



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			
	<i>Cortez Hill A</i>	<i>Cortez Hill B</i>	<i>Bankers Hill</i>	
8:00–Noon	Intro to AI Workshop: Excel with AI Before the AI Apocalypse <i>Noz Urbina, Founder and Omnichannel Strategist, Urbina Consulting, and Timi Stoop-Alcala Principal Content Strategist IKEA</i>	To Move Forward First Know Where You Are <i>Dawn Stevens President Comtech Services</i>		
Noon–1:30	Lunch on your own			
1:30–5:30	Advanced AI Workshop: Creating and Publishing Text, Images, Music, and Video Using Cutting Edge Generative AI Tools <i>Jason Kaufman President and Principal Consultant Irrevo</i>	Content Design with Progressive Disclosure <i>Eeshita Grover Director, Product User Content Cisco Systems</i>	Actually Completing a Real Enterprise Content Strategy for the Entire Enterprise and Getting it Right <i>Kevin P Nichols, Executive Director, Experience and Rebecca Schneider, Executive Director, Content AvenueCX</i>	
6:30–7:30	Meet and Greet Mixer <i>Exhibit Hall</i>			

Conference Day 1: Sunday, October 15, 2023					
7:30–	Registration, Continental Breakfast Exhibit Hall Open				
8:15–9:00	Welcome <i>Grand Ballroom</i>				
9:00–10:00 Three 18 minute talks back-to-back	<p>Beyond the Horizon: Make AI Work for your Enterprise Content <i>Stefan Gentz, Principal Worldwide Evangelist, Technical Communication, Adobe</i></p> <p>Shifting the Spotlight: Elevating Content's Impact on Self-Service Customer Experience <i>Scott Abel, Content Strategy Evangelist, Heretto</i></p> <p>Creating the Content Experience Beyond the App <i>Jo Ward, Senior VP, Content Experience, Salesforce</i></p>				
	Content Strategy and UX <i>Hillcrest AB</i>	Content Strategy and UX <i>Hillcrest CD</i>	AI and ML <i>Grand Ballroom</i>	Tools and Technology <i>Torrey Hills AB</i>	Tools and Technology <i>Golden Hill AB</i>
10:15–11:00	Five Principles of Cross-Functional CX <i>Sara Feldman Director of Member Engagement Consortium for Service Innovation</i>	Unlocking Documentation ROI: Technical Content as Your Business Superpower <i>Stefan Gentz, Worldwide Evangelist, Technical Communication Adobe</i>	Unlocking the AI Advantage: Transforming Content Creation for Technical Writers and Content Strategists <i>Jason Kaufman President, Irrevo</i>	Dirty DITA Deeds Done Dirt Cheap: A Case Against Structured Authoring and the Status Quo <i>Carol Hattrup, Netsmart and Amy Etheridge, NICE-CXOne Expert</i>	Content Structure 101: The Building Blocks for Innovation and Digital Transformation <i>Marianne Calilhanna VP Marketing Data Conversion Laboratory</i>
11:15–12:00	Customer Experience and Content: Time for a Less Dysfunctional Relationship <i>Kevin P Nichols Executive Director, Experience, AvenueCX</i>	The Intersection of CS and IA: Storytelling from Both Perspectives <i>Amber Swope DITA Strategies and Lief Erickson Intuitive Stack</i>	The Technical Writer's Unlikely Ally: Generative AI for Documentation <i>Jarod Sickler Senior Solutions Architect Heretto</i>	Content 4.0—Human Knowledge in the Age of the Smart Machine <i>Joe Gollner Managing Director Gnostyx Research Inc.</i>	Overcoming Content Conversion Obstacles (an Interview with Avalara) <i>Jackson Klein CTO Stilo Corporation</i>
12:00–1:30	Lunch, followed by dessert in the Exhibit Hall and Therapy Dogs in the Grand Foyer				
1:30–2:15	Building a Data-Driven UX Strategy <i>Minnie Tuteja Sr. Technical Writer Invafresh</i>	Translation and Localization: It's All Greek to Me <i>Dana Aubin Senior Consultant Comtech Services</i>	How Enterprise Content Teams are *Actually* Using AI <i>May Habib CEO and Co-founder Writer</i>	How Measuring and Managing Content Quality Can Help You Prioritize Your Work <i>Alex Masysheff, CEO Intuition Ltd.</i>	Applying the Principles of Structured Writing to Unstructured Content Creation <i>Dipo Ajose-Coker MadCap Software</i>
2:30–3:15	Managing Up, Down, and Sideways: How to Lead Effectively During Times of Chaos <i>Alexa Apallas Director, Content Design PayPal</i>	Unclogging Long Translation Turn-around Times <i>Eric Kuhn President GlobalLink CCMS</i>	Positioning Your Content Strategy for Success in the Era of AI and Machine Learning <i>Dmitrii Kustov CEO Regex SEO</i>	Content Quality Is not an Accident: Defining and Measuring KPIs for Enterprise Content Quality <i>Torsten Machert Senior Consultant Congree Language Technologies</i>	The Industrial Internet of Things (IIoT) and TechComm in Action <i>Nenad Furtula CEO Bluestream Software</i>
3:15–4:15	Snack Break in the Exhibit Hall				
4:15–4:55	<p>Peril and Possibilities: AI in Content Operations <i>Sarah O'Keefe, CEO, Scriptorium</i></p> <p>Technical Content: The Business Booster Every CEO Should Care About <i>David Hoare, VP of Content Experience, ServiceNow</i></p>				
5:00–7:00	Networking Reception (Marina Courtyard)				
8:00–10:00	Storytelling Night (Location: Sidebar 536 Market St.)				

