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LavaCon
The Content Strategy Conference

14-17
OCTOBER
lavacon.org

Schedule at a Glance

Saturday, October 14, 2023					
7:00–	Registration in the Grand Ballroom Foyer and Coffee (breakfast on your own)				
<div>Pre-Conference Workshops</div> <div>Seating is limited and based on availability. Lunch is on your own from noon until 1 p.m.</div>					
Full-Day Workshops					
8:00–5:30	Becoming a Conscious Leader (Full Day) <i>Kit Brown-Hoekstra Principal, Comgenesis, and Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group</i>	Get Ready, Get Set, and Go Global (Full Day) <i>Leah Guren, Owner, Cow TC</i>			
Half-Day Workshops					
8:00–Noon	To Move Forward, First Know Where You Are <i>Dawn Stevens, President, Comtech Services</i>	Intro to AI Workshop: Excel with AI Before the AI Apocalypse <i>Noz Urbina, Founder & Omnichannel Strategist, Urbina Consulting, and Timi Stoop-Alcala, Principal Content Strategist, IKEA</i>	Look Before You Leap: Taxonomy is a Foundational Technology for Natural Language Processing <i>Margie Hlava, President , and Heather Kotula, VP of Marketing and Communications, Access Innovations, Inc.</i>	Managing Writers: The Impact of Hybrid <i>Barry Saiff, Senior Technical Writing Manager, and Kat Reiersen, Technical Writing Manager, DocuSign</i>	
1:30–5:30	Data Over Feelings: Extracting the Most out of Marketing Budgets <i>Dmitrii Kustov, Founder and CEO, Regex SEO</i>	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 Grove, 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 Exhibit Hall				

Sunday, October 15, 2023

7:30–	Registration and Continental Breakfast Exhibit Hall Open		Practicing Conscious Leadership with Kit Brown-Hoekstra and Andrea Ames		
8:30–9:00	Welcome to LavaCon! Jack Molisani, Executive Director, The LavaCon Conference (Grand Ballroom)				
9:00-9:20	Beyond the Horizon: Make AI Work for your Enterprise Content Stefan Gentz, Principal Worldwide Evangelist, Technical Communication, Adobe (Grand Ballroom)				
9:20-9:40	Shifting the Spotlight: Elevating Content's Impact on the Customer Experience Scott Abel, Content Strategy Evangelist, Heretto (Grand Ballroom)				
9:40-10:00	Creating the Content Experience Beyond the App Jo Ward, Senior VP, Content Experience, Salesforce (Grand Ballroom)				
Track	Content Strategy/UX Hillcrest AB	Content Strategy/UX Hillcrest CD	AI and ML Grand Ballroom	Tools and Technology Torrey Hills AB	Tools and Technology Golden Hill AB
10:15–11:00	Five Principles of Cross-Functional CX Sara Feldman, Director of Member Engagement, Consortium for Service Innovation	Unlocking Documentation ROI: Technical Content as Your Business Superpower Stefan Gentz, Principal Worldwide Evangelist, Technical Communication, Adobe	Unlocking the AI Advantage: Transforming Content Creation for Technical Writers and Content Strategists Jason Kaufman, President and Principal Consultant, Irrevo	Dirty DITA Deeds Done Dirt Cheap: A Case Against Structured Authoring and the Status Quo Carol Hattrup, Netsmart, and Amy Etheridge, NICE-CXOne Expert	Content Structure 101: The Building Blocks for Innovation and Digital Transformation Marianne Calilhanna, VP Marketing, Data Conversion Laboratory
11:15–Noon	Customer Experience and Content: Time for a Less Dysfunctional Relationship Kevin P Nichols, Executive Director, Experience, AvenueCX	The Intersection of CS and IA: Storytelling from Both Perspectives Amber Swope, DITA Strategies, and Lief Erickson, Intuitive Stack	The Technical Writer's Unlikely Ally: Generative AI for Documentation Jarod Sickler, Senior Solutions Architect, Heretto	The Best of Both Worlds: How Mayo Clinic Delivers Personalized Content Experiences Sebastian Fuhrer, Director of Content Engineering, Mayo Clinic, and Bernard Aschwanden, Executive Vice President, Precision Content	Overcoming Content Conversion Obstacles (an Interview with Avalara) Jackson Klein, CTO, Stilo Corporation
Noon-1:30	Lunch, followed by Dessert in the Exhibit Hall				
1:30–2:15	Building a Data-Driven UX Strategy Minnie Tuteja, Sr. Technical Writer, Invafresh	Translation and Localization: It's All Greek to Me Dana Aubin, Senior Consultant, Comtech Services	How Enterprise Content Teams are *Actually* Using AI May Habib, CEO and Co-founder, Writer	How Measuring and Managing Content Quality Can Help You Prioritize Your Work Alex Masycheff, CEO, Intuillion Ltd.	Applying the Principles of Structured Writing to Unstructured Content Creation Dipo Ajose-Coker, MadCap Software
2:30–3:15	Managing Up, Down, and Sideways: How to Lead Effectively During Times of Chaos Alexa Apallas, Director, Content Design, PayPal	Unclogging Long Translation Turn-around Times Eric Kuhnen, President, GlobalLink CCMS	Positioning Your Content Strategy for Success in the Era of AI and Machine Learning Dmitrii Kustov, Founder and CEO, Regex SEO	Content Quality Is not an Accident: Defining and Measuring KPIs for Enterprise Content Quality Torsten Machert, Senior Consultant, Congree	The Industrial Internet of Things (IIoT) and TechComm in Action Nenad Furtula, CEO, Bluestream Software
3:15-4:15	Snack Break in the Exhibit Hall,				

