



| 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> <i>Principal, Comgenesis and Andrea Ames, Customer Success/Retention Strategist</i> <i>Idyll Point Group</i> | Get Ready, Get Set, and Go Global (Full Day) <i>Leah Guren</i> <i>Owner</i> <i>Cow TC</i> | Excel with AI Before the AI Apocalypse <i>Noz Urbina</i> <i>Founder & Omnichannel Strategist</i> <i>Urbina Consulting, and Timi Stoop-Alcala</i> <i>Principal Content Strategist</i> <i>IKEA</i> | To Move Forward First Know Where You Are <i>Dawn Stevens</i> <i>President</i> <i>Comtech Services</i> | Managing Content Development Teams: Inner Mastery <i>Barry Saiff</i> <i>Founder and CEO</i> <i>Saiff Solutions</i> |
| Noon–1:00 | Lunch on your own | | | | |
| 1:00–5:00 | | | Content Design with Progressive Disclosure <i>Eeshita Grover</i> <i>Director, Product User Content</i> <i>Cisco Systems</i> | Creating a Content Model that Focuses on Intent, not Design <i>Marcelo Lewin</i> <i>Head of Content and Community</i> <i>Headless Creator</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</i> <i>AvenueCX</i> |
| 5:15–5:30 | Practicing Conscious Leadership <i>with Kit and Andrea (all welcome)</i> | | | | |
| 6:30– | Welcome Reception <i>(location TBD)</i> | | | | |

| Conference Day 1: Sunday, October 15, 2023 | | | | | |
|--|---|--|---|---|---|
| 7:30– | Registration, Continental Breakfast | | | Practicing Conscious Leadership <i>with Kit and Andrea (all welcome)</i> | |
| 8:30–9:00 | Welcome | | | | |
| 9:00–9:20 | Creating the Content Experience Beyond the App <i>Jo Ward, Senior VP, Content Experience, Salesforce</i> | | | | |
| 9:20–9:40 | ChatGPT is Coming to Take Your Job...and Make It Better <i>Joshua Drew, AI Technical Strategist, Microsoft</i> | | | | |
| 9:40–10:00 | Shifting the Spotlight: Elevating Content's Impact on the Customer Experience <i>Scott Abel, Content Strategy Evangelist, Heretto</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 Director of Member Engagement Consortium for Service Innovation</i> | From Vision to Reality: Supercharge CX by Truly Integrating Marketing and Technical Content <i>Stefan Gentz Global TechComm Evangelist Adobe Systems</i> | The Content Strategist's Survival Guide: Bing, Bard, and ChatGPT <i>Lou Cimaglia Principal Content Strategist Fidelity</i> | Content Structure 101: The Building Blocks for Innovation and Digital Transformation <i>Marianne Calilhanna VP Marketing Data Conversion Laboratory</i> | Choosing a "Web" CMS Without Losing Your Head <i>Mark Demeny Head of Product Strategy Uniform</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> | Positioning Your Content Strategy for Success in the Era of AI and Machine Learning <i>Dmitrii Kustov Founder and CEO Regex SEO</i> | Overcoming Content Conversion Obstacles (an Interview with Avalara) <i>Jackson Klein CTO Stilo Corporation</i> | Headless: Catch Silos If You Can <i>Tomas Nosek, Director of Customer Enablement and Martina Farkasova Customer Education Leader Kontent.ai</i> |
| 12:00–1:30 | Lunch, followed by 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> | Translation and Localization: It's All Greek to Me <i>Dana Aubin Senior Consultant Comtech Services</i> | How AI Enables an Enterprise-wide Content Strategy <i>May Habib CEO and Co-founder Writer</i> | The Industrial Internet of Things (IIoT) and TechComm in Action <i>Rik Page Sales & Marketing Director Bluestream</i> | How Measuring and Managing Content Quality Can Help You Prioritize Your Work <i>Alex Masysheff CEO, Intuillion Ltd.</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 Kuhnen President GlobalLink CCMS</i> | Beyond the Horizon: Make AI Work for Your Enterprise Content <i>Stefan Gentz Global TechComm Evangelist Adobe Systems</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> | Content Quality Is not an Accident: Defining and Measuring KPIs for Enterprise Content Quality <i>Torsten Machert Senior Consultant Congree</i> |
| 3:15–4:15 | Snack Break in the Exhibit Hall | | | | |
| 4:15–4:35 | Evolution of Content Consumption <i>Eeshita Grover, Director, Product User Content, Cisco Systems</i> | | | | |
| 4:35–4:55 | Business Impact of Technical Content: The ROI Paradox <i>Stefan Gentz, Global TechComm Evangelist, Adobe</i> | | | | |
| 5:00–6:30 | Networking Reception Sponsored by Adobe | | | | |
| 8:00– | Live Storytelling Event | | | | |