Conference Day 2: Monday, October 16, 2023

7:30	Continental Breakfast Exhibit Hall Open				
8:30–9:30	<p>When Perfection Is The Enemy <i>Megan Gilhooly, Sr. Director Self-help and Content Strategy, Reltio</i></p> <p>Getting Business Buy-In For Your Content Initiatives <i>Maura Moran, Senior Content Consultant, Contiem</i></p> <p>Building Trust and Credibility: Creating an Enterprise Content Strategy from Scratch <i>Samantha Azzarello, Executive Director, Global Research, J.P.Morgan</i></p>				
	Content Strategy and UX <i>Hillcrest AB</i>	Content Strategy and UX <i>Hillcrest CD</i>	AI and ML <i>Grand Ballroom</i>	Tools and Technology <i>Torrey Hills AB</i>	Tools and Technology <i>Golden Hill AB</i>
9:45–10:30	Driving Content Changes in a Change-Adverse Organization <i>Christi Guzik</i> <i>UX Content Strategist</i> <i>Rocket Companies</i>	From Vision to Reality: Supercharge CX by Truly Integrating Marketing and Technical Content <i>Stefan Gentz</i> <i>Principal Worldwide Evangelist, Technical Communication, Adobe</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>	Microcontent Pipeline to Chatbots and Voice Assistants <i>Rob Hanna, President and Patrick Baker, Director of AI, Product, and Support</i> <i>Precision Content</i>	Leveraging Semantics to Provide Targeted Training Content <i>Heather Hedden</i> <i>Semantic Web Company</i> <i>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</i> <i>Founder</i> <i>Fluid Topics</i>	Adventures in Structured Content Authoring: Bringing XML to Regulated Industries <i>Regina Lynn Preciado</i> <i>Sr. Director of Content Strategy Solutions</i> <i>Content Rules Inc.</i>	Case Study: Experiments in Using AI for Content Personalization and Writer Efficiency <i>Fawn Damitio and Marilyn Beck, Senior Documentation Leaders in AI and ML</i> <i>Meta</i>	Boost Results by Bringing SEO & A/B Testing Inside Your CMS <i>Stephen Fahlsing</i> <i>Founder/Managing Director</i> <i>BonfireLA Productions and Jonathan Ames, Director of Marketing, ButterCMS</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</i> <i>Chromatic</i>
11:30–1:30	Lunch, followed by dessert in the Exhibit Hall and a Therapy Llama in the Grand Foyer!				
1:30–2:15	You Have Something in Your Content: Trust in a Time of Misinformation <i>Jennifer Kaufman</i> <i>Director, Information Engineering, NetApp</i>	Going Omnichannel in Pharma: A Multi-Project Case Study <i>Noz Urbina</i> <i>Founder & Omnichannel Strategist, Urbina Consulting</i>	Putting Up the Guardrails for AI Success <i>Brian Trombley and Hugues LaRicca</i> <i>Managing Partners</i> <i>Ariza Content Solutions</i>	Headless: Catch Silos If You Can <i>Tomas Nosek and Martina Farkasova</i> <i>Customer Education Leader</i> <i>Kontent.ai</i>	Makeups and Breakups: Content Migration in the Real World <i>Jennifer Obert</i> <i>Technical Writing Supervisor</i> <i>Jack Henry & Associates</i>
2:30–3:15	Putting Your Customer First In Your Content—Literally <i>Marcia Riefer Johnston</i> <i>Senior Technical Writer</i>	Product Information: Expensive, Cheap, or Priceless? <i>Matt Reiner</i> <i>Customer Advocate</i> <i>K15t</i>	Integrating AI into your International Content Strategy <i>Elizabeth Riley, Supertext USA and Mike Wald, Oniracom</i>	Building Business Value Through User-Centric Content Design <i>Aditi Kashikar</i> <i>Director, Documentation Automation Anywhere</i>	Enabling Contextual Delivery of Procedural Guidance <i>Greg Chapple</i> <i>Chief Technology Officer</i> <i>Propylon</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>				
4:20–5:00	Synergy: A Crowdsourced Exercise in Learning Retention <i>Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group</i>				
5:00–5:30	GenAI & Wine sponsored by Fluid Topics and Acrolinx (in booth 47)				
5:30–	Mariachi Parade to dinner venues				
7:00–	Annual Karaoke Night (Location: Sidebar 536 Market St.)				

Conference Day 3: Tuesday, October 17, 2023

8:00–	Continental Breakfast				
	Content Strategy and UX <i>Hillcrest AB</i>	Content Strategy and UX <i>Hillcrest CD</i>	Project Management <i>Grand Ballroom</i>	Tools and Technology <i>Torrey Hills AB</i>	Tools and Technology <i>Golden Hill AB</i>
8:30–9:15	Delivering Skill Based Learning with Adaptive Content <i>Max Swisher, Director of Technology, Content Rules and Maria McGinn Head of Partnerships Xyleme</i>	Taking The Pulse of ContentOps With a Maturity Model <i>Peihong Zhu Information Architect Precision Content</i>	How Netsmart Unified our Marketing, Support, and Documentation Content Strategies <i>Sarah Owings Sr. Director, Client Learning Netsmart</i>	Content and Silos and Users, Oh My! Transforming Our Customers' Content Experience <i>Nitza Hauser and Frances Gambino Medidata Solutions</i>	Changing the Wheels While Driving: Migrating Legacy CMSs to a Single Help Center <i>George Lewis Service Delivery Director 3di Information Solutions</i>
9:30–10:15	Transform Traditional Content Into Intelligent Modular Content <i>Cecil Lee Sr. Director, Content Strategy, Commercial Eli Lilly</i>	Optimizing Productivity through Time Management and the Art of Saying “No” <i>Jackie Damrau Sr. Business Analyst Cathedral Plumbing of TX</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>	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>	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>
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8:00–	Closing Social Event
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