Sunday, October 15, 2023 (continued)

4:15-4:35	Peril and Possibilities: AI in Content Operations <i>Sarah O'Keefe, CEO, Scriptorium</i>
4:35-4:55	Technical Content: The Business Booster Every CEO Should Care About <i>David Hoare, VP of Content Experience, ServiceNow</i>
5:00-7:00	Networking Reception Marina Courtyard
8:00-	Live Storytelling Event Sidebar, 536 Market Street

Monday, October 16, 2023

7:30–	Continental Breakfast		Practicing Conscious Leadership <i>with Kit Brown-Hoekstra and Andrea Ames</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>				
Track	Content Strategy/UX <i>Hillcrest AB</i>	Content Strategy/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, UX Content Strategist, Rocket Companies</i>	From Vision to Reality: Supercharge CX by Truly Integrating Marketing and Technical Content <i>Stefan Gentz, 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, 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>	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 and Marilyn Beck, Senior Documentation Leaders in AI and ML, Meta</i>	Boost Results by Bringing SEO and A/B Testing Inside Your CMS <i>Jonathan Ames, Director of Marketing, ButterCMS, and Stephen Fahlsing, Founder/Managing Director, BonfireLA Productions</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>	Putting Up the Guardrails for AI Success <i>Brian Trombley and Hugues LaRicca, Managing Partners, Ariza Content Solutions</i>	Headless: Catch Silos If You Can <i>Tomas Nosek, Director of Customer Enablement, and Martina Farkasova, Customer Education Leader, Kontent.ai</i>	Makeups and Breakups: Content Migration in the Real World <i>Jennifer Obert and Jessica Caldwell, Jack Henry & Associates</i>

Monday, October 16, 2023 (continued)					
2:30–3:15	Building Business Value Through User-Centric Content Design <i>Aditi Kashikar, Director, Documentation Automation Anywhere</i>	Product Information: Expensive, Cheap, or Priceless? <i>Matt Reiner, Customer Advocate, K15t</i>	Ghost in the Machine: Integrating AI into your International Content Strategy <i>Elizabeth Riley, Supertext USA, and Mike Wald, Oniracom</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 (Facilitator)</i>				
5:30–	Mariachi Parade to Dinner Venues				
7:30–	Annual Karaoke Night Sidebar, 536 Market Street				
Tuesday, October 17, 2023					
8:00–	Continental Breakfast		Practicing Conscious Leadership <i>with Kit Brown-Hoekstra and Andrea Ames</i>		
Track	Content Strategy/UX <i>Hillcrest AB</i>	Content Strategy/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>
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>	Putting Your Customer First In Your Content—Literally! <i>Marcia Riefer Johnston, Senior Technical Writer, Amazon Web Services</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 Strategy <i>Sarah Owings, Director, Client Learning, Netsmart</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 Texas</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 and Susanna Carlisi, 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>				



All sessions in the Grand Ballroom will be broadcast live and recorded (with video). All other sessions will be recorded (slides and audio) for viewing after the conference.

Post-Conference Workshop	
1:00-5:00	Beyond Design Thinking: Innovation Through Co-Creation and Questions <i>Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group</i>
8:00–	Closing Social Event

Welcome to the 2023 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 San Diego!

Jack Molisani

Executive Director

The LavaCon Conference



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Sponsors and Exhibitors

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Sessions and Workshops

Saturday, October 14

7:00– **Registration in Grand Ballroom Foyer and Coffee
(breakfast on your own)**

8:00–5:00 **Full-Day Afternoon Pre-Conference Workshops**

Becoming a Conscious Leader

*Katherine Brown-Hoekstra Principal,
Comgenesis*

*Andrea Ames, Customer Success/Retention
Strategist, Idyll Point Group*

To be effective leaders in a rapidly changing world, we need new tools and ways of connecting with our teams. True leadership begins with our inner work, which enables us to remain centered, flexible, and resilient, even in the midst of a crisis, so that we can creatively serve our teams.

During this workshop, we will explore how neuroscience and mindfulness can move us from states of reactivity to creativity and allow us to tap into our greatest leadership strengths. We will learn about the power of the pause, how to incorporate micro-moments of mindfulness into our daily lives, and why the questions we ask matter and how to create better ones. We will build connections with each other and gain a basic understanding of the power of appreciative inquiry.

