups, and medium and large organizations.



Jessie Rogers

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.



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.



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.



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.

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