



Creating Unified Content Strategies

CS and UX AI and ML Tools and Technology Convergence of MarComm and TechComm

Workshops: Saturday, October 14, 2023					
7:00–	Registration in Grand Ballroom Foyer Coffee (breakfast on your own)				
	Pre-conference Workshops				
8:00–Noon	Becoming a Conscious Leader (Full Day) <i>Katherine Brown-Hoekstra</i> Principal, Comgenesis and <i>Andrea Ames</i> , Customer Success/ Retention Strategist Idyll Point Group	To Move Forward First Know Where You Are <i>Dawn Stevens</i> President Comtech Services	Intro to AI Workshop: Excel with AI Before the AI Apocalypse <i>Noz Urbina</i> , Founder and Omnichannel Strategist, Urbina Consulting, and <i>Timi Stoop-Alcala</i> Principal Content Strategist IKEA	Look Before You Leap: Taxonomy is a Foundational Technology for Natural Language Processing <i>Margie Hlava</i> , President and <i>Heather Kotula</i> , VP of Marketing and Communications Access Innovations, Inc.	Managing Writers: The Impact of Hybrid <i>Barry Saiff</i> , Senior Technical Writing Manager and <i>Kat Reiersen</i> Technical Writing Manager DocuSign
Noon–1:00	Lunch on your own				
1:00–5:00	Get Ready, Get Set, and Go Global (Full Day) <i>Leah Guren</i> Owner Cow TC	Data Over Feelings: Extracting the Most out of Marketing Budgets <i>Dmitrii Kustov</i> Founder and CEO Regex SEO	Advanced AI Workshop: Creating and Publishing Text, Images, Music, and Video Using Cutting Edge Generative AI Tools <i>Jason Kaufman</i> President and Principal Consultant Irrevo	Content Design with Progressive Disclosure <i>Eeshita Grover</i> Director, Product User Content Cisco Systems	Actually Completing a Real Enterprise Content Strategy for the Entire Enterprise and Getting it Right <i>Kevin P Nichols</i> , Executive Director, Experience and <i>Rebecca Schneider</i> , Executive Director, Content AvenueCX
6:30–7:30	Meet and Greet Exhibit Hall				

Conference Day 1: Sunday, October 15, 2023					
7:30–	Registration, Continental Breakfast Exhibit Hall Open			Practicing Conscious Leadership <i>with Kit and Andrea (all welcome)</i>	
8:30–9:00	Welcome				
9:00–9:20	Beyond the Horizon: Make AI Work for your Enterprise Content <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i>				
9:20–9:40	Shifting the Spotlight: Elevating Content's Impact on Self-Service Customer Experience <i>Scott Abel, Content Strategy Evangelist, Heretto</i>				
9:40–10:00	Creating the Content Experience Beyond the App <i>Jo Ward, Senior VP, Content Experience, Salesforce</i>				
Tracks	Content Strategy and UX	Content Strategy and UX	AI and ML	Tools and Technology	Tools and Technology
10:15–11:00	Five Principles of Cross-Functional CX <i>Sara Feldman</i> <i>Director of Member Engagement</i> <i>Consortium for Service Innovation</i>	From Vision to Reality: Supercharge CX by Truly Integrating Marketing and Technical Content <i>Stefan Gentz</i> <i>Global TechComm Evangelist, Adobe Systems</i>	Unlocking the AI Advantage: Transforming Content Creation for Technical Writers and Content Strategists <i>Jason Kaufman</i> <i>President and Principal Consultant, Irrevo</i>	Dirty DITA Deeds Done Dirt Cheap: A Case Against Structured Authoring and the Status Quo <i>Carol Hattrup, Netsmart</i> <i>and Amy Etheridge, NICE-CXOne Expert</i>	Content Structure 101: The Building Blocks for Innovation and Digital Transformation <i>Marianne Calilhanna</i> <i>VP Marketing</i> <i>Data Conversion Laboratory</i>
11:15–12:00	Customer Experience and Content: Time for a Less Dysfunctional Relationship <i>Kevin P Nichols</i> <i>Executive Director, Experience, AvenueCX</i>	The Intersection of CS and IA: Storytelling from Both Perspectives <i>Amber Swope</i> <i>DITA Strategies and Lief Erickson</i> <i>Intuitive Stack</i>	How Enterprise Content Teams are *Actually* Using AI <i>May Habib</i> <i>CEO and Co-founder</i> <i>Writer</i>	The Best of Both Worlds: How Mayo Clinic Delivers Personalized Content Experiences <i>Sebastian Fuhrer</i> <i>Dir of Content Engineering, Mayo Clinic and Bernard Aschwanden, Executive VP, Precision Content</i>	Overcoming Content Conversion Obstacles (an Interview with Avalara) <i>Jackson Klein</i> <i>CTO</i> <i>Stilo Corporation</i>
12:00–1:30	Lunch, followed by dessert in the Exhibit Hall				
1:30–2:15	Building a Data-Driven UX Strategy <i>Minnie Tuteja</i> <i>Sr. Technical Writer</i> <i>Invafresh</i>	Translation and Localization: It's All Greek to Me <i>Dana Aubin</i> <i>Senior Consultant</i> <i>Comtech Services</i>	Positioning Your Content Strategy for Success in the Era of AI and Machine Learning <i>Dmitrii Kustov, Founder and CEO, Regex SEO</i>	How Measuring and Managing Content Quality Can Help You Prioritize Your Work <i>Alex Masysheff, CEO</i> <i>Intuition Ltd.</i>	Applying the Principles of Structured Writing to Unstructured Content Creation <i>Dipo Ajose-Coker</i> <i>MadCap Software</i>
2:30–3:15	Managing Up, Down, and Sideways: How to Lead Effectively During Times of Chaos <i>Alexa Apallas</i> <i>Director, Content Design</i> <i>PayPal</i>	Unclogging Long Translation Turn-around Times <i>Eric Kuhn</i> <i>President</i> <i>GlobalLink CCMS</i>	Stories with Soul: Staying Alive in the Era of ChatGPT <i>Keith Boyd, Senior Director, Digital Experience, Microsoft</i> <i>and Mario Juarez</i> <i>CEO, StoryCo</i>	Content Quality Is not an Accident: Defining and Measuring KPIs for Enterprise Content Quality <i>Torsten Machert</i> <i>Senior Consultant</i> <i>Congree</i>	The Industrial Internet of Things (IIoT) and TechComm in Action <i>Nenad Furtula</i> <i>CEO</i> <i>Bluestream Software</i>
3:15–4:15	Snack Break in the Exhibit Hall				
4:15–4:35	Technical Content: The Business Booster Every CEO Should Care About <i>David Hoare, VP of Content Experience, ServiceNow</i>				
4:35–4:55	Peril and Possibilities: AI in Content Operations <i>Sarah O'Keefe, CEO, Scriptorium</i>				
5:00–5:45	Networking Reception				
8:00–	Live Storytelling Event				