Before the workshop, we invite participants to

- Read introduction to Leading Well from Within and watch the video (we will supply PDF and link to video)
- Bring a picture of a place that fills you with awe, wonder, or delight

In this workshop, you will learn:

- How neurology influences your capacity to be an effective leader
- At least three techniques for building your self-leadership capability and capacity
- How to begin creating and asking more effective questions

- Facilitation techniques that you can use to build connections on your team
- How appreciative inquiry can expand your capacity for leadership, improve your change management, and create a better corporate culture

Get Ready, Get Set, and Go Global (Full Day)

Leah Guren, Owner, Cow TC

You make complex content decisions every day. You also develop expertise with your product and its technology while addressing the “back end” issues of content reuse, automation, and maintenance.

That is a lot! But are you still missing an important element from your content strategy—a global awareness and strategy that guarantees that your content is global-ready.

This means that your content will be:

- easier for non-native speakers to read and understand
- as universally acceptable as possible (contains no embarrassing cultural faux pas)
- ready for localization, reducing translation time and costs

Many American companies are ill-prepared to sell their product or service to a global audience. By mastering these concepts and skills, you can become an expert in an often-overlooked niche. This is your chance to be a global hero in your organization!

This workshop offers a thorough, hands-on approach to tackling a very real content challenge.

In this workshop, attendees will learn:

- The need and value (and business case) for global-ready content for every company
- Best practices for writing style
- Guidelines for terminology
- Guidelines for graphics
- Best practices for tools
- Identifying potential localization problems in the UI

- How to plan and conduct a global audit
- How to prioritize changes and present the audit results
- Working with LSPs (language service providers) and translators
- And more!

By the end of this workshop, you will have the skills and confidence to be a global hero in your organization!

8:00–Noon

Half-Day Morning Pre-Conference Workshops

To Move Forward, First Know Where You Are *Dawn Stevens, President, Comtech Services*

With the latest technology gains in artificial intelligence, companies look to their technical communication practitioners to rapidly offer leading edge support solutions that incorporate these technologies. Unfortunately, such pressure often results in fast-track shortcuts where technology is force-fit into existing content and processes. The time and cost of rearchitecting content structure, rewriting topics, retranslating words, and redefining workflow overshadows the cost of the technology itself. However, technology is not a solution, but a means to an end. To incorporate it appropriately and use it to its maximum benefit for their unique audiences, technical communicators must evaluate and adjust their content and processes for the technology, not vice versa. Before moving forward, we must take time to honestly and brutally evaluate where we are.

In this workshop, you will learn:

- Ten content quality measures and the objectives and key results (OKRs) used to evaluate them
- 11 characteristics of process maturity and their OKRs
- The relevance of each of these measures and characteristics to the future of technical communication and their ability to adopt to new technologies
- Examples of content and habits that must be addressed before they can effectively move forward

Attendees will take away evaluation checklists for all measures and characteristics discussed.

Intro to AI Workshop: Excel with AI Before the AI Apocalypse

Noz Urbina, Founder & Omnichannel Strategist, Urbina Consulting
Timi Stoop-Alcala, Principal Content Strategist, IKEA

This interactive session will give you a low-tech overview of how the commonly available AI technologies work, and how they can be strategically applied in your content workflows. We'll look at how to make the most of the technology as well as how different types are limited. Specifically, we'll look at the pros and cons of two leading foundational types – LLMs, like the famous ChatGPT, and Knowledge Graph-based.

We'll look how to excel and differentiate in a world where content creation tools are becoming supercharged. That is – by being a better, more strategic bridge between human needs and machine capabilities.

We'll also look at how to use AI responsibly to avoid social harm, and finally, take a look at some of the very real potential risks and how they might impact us all.

In this workshop, you will learn how to:

- Get productive with AI in common content workflows
- Set up your content strategy and user research to set your content apart in a world where everyone has AI tools
- The inherent limitations in current AI tech that you need to be aware of
- Use AI responsibly and get by in the AI-driven turbulent times coming our way

Look Before You Leap: Taxonomy is a Foundational Technology for Natural Language Processing

Margie Hlava, President, and Heather Kotula, VP of Marketing and Communications, Access Innovations, Inc.

Artificial Intelligence, Natural Language Processing, and Generative AI are hot news – or are they? Access Innovations has been working with artificial intelligence since 1978, and we've learned a thing or two. One of them is to start with the basics, and taxonomy is a foundational technology for NLP, which supports AI. Join taxonomy experts Margie Hlava and Heather Kotula for a half day, lightning speed tutorial on all things taxonomy, including how it drives productivity for journal production and researcher output, how it supports member organizations in conference planning and business analytics, and more.

In this session, you will learn:

- What is a taxonomy?
- Where you can use a taxonomy to create value for an organization—e.g., drive revenue and increase customer satisfaction
- How a taxonomy underpins AI, NLP, and associated systems The difference between taxonomy, thesaurus and ontology

Managing Writers: The Impact of Hybrid

Barry Saiff, Senior Technical Writing Manager, and Kat Reiersen, Technical Writing Manager, DocuSign

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 workshop, you 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?

