



The 21st LavaCon Conference on Content Strategy and Technical Communication Management

LavaCon started in Hawaii (hence our name) to help organizations reduce costs and generate revenue by leveraging state-of-the-art authoring and publishing technologies.

However, LavaCon is more than just a conference. It's a gathering place where content professionals share best practices and lessons learned, network with peers, and build professional relationships that will last for years to come.

Overview

The next LavaCon is scheduled for 14–17 October 2023 in San Diego, CA.

Our 2023 theme: The Convergence of Enterprise Content

LavaCon is known for having the very best content professionals as speakers. We are also known for creating a fantastic attendee experience, featuring live music, fun networking events, and more.

Watch a [recap video](#) from a previous LavaCon to get a feel for the LavaCon attendee experience:





About LavaCon

“One of the attractions of LavaCon to me is how sassy (for the lack of a better term) it is. It gets big names from major companies covering really important stuff, but there is also a sense of playfulness.”

L.R., Senior Content Developer

LavaCon is not a stuffy conference where “learned professors” talk about what attendees *can* do or *should* do with enterprise content. Instead, we feature practicing industry professionals who have successfully implemented enterprise content initiatives—the “Rockstars of Content Strategy”, so to speak.

As for the “sense of playfulness,” here are sample sessions from previous conferences:

Content in the Zombie Apocalypse

Cowabunga! Riding the Crest of the New Content Revolution

Creating a Global Content Team Is Like Trying to Catch a Unicorn in a Blizzard. You Can Do It, But You Have to Know Where to Look!

We encourage entertaining titles for sessions and workshops.

Audience

The typical LavaCon attendee is a *senior* content professional who is doing (or wants to do) structured authoring, but who also wants to create a unified content strategy across multiple content silos (tech pubs, marketing, training, tech support, etc.).

Note: LavaCon is not an SEO/content marketing conference (there are other conferences for that). But we do address how to integrate marketing content into organization-wide content ecosystems, such as:

- Including Marketing content in your Enterprise Content Strategy
- Including Technical Publications in your marketing and SEO strategy
- Displaying both marcomm and techcomm content at the same time, and so on

Attendance

We had 400+ in-person content professionals in New Orleans, with an additional 200+ remote attendees in our live virtual track.

Assuming we continue to recover from Covid at the pace we are going, we expect 500 to 600 in-person attendees in San Diego.

Note: We are going back to four or five simultaneous sessions in 2023, so we can have tracks dedicated to multichannel publishing, DITA CMS, and other content technologies.

Workshops and Sessions

Pre-conference workshops are either half day or full day. We split workshop revenue with the facilitator(s).

Breakout sessions and case studies are 45 minutes long. Speakers are comp'ed into the conference as compensation for speaking.

Note: We live stream and record all sessions in the Grand Ballroom and record all breakout sessions webinar style (slides and audio), so attendees can watch the sessions they did not attend in person. We are not, however, offering prerecorded sessions in an on-demand library as we did during Covid years.

Case Studies

Surveys show that attendees love case studies! What business or content problems were you experiencing? How did you solve them? How much did the solution cost vs. the return on investment? Bonus points for sharing before-and-after metrics!

Topics

We are looking for workshops and sessions on strategic topics such as

- Creating an Enterprise Content Strategy (what is it, where do you start, etc.)
- Integrating TechComm into your Marketing Strategy
- Integrating MarComm into the Enterprise Content Ecosystem
- How to Search and Return Content from Multiple, Disparate Content Silos
- The Intersection of Content Strategy and User Experience (UX)
- And more

While LavaCon attendees tend to be more managerial and strategic than individual contributors, they are still involved in selecting and implementing technology solutions. Hence, we also need sessions on

- What Is Structured Authoring and DITA, What Are the Benefits, etc.
- How to Choose a Content Management System (CMS) that Is Right for You
- What are Taxonomies and How Do You Create Them?
- What Is Content Modeling and How Do You Do It?
- How to Perform Content Inventories, Content Audits, etc.
- And more



A LavaCon speaker once surveyed attendees asking for what problems they are facing when rolling out enterprise content initiatives. Not one person said the problems they were facing weren't technology problems—they were all *people* problems. Hence, we are also looking for sessions on topics such as:

- Building a Business Case for Content Initiatives
- Overcoming Resistance to Change: How to get organizations to adopt controlled vocabulary, a common enterprise taxonomy, etc.
- Influence without Authority—how to get other groups to do what you need
- How to Manage Remote Teams
- What Metrics to Track to Gauge Content Usability
- Sessions on Accessibility, Diversity, Localization
- Sessions on Content Operations, Content as a Service (CaaS), Content Governance
- And more

Finally, we're always looking for sessions on emerging content technologies, such as AI-generated content, ChatGPT, Content 4.0, and more!

Notes

- There is a limit of two speakers per session
- Panel discussions are welcome, but should be staffed by speakers or attendees who are already at the conference. (Call or email with questions.)
- Vendors may present case studies if a customer co-presents. (No product demos are allowed in sessions. Contact us if you'd like information on exhibiting at the conference.)

How to Submit

Have a question? Contact me at 1+ 562-726-1800 x201 or jack@lavacon.org

Otherwise submit your proposal [here](#).

Deadline for submitting: 17 February 2023

See you in San Diego!

Jack Molisani
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The LavaCon Conference