| Conference Day 2: Monday, October 16, 2023 | | | | | |
|--|---|--|---|---|---|
| 7:30 | Continental Breakfast | | | 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 & 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 | <i>Content Strategy and UX</i> | <i>Content Strategy and UX</i> | <i>AI and ML</i> | <i>Tools and Technology</i> | <i>Tools and Technology</i> |
| 9:45–10:30 | 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> | Stories with Soul: Staying Alive in the Era of ChatGPT <i>Keith Boyd, Senior Director, Digital Employee Experience, Microsoft and Mario Juarez CEO, StoryCo</i> | Microcontent Pipeline to Chatbots and Voice Assistants <i>Rob Hanna, President and Josh Anderson Information Architect Precision Content</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> |
| 10:45–11:30 | Driving Content Changes in a Change-Adverse Organization <i>Christi Guzik UX Content Strategist Rocket Companies</i> | Enabling Contextual Delivery of Procedural Guidance <i>Greg Chapple Chief Technology Officer Propylon</i> | Ghost in the Machine: Integrating AI into your International Content Strategy <i>Elizabeth Riley, Supertext USA and Mike Wald, Oniracom</i> | Makeups and Breakups: Content Migration in the Real World <i>Jennifer Obert and Jessica Caldwell Jack Henry & Associates</i> | Improve Your Review Process ROI : No Cost Options <i>Dipo Ajose-Coker Product Ambassador Componize Software</i> |
| 11:30–1:30 | Lunch and Dessert in the Exhibit Hall | | | | |
| 1:30–2:15 | Going Omnichannel in Pharma: A Multi-Project Case Study <i>Noz Urbina Founder & Omnichannel Strategist Urbina Consulting</i> | Product Information: Expensive, Cheap, or Priceless? <i>Matt Reiner Customer Advocate K15t</i> | Case Study: Experiments in Using AI for Content Personalization and Writer Efficiency <i>Fawn Damitio Senior Documentation Leader in Artificial Intelligence and Machine Learning, Meta</i> | Changing the Wheels While Driving: Migrating Legacy CMSs to a Single Help Center <i>George Lewis Service Delivery Director 3di Information Solutions</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> |
| 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> | Transform Traditional Content Into Intelligent Modular Content <i>Cecil Lee Sr. Director, Content Strategy, Commercial Eli Lilly</i> | Reducing The Impact Your Content Has On Climate Change <i>Chris Hester Sr. Manager, Web Content Strategy and Operations UL Solutions</i> | Ciena's Journey to Consistent Product Documentation Using Controlled Language <i>Robin Melanson and Susanna Carlisi, Ciena and Torsten Machert, Congree Language Technologies</i> | Leveraging Semantics to Provide Targeted Training Content <i>Heather Hedden Semantic Web Company and Esther Yoon, Senior Data Architect, Google</i> |
| 3:30–4:30 | Synergy: A Crowdsourced Exercise in Learning Retention <i>Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group (Facilitator)</i> | | | | |
| 4:45– | Parade to dinner venues | | | | |
| 7:00– | Annual Karaoke Night Location: TBD | | | | |

| Conference Day 3: Tuesday, October 17, 2023 | | | | | |
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| 8:00– | Continental Breakfast | | | Practicing Conscious Leadership <i>with Kit and Andrea (all welcome)</i> | |
| 8:30–9:15 | A KB Doesn't Have to Be a KO: How to Build Big with a Tiny Team <i>Jayme Perlman</i> Senior Technical Writer GitHub | Taking The Pulse of ContentOps With a Maturity Model <i>Peihong Zhu</i> Information Architect Precision Content | Putting Your Customer First in Your Content—Literally! <i>Marcia Riefer Johnston</i> Senior Technical Writer Amazon Web Services | Content and Silos and Users, Oh My! Transforming Our Customers' Content Experience <i>Nitza Hauser and Frances Gambino:</i> Medidata Solutions | How Netsmart Unified our Marketing, Support, and Documentation Content Strategy <i>Sarah Owings</i> Director, Client Learning Netsmart |
| 9:30–10:15 | Delivering Skill Based Learning with Adaptive Content <i>Val Swisher, CEO</i> Content Rules and Leslie Farinella, Chief Strategy Officer Xyleme | Optimizing Productivity through Time Management and the Art of Saying “No” <i>Jackie Damrau</i> Sr. Business Analyst Cathedral Plumbing of TX | Moving the Cheese: Redesigning the IA of a Beloved Product Without Driving Users Mad <i>Emily Straubel</i> Principal Content Designer Slack | Building Business Value Through User-Centric Content Design <i>Aditi Kashikar</i> Director, Documentation Automation Anywhere | TBD <i>David Hoare</i> VP Content Experience ServiceNow |
| 10:30–11:15 | <i>Reserved to repeat standing room only sessions</i> | <i>Reserved to repeat standing room only sessions</i> | Overcoming Roadblocks in Your Projects: A Guide to Success! <i>Daniel Schommer</i> Content Strategy Consultant Intuitive Stack | <i>Reserved to repeat standing room only sessions</i> | <i>Reserved to repeat standing room only sessions</i> |
| 11:30–12:15 | Closing Panel Discussion: The Future of Content <i>Jack Molisani, The LavaCon Conference (Moderator)</i> | | | | |

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

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