Noon–1:00

Lunch on your own

1:00–5:00

Half-Day Afternoon Pre-Conference Workshops

Data Over Feelings: Extracting the Most out of Marketing Budgets

Dmitrii Kustov, Founder and CEO, Regex SEO

In today's increasingly data-rich environment, organizations face the challenge of optimizing their marketing strategies to achieve maximum impact and return on investment. This workshop aims to shift the focus from subjective feelings to data-driven decision making when it comes to allocating marketing budgets. By embracing data and leveraging its insights, organizations can make more informed decisions, understand their target audience better, and optimize their marketing efforts for

enhanced results. Throughout this workshop, we will explore the importance of data-driven decision making, effective data collection and analysis techniques, optimizing marketing strategies based on data, mitigating bias and subjectivity, and building a data-driven culture within organizations. Get ready to unlock the power of data and revolutionize your marketing budget allocation process for greater success in today's dynamic business landscape.

In this workshop, you will learn:

- How to extract the most ROI out of your marketing budget

- How to use data to uncover the KPIs that make a difference
- How to mitigate data bias and subjectivity
- Top-performing data-driven marketing campaigns optimization strategies
- What data you should track and collect vs what data to disregard
- How to build a data-driven culture

Advanced AI Workshop: Creating and Publishing Text, Images, Music, and Video Using Cutting Edge Generative AI Tools

Jason Kaufman, President and Principal Consultant, Irrevo

In this workshop, Jason Kaufman will demonstrate a diverse set of AI-powered applications to generate and modify various types of content (text, images, video, voice, and more).

First, you'll get a sneak peek at an AI-generated newscast by a virtual news anchor Shelly Strong that introduces the session and welcomes attendees to Lavacon 2023!

You'll then walk through the use of each of these various AI tools and sample prompts used to create a sample newsletter and video. For each system, Jason will discuss its purpose, its use, prompting, and output:

- Meta's MusicGen (Text to Music)
- ChatGPT Large Language Model (LLM)
- ChatGPT Plugins
- Anthropic (LLM)
- Perplexity.AI (LLM)
- Midjourney (Image Creation)
- RunwayAI (Text to Video)
- Adobe Photoshop (Generative Fill)
- Synthesia.AI (AI Avatar and Voice Generation)

He'll also use ChatGPT to demonstrate the creation of the social media posts for Twitter, Facebook, LinkedIn, YouTube, and TikTok.

Finally, workshop attendees will (hands-on) create and watch an AI-generated video.

Want a deep-dive into generative AI tools? Don't miss this workshop!

Content Design with Progressive Disclosure

Eeshita Grove, Director, Product User Content, Cisco Systems

Let's get creative with instructional content using Progressive Disclosure, a design principle that is core to UX design. This can be effectively used for content design and layout to address short attention spans and quick self-service modules.

In this workshop, you will learn:

In this workshop, we will work on a piece of content that you think is dense with detail and specifics. We will learn how to break it into logical chunks/categories and then bring it together to flow with context thus making an impact on readability and content consumption.

Actually Completing a Real Enterprise Content Strategy for the Entire Enterprise and Getting it Right

*Kevin P Nichols, Executive Director, Experience
Rebecca Schneider, Executive Director, Content
AvenueCX*

Many folks talk about an Enterprise Content Strategy, but so few organizations complete one or roll out a strategy effectively. Kevin and Rebecca have done it and for large, global brands. How do you conceive, design, implement, and sustain an Enterprise Content Strategy? Where do you start? And why are initiatives such as federated search and successful self-service content for customer support significantly benefited from an Enterprise Content Strategy? In this workshop, Kevin and Rebecca will show you where to begin and how to build one. From the people you need on a team, to the complete project process to the actual types of deliverables and outcomes you should achieve.

In this workshop, you will learn:

- How do you build the case for an Enterprise Content Strategy need and sell it to the necessary stakeholders?
- Where do you start and why does everything begin and end with a content type?
- What types of areas do you audit to build out a strategy and how can this also facilitate a more concrete content governance structure and team?
- What does an actual enterprise content strategy look like and how do you get there?

- How do you build a roadmap from it that demonstrates impact and ROI?

6:30–7:30 Meet and Greet in the Exhibit Hall

Sunday, October 15

7:30– Registration and Continental Breakfast

7:30–8:30 Practicing Conscious Leadership

Katherine Brown-Hoekstra Principal, Comgenesis
Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group
Everyone is welcome.

8:30–9:00 Welcome to LavaCon!

Jack Molisani, Executive Director, The LavaCon Conference
Join us as Jack welcomes you to the start of the 2023 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).

9:00–9:20 Beyond the Horizon: Make AI Work for your Enterprise Content

Stefan Gentz, Principal Worldwide Evangelist, Technical Communication, Adobe
In the bustling realm of enterprise content, creators and strategists constantly find themselves navigating an evolving landscape. Yet, amidst these shifts, many wonder: Are we truly leveraging the power of modern technology to its fullest?
Enter Artificial Intelligence (AI), the game-changer that promises to redefine content creation, management, and delivery. While its influence permeates various industries, its role in enhancing content experiences remains a focal innovation point.
Adobe's AI-integrated features simplify and amplify the content creation process, from intuitive authoring assistance and co-piloting to content creation. But how do these innovations translate into real-world results and futuristic strategies?
Embark on this 18-minute journey with Adobe's Principal Worldwide Evangelist, Technical Communication, Stefan Gentz. Dive deep into the transformative prowess of AI and discover the avenues it opens for enterprises, content strategists, and creators alike.
In this session, you will learn:

- Harnessing AI for enhanced content creation—Discover how AI's transformative abilities are revolutionizing how we create, manage, and experience content.