Conference Day 2: Monday, October 16, 2023					
7:30	Continental Breakfast Exhibit Hall Open			Practicing Conscious Leadership <i>with Kit and Andrea (all welcome)</i>	
8:30–8:50	When Perfection Is The Enemy <i>Megan Gilhooly, Sr. Director Self-help and Content Strategy, Reltio</i>				
8:50–9:10	Getting Business Buy-In For Your Content Initiatives <i>Maura Moran, Senior Content Consultant, Contiem</i>				
9:10–9:30	Building Trust and Credibility: Creating an Enterprise Content Strategy from Scratch <i>Samantha Azzarello, Executive Director, Global Research, J.P.Morgan</i>				
Tracks	Content Strategy and UX	Content Strategy and UX	AI and ML	Tools and Technology	Tools and Technology
9:45–10:30	Driving Content Changes in a Change-Adverse Organization <i>Christi Guzik UX Content Strategist Rocket Companies</i>	Business Impact of Technical Content: The ROI Paradox <i>Stefan Gentz, Global TechComm Evangelist, Adobe</i>	Ghost in the Machine: Integrating AI into your International Content Strategy <i>Elizabeth Riley, Supertext USA and Mike Wald, Oniracom</i>	Microcontent Pipeline to Chatbots and Voice Assistants <i>Rob Hanna, President and Josh Anderson Information Architect Precision Content</i>	Leveraging Semantics to Provide Targeted Training Content <i>Heather Hedden Semantic Web Company and Esther Yoon, Senior Data Architect, Google</i>
10:45–11:30	What’s Next: Heading up to Social and Semantic Tech Doc <i>Fabrice Lacroix Founder Fluid Topics</i>	Adventures in Structured Content Authoring: Bringing XML to Regulated Industries <i>Regina Lynn Preciado Sr. Director of Content Strategy Solutions Content Rules Inc.</i>	Case Study: Experiments in Using AI for Content Personalization and Writer Efficiency <i>Fawn Damitio Senior Documentation Leader in AI and ML Meta</i>	Headless: Catch Silos If You Can <i>Tomas Nosek, Director of Customer Enablement and Martina Farkasova Customer Education Leader Kontent.ai</i>	A Migration Is a Terrible Thing to Waste: A Roadmap For Your Next Big Content Migration <i>Mark Dorison, CTO and Chris Free, President Chromatic</i>
11:30–1:30	Lunch and Dessert in the Exhibit Hall				
1:30–2:15	You Have Something in Your Content: Trust in a Time of Misinformation <i>Jennifer Kaufman Director, Information Engineering NetApp</i>	Going Omnichannel in Pharma: A Multi-Project Case Study <i>Noz Urbina Founder & Omnichannel Strategist Urbina Consulting</i>	Garbage In, Garbage Out (GIGO): How to Write Prompts to Get What You Really Want from an AI <i>Speaker TBA</i>	Choosing a “Web” CMS Without Losing Your Head <i>Mark Demeny Head of Product Strategy Uniform</i>	Makeups and Breakups: Content Migration in the Real World <i>Jennifer Obert and Jessica Caldwell Jack Henry & Associates</i>
2:30–3:15	Flex Your Staffing Model to Navigate Change, Build Trust, and Have Big Impact <i>Sheila O'Hara Sr. Director, Content Design Slack</i>	Product Information: Expensive, Cheap, or Priceless? <i>Matt Reiner Customer Advocate K15t</i>	Putting Your Customer First In Your Content—Literally <i>Marcia Riefer Johnston Senior Technical Writer Amazon Web Services-</i>	Enabling Contextual Delivery of Procedural Guidance <i>Greg Chapple Chief Technology Officer Propylon</i>	Changing the Wheels While Driving: Migrating Legacy CMSs to a Single Help Center <i>George Lewis Service Delivery Director 3di Information Solutions</i>
3:15–4:00	Snack Break in the Exhibit Hall				
4:00–4:20	Evolution of Content Consumption <i>Eeshita Grover, Director, Product User Content, Cisco Systems</i>				
4:20–5:15	Synergy: A Crowdsourced Exercise in Learning Retention <i>Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group</i>				
5:30–	Parade to dinner venues				
7:30–	Annual Karaoke Night				