- Tailored experiences with AI—Learn how AI can craft personalized content experiences, ensuring relevancy and more profound engagement for the end-users.
- Future-ready strategies—Understand the broader impact and the potential of integrating AI into enterprise content strategies, paving the way for innovation and growth.

9:20–9:40

Shifting the Spotlight: Elevating Content's Impact on the Customer Experience

Scott Abel, Content Strategy Evangelist, Heretto

Tech writers and other information developers often feel underappreciated by organizational leaders who don't grasp the importance of their work on overall success.

However, the shift towards customer experience and self-service support, partly due to the pandemic, has spotlighted the significance of self-support, changing consumer behavior and business operations.

Effective self-support entails consolidating product info, technical docs, and support content for easy access. It can reduce call center challenges, but leaders may not see its value.

The Software Information Industry Association (SIIA) is addressing this by introducing a "Best Knowledge Center/Help Site" category in their 38th annual CODiE Awards, celebrating software excellence.

Join Content Strategy Evangelist Scott Abel in a dynamic keynote as he shares how he convinced CODiE organizers to value our work and why you should consider entering next year's contest.

In this session, you will learn:

- How Scott Abel convinced CODiE organizers to value our work and recognize its value
- Why you should consider entering next year's CODiE Awards contest

9:40–10:00

Creating the Content Experience Beyond the App

Jo Ward, Senior VP, Content Experience, Salesforce

A good content experience is critical to the customer experience and is a key differentiator for companies. Great content is measured by customer success—it solves real-world customer use cases. For the company, good content drives product and feature adoption, lowers customer attrition, and reduces the cost to serve through self-service support. We must manage content as an asset—focus resources to create the most impactful content and measure, update, and curate that content. We must deliver diverse content types and integrate them into the customer experience. We must make content inclusive in tone, findable, and timely. We must strive to make content creation and publication as frictionless and agile as possible. At Salesforce we are on a journey to achieve these content goals—it's not easy and it takes time, effort, and a great team!

In this session, you will learn:

- How can we deliver the highest value content for our customers?
- How do we know if it's effective?
- What's the relationship between our in-product experience and our content strategy?
- Not least, how do we do this at scale and in a rapid product development cycle? All good questions and not ones that we've fully solved, but I'd love to share my thoughts with you. I'd also love to hear others' thoughts on these during the conference.

Five Principles of Cross-Functional CX

Sara Feldman, Director of Member Engagement, Consortium for Service Innovation

For an optimal customer experience, you need to continuously reduce friction, meet ever-increasing expectations, and lower effort for your customers. Content design, product improvements, effective communication, and more are all part of the equation. No single team or department can pull it off – you need a cross-functional strategy that spans internal functions to give your customers what they need throughout their journey with you.

In this session, you will learn:

- Principles to guide strategy with peers across departments
- Key questions and prompts to check CX against the principles
- Examples of effective (and ineffective) customer experience

Unlocking Documentation ROI: Technical Content as Your Business Superpower

Stefan Gentz, Principal Worldwide Evangelist, Technical Communication, Adobe

Ever felt that your technical documentation, despite its evident value, remains an untapped goldmine? You're not alone. Many struggle to concretely quantify its return on investment (ROI), relegating it to a sidelined asset. In this session, we invite you to rediscover the hidden potential of your technical content.

Join Stefan Gentz as he walks you through the transformative power of technical documentation. You'll embark on a journey, starting from those crucial first impressions to the intricate art of fostering unwavering customer loyalty. Along the way, you'll see technical content not just as a storehouse of knowledge, but as a strategic compass accompanying every step of your customer's journey. And if you've ever felt lost in the maze of content analytics, Stefan's foray into the world of composite metrics will arm you with tools to confidently measure, refine, and amplify your content's ROI.

Unlocking the AI Advantage: Transforming Content Creation for Technical Writers and Content Strategists

Jason Kaufman, President and Principal Consultant, Irrevo

In this session, attendees will embark on a transformative journey, gaining invaluable knowledge and skills to navigate the evolving landscape of AI integration in content creation. Through interactive discussions and practical demonstrations, participants will discover how to leverage AI to optimize their work and achieve new levels of efficiency. Join us for this enlightening session and equip yourself with the knowledge and skills to stay ahead of the curve in the fast-paced world of AI-integrated content creation. Unleash the power of AI and elevate your work to new heights of creativity, efficiency, and impact.

In this session, you will learn:

- Cultivate “AI Intuition” for Content Creation—Develop a crucial skill in recognizing opportunities where AI can enhance their content creation process. By honing this intuition, participants unlock the ability to identify tasks suitable for AI integration.
- Practical Application of AI in Content Creation—Delve into the vast potential of AI across various content creation aspects. From writing and reviewing to summarizing and analyzing, explore practical strategies for seamlessly integrating AI into your workflow.
- Navigate AI Challenges Effectively—While AI offers immense opportunities, effectively addressing its challenges is essential. Understand the concept of “AI Hallucinations” and embrace the importance of “Human Verification.”
- Gain valuable insights into AI's limitations and learn to strike a balance between technology and human expertise, ensuring accuracy, credibility, and a human touch in your content.

Dirty DITA Deeds Done Dirt Cheap: A Case Against Structured Authoring and the Status Quo

Carol Hatstrup, Netsmart

Amy Etheridge, NICE-CXOne Expert

Faced with over one hundred products and only four technical writers (two of whom had no prior writing experience), no leadership appetite for a big spend on a new publishing platform & structured authoring solution, and a surly crowd of content contributors gathering in the night and grabbing pitchforks, we simply started over. We reevaluated our existing CXOne Expert content platform and found that we had a people problem, not a platform problem. We reexamined the usefulness of DITA and found we could leverage the concepts and leave out the strict rules. We redid the math on typical tech writer + product alignment formulas and used a work queue instead. We reinvented the process through which contributors could get their content published. And then we redefined our own job titles and descriptions to match reality. We'll share metrics from the beginning of our story to the present day to show how our radical changes improved the content experience for our customers and colleagues.

You will learn through our case study how to:

- Save money by using one content platform for authoring and publishing
- Produce solid content while leaving DITA in the dust
- Onboard new writers to content management
- Increase the efficiency of a small team by using a queue system for TechComm work rather than sticking like glue to specific products

- Ease reluctant humans through an epic change management adventure
- Define content roles for the modern era

Content Structure 101: The Building Blocks for Innovation and Digital Transformation

Marianne Calilhanna, VP Marketing, Data

Conversion Laboratory

Content structure is THE foundation for innovation and digital transformation. Too often conversations around content structure quickly become a sea of acronyms that are intimidating to understand, particularly for early career professionals or folks who simply don't have the bandwidth to keep up to date with technology and related jargon. This presentation breaks down the basics of content structure in a way that's digestible for all backgrounds and demonstrates the business benefits.

Content comes in many different forms—static image-based PDFs, spreadsheets, websites (in many languages), and even boxes of old files—yet it can all be mined, structured, and enriched to create valuable resources for modern businesses and today's digital-first consumers. "Digital transformation" is often defined as the process of using digital technologies to create or optimize business processes to improve company and customer experience and meet changing customer demand and market requirements.

In this session, you will learn:

- Key concepts and definitions of "structured content"
- How XML provides real business benefits
- Ways they can implement structured content to improve workflows and content interchange

11:15–Noon

Breakout Sessions

Customer Experience and Content: Time for a Less Dysfunctional Relationship

Kevin P Nichols, Executive Director, Experience, AvenueCX

Content proves to be an essential asset, determining how well a brand performs with its customers. But the obvious symbiotic relationship between customer experience and content often remains unrealized by too many

brands. In this discussion, I argue that content experience creates brand experience, informing and influencing a customer's experience with a brand. As such, content can help quantify the success of many customer experience efforts. I draw from real examples to make this case and provide actual types of metrics approaches for measuring content performance throughout the customer journey and customer experience.

In this session, you will learn:

- Aligning Customer Experience teams with Content Teams to create better brand experiences for customers.
- Enhancing the customer's experience with content through need-specific journeys that account for the entire customer's journey.
- Understanding the complete customer content experience necessitates the need to go beyond standard content marketing. Technical content and other content remain crucial.
- Quantifying customer experience through content performance.

The Intersection of CS and IA: Storytelling from Both Perspectives

Amber Swope, DITA Strategies

Lief Erickson, Intuitive Stack

Are you living a secret life as an Information Architect or Content Strategist? At most organizations, these roles often go unnamed and under the radar. In this session, Amber Swope and Lief Erickson will define what it means to be Information Architects and Content Strategists as well as discuss how they work together to superpower content management.

In this workshop, you will learn:

- The difference between a Delivery Information Architect, Management Information Architect, and Content Strategist
- How these three roles work together
- What each of these roles need out of metadata, taxonomy, and content modeling
- Clarity around defining their role in their organization
- Strategies for working well with other roles

The Technical Writer's Unlikely Ally: Generative AI for Documentation

Jarod Sickler, Senior Solutions Architect, Heretto

Imagine if you could ask your computer to write technical documentation for you. Surprise! You can. Generative AI has taken the industry by storm, but tech writers are still hesitant to adopt it and feelings are mixed about its role in documentation. Why? While AI is quickly

evolving, we'll discuss how early adopters can harness its capabilities to make work life a little easier and adopt new skills in the process. Join us to see real-world examples of how AI can make structured content accessible to everyone!

In this session, you will learn:

- The current state of Generative AI and technical communication
- Real examples of how to use AI for structured content
- Best practices for creating and managing structured content with AI

The Best of Both Worlds: How Mayo Clinic Delivers Personalized Content Experiences

Sebastian Fuhrer, Director of Content

Engineering, Mayo Clinic

Bernard Aschwanden, Executive Vice President, Precision Content

The editorial team at Mayo Clinic creates, manages, and delivers credible, inclusive, diverse, and people-centric medical content for multiple audiences – consumers, patients, and medical professionals. To achieve their futuristic content vision, they wanted their content to be standardized, structured, focused, channel-agnostic, and well-annotated.