Conference Day 3: Tuesday, October 17, 2023					
8:00–	Continental Breakfast			Practicing Conscious Leadership with Kit and Andrea (all welcome)	
8:30–9:15	Delivering Skill Based Learning with Adaptive Content <i>Max Swisher, Director of Technology, Content Rules and Leslie Farinella, Chief Strategy Officer, Xyleme</i>	Taking The Pulse of ContentOps With a Maturity Model <i>Peihong Zhu, Information Architect, Precision Content</i>	Google Analytics 4 Is Here And You Better Get Used To It: Recalibrating How We Measure Content Engagement <i>Jesse Ringer, Founder, Method + Metric</i>	Content and Silos and Users, Oh My! Transforming Our Customers' Content Experience <i>Nitza Hauser and Frances Gambino, Medidata Solutions</i>	How Netsmart Unified our Marketing, Support, and Documentation Content Strategies <i>Sarah Owings, Sr. Director, Client Learning, Netsmart</i>
9:30–10:15	A KB Doesn't Have to Be a KO: How to Build Big with a Tiny Team <i>Jayme Perlman, Senior Technical Writer, GitHub</i>	Optimizing Productivity through Time Management and the Art of Saying "No" <i>Jackie Damrau, Sr. Business Analyst, Cathedral Plumbing of TX</i>	Building Business Value Through User-Centric Content Design <i>Aditi Kashikar, Director, Documentation, Automation Anywhere</i>	Transform Traditional Content Into Intelligent Modular Content <i>Cecil Lee, Sr. Director, Content Strategy, Commercial, Eli Lilly</i>	Ciena's Journey to Consistent Product Documentation Using Controlled Language <i>Robin Melanson, Ciena and Torsten Machert, Congree Language Technologies</i>
10:30–11:15	Moving the Cheese: Redesigning the IA of a Beloved Product Without Driving Users Mad <i>Emily Straubel, Principal Content Designer, Slack</i>	<i>Reserved to repeat standing room only sessions</i>	Overcoming Roadblocks in Your Projects: A Guide to Success! <i>Daniel Schommer, Content Strategy Consultant, Intuitive Stack</i>	<i>Reserved to repeat standing room only sessions</i>	Why Nextworld Is Writing Our Own Content Applications and How We're Working Towards Content 4.0 <i>Carrie Sheaffer, Director of Information Development, Nextworld</i>
11:30–12:15	Closing Panel Discussion: The Future of Content <i>Jack Molisani, The LavaCon Conference (Moderator)</i>				

Post-conference Workshop	
1:00–5pm	Beyond Design Thinking: Innovation Through Co-Creation and Questions <i>Andrea Ames, Customer Success/ Retention Strategist, Idyll Point Group</i>

8:00–	Closing Social Tweetups: #PubCrawl #CraftBrews #CoffeeHouseMusicAndPoetry	#OpenMicImprovJam #GroundKontrol (bar and video game arcade)
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