To support personalization at scale, Mayo clinic also needed a unified content strategy to bring together the best of two worlds – highly structured authoring and immersive omnichannel delivery.

Join Sebastian Fuhrer from Mayo Clinic, and Bernard Aschwanden from Precision Content in this session to:

- Discover why Mayo Clinic needed content transformation to fuel their vision.
- Explore how they enabled highly structured authoring of credible medical content.
- Learn how easily they delivered web-rich content experiences on mayoclinic.org.
- How to assess whether the improvements you made into the content make any difference
- How to assess whether the efforts you put into creating content are proportionate to the value it brings to your customers

Overcoming Content Conversion Obstacles (an Interview with Avalara)

Jackson Klein, CTO, Stilo Corporation

DITA conversion is part of the larger DITA adoption process, it requires significant forethought, planning, and resources on its own. There are multiple challenges in the process of converting pre-DITA content, mainly the mapping between existing content to DITA's topic-based structure.

In this session, we present real-life examples from Avalara, through our discussions with Michael Iantosca (Senior Director of Content

Platforms), where we analyze conversion obstacles that Avalara encountered and how they overcame them.

In this session, you will learn:

Producing ideal DITA requires many key decisions that need to be fully understood before starting the journey. In this session, we discuss what you need to consider before, during, and after conversion in order to optimize your chances of success.

Noon–1:30 Lunch, Followed by Dessert in the Exhibit Hall

1:30–2:15 Breakout Sessions

Building a Data-Driven UX Strategy

Minnie Tuteja, Sr. Technical Writer, Invafresh

The presentation will discuss the details where content and UX come together (with examples)

It will include details on how everything related to UX and content has changed over the years and how a tech writer with UX writing experience can work and communicate in both fields.

It will clear the myths that run around UX and content.

In this session, you will learn:

- What is UX and UX writing?
- How and when does UX intersect with content
- Use cases
- Smooth collaboration of writers and designers

Translation and Localization: It's All Greek to Me

Dana Aubin, Senior Consultant, Comtech Services

Do you know the difference between translation and localization? Is your team following best practices to write content that improves translation quality and lowers costs? How does your company's translation strategy compare to

other companies? Should you care about translation and localization if your company isn't doing it now? Join Dana Aubin from Comtech Services as she presents the answers to these questions based on industry best practices and the results of the 2022 Benchmark Survey on translation and localization from the Center for Information Development Management (CIDM).

In this session, you will learn:

- The difference between translating and localizing
- The best practices for writing source content, which can lead to better translation quality and lower translation costs
- The reasons you should be using the best practices for writing source even if your company has no plans for translation and localization

The results and trends from the 2022 CIDM Benchmark Survey so that they can understand how their company compares, including:

- The extent to which other companies are translating and localizing content types and components
- The most common source and target languages

How Enterprise Content Teams are *Actually* Using AI

May Habib, CEO and Co-founder, Writer

Everyone's talking about it, but who's actually doing it? Writer's co-founder breaks down the who, how, and when of AI in enterprise content operations.

How Measuring and Managing Content Quality Can Help You Prioritize Your Work

Alex Masycheff, CEO, Intuition Ltd.

Content authors usually have a general understanding why measuring content quality is important. But then a lot of questions arise. What is content quality? How to measure it? How to interpret the results and turn them into action?

Looking at the number of times a certain article in your knowledge base or content portal was read may give you an idea of how popular it is. However, it won't tell you much about how useful it is for your customers. And if many customers indicated that several topics were not helpful, how can you decide which of them should be fixed in the first place? Of course, you can rely purely on your intuition and experience to make decisions, but there's a better way.

At this session, we are going to discuss how the science of content analytics can augment your intuition and help you make good decisions when planning and prioritizing your content work. We'll talk about metrics that matter and how to use them for better content quality management.

In this session, you will learn:

- What content quality is and how it can be measured
- Why measuring parameters, like the number of visits and bounce rate alone don't tell you much about the quality of your content
- What types of customer's feedback actually matter
- How artificial intelligence can help you evaluate the customer's feedback

Applying the Principles of Structured Writing to Unstructured Content Creation

Dipo Ajose-Coker, MadCap Software

In this presentation, we will explore the principles of structured writing and unstructured writing, with a specific focus on applying these principles to Help Authoring Tools (HATs). Technical writers often follow structured writing methodologies when creating and maintaining documentation. However, they may not realize that these same principles can be effectively applied to their work with HATs. By understanding the benefits and techniques of structured writing, technical writers can enhance the usability and efficiency of their HAT-based documentation. This presentation aims to provide technical writers with valuable insights and practical tips to optimize their use of HATs through the application of structured writing principles.

In this session, you will learn:

- The principles of structured writing
- How to apply the principles when using non-structured authoring tools

2:30–3:15

Breakout Sessions

Managing Up, Down, and Sideways: How to Lead Effectively During Times of Chaos

Alexa Apallas, Director, Content Design, PayPal

Whether it's a global pandemic, a financial crisis, industry-wide layoffs, or simply a product launch with a deadline that's far too soon, chaos can crop up at the most inconvenient times. In this session, you'll learn the three-pronged approach to managing chaos that can reassure your team, your manager, and your key stakeholders. You'll also discover the process that you can put in place to prevent chaos from overwhelming

order, along with helpful tips for caring for yourself and your team while continuing to deliver results. This is a session for people managers who are interested in improving their leadership and communication skills.

In this session, you will learn:

- How to manage expectations, stay true to your vision, and maintain the wellbeing of yourself and your team when faced with challenging and chaotic situations.
- The session will cover:

- What to do first when confronting any chaotic situation
- How to shut out the noise and stay focused
- When to take a critical pause
- How to use a crucial skill to reassure your team

Unclogging Long Translation Turn-around Times

Eric Kuhnen, President, GlobalLink CCMS

The pressure to reduce turn-around times on translation projects exposes a bottleneck: post-translation desktop publishing. If documents sent for translation could be re-formatted automatically, turn-around times could be cut by 35%. This session will show you how rethinking the way content is created helps other companies unclog their translation processes.

In this session, you will learn:

- How unstructured authoring imposes limits on how much a content-update/translation/publication cycle can be compressed
- How format-neutral authoring combined with style sheets eliminate post-translation desktop publishing costs and time
- What other forward-looking organizations have done to expand their global market penetration with the extra translation money released by these kinds of improvements.

Positioning Your Content Strategy for Success in the Era of AI and Machine Learning

Dmitrii Kustov, Founder and CEO, Regex SEO

In this session, we'll explore how businesses can effectively use AI and machine learning in their content strategy to stay ahead of emerging technologies and maintain a strong SEO performance. We'll cover the impact of natural language processing, predictive analytics, and other AI-powered tools on content marketing, and provide practical tips for optimizing content for voice search and chatbots.

We'll also discuss key trends and strategies driving the future of content marketing, and explore how to balance the use of automated tools with the need for high-quality, human-created content. Whether you're a marketer, content strategist, or business owner, this session will equip you with the insights and tools

you need to succeed in the era of AI and machine learning while preserving your SEO efforts.

Join me to learn how to position your content strategy for success.

In this session, you will learn:

- Understanding of the opportunities and challenges of using AI and machine learning in content strategy.
- Insights into the impact of natural language processing, predictive analytics, and other AI-powered tools on content marketing.
- Strategies to optimize content for voice search and chatbots
- Tips to integrate AI without harming SEO
- Balance of automated tools and human-created content
- Knowledge of key trends and strategies in content marketing
- Skills to navigate the evolving digital landscape and stay competitive

Attendees will leave with practical insights to leverage AI in their own businesses while maintaining strong SEO, helping them stay competitive in the digital landscape.

Content Quality Is not an Accident: Defining and Measuring KPIs for Enterprise Content Quality

Torsten Machert, Senior Consultant, Congree

ISO 9000 defines quality as: "Degree to which a set of inherent characteristics fulfills requirements."

Can the principles of quality management be applied to natural languages and thus to the quality of content in terms of language and vocabulary? What are Key Performance Indicators for a corporate language? It's definitely more than just a feeling expressed in phrases like: "Sounds good to me."

In this session, you will learn:

- What content quality is all about.
- Which quality criteria is relevant for content quality and how to define and measure them. Measuring quality is, however, only one aspect of quality management. It is as important to be able to find quality issues and to apply the right means to fix and overcome them.

The Industrial Internet of Things (IIoT) and TechComm in Action

Nenad Furtula, CEO, Bluestream Software

There is a growing recognition that effective technical communication systems can significantly improve the usage, service, and maintenance of plant and equipment. For example, using HMI (human-machine interfaces) to help machine operators troubleshoot and fault-find. Or using machine-specific documentation delivered to a mobile device to reduce service and maintenance time by as much as 80%.

Meanwhile, many manufacturing companies see 30% or more of their turnover coming from after-sales service and parts. By linking

Illustrated Parts Lists and IETMs to parts fulfillment systems, companies can secure additional significant additional revenue. Rik will give real-world examples and explore the best approaches to take.

In this session, you will learn:

- The fundamentals of Documentation 4.0 and from real-world examples
- The best practices for extending technical documentation
- What has/hasn't worked well & what is possible. For example, how has a global manufacturer of industrial looming equipment reduced downtime by empowering operators via HMIs.

3:15–4:15 Snack Break in the Exhibit Hall

4:15–4:35 Peril and Possibilities: AI in Content Operations

Sarah O'Keefe, CEO, Scriptorium

What can we do with AI? Is it a threat or an opportunity or both? In this session, Sarah takes a look at the perils and possibilities of AI in content operations. Who owns AI-generated content? What opportunities and threats does AI present for technical and product content? What do AI-enabled content operations look like?

In this session, you will learn:

- Where AI's impact will be felt in content ops
- The risks of AI for high-stakes content
- Some ideas for getting started with AI

4:35–4:55 Technical Content: The Business Booster Every CEO Should Care About

David Hoare, VP of Content Experience, ServiceNow

Your technical content does the talking when your sales people are out of the room. And yet, most content leaders find it hard to showcase the revenue and retention contribution of their content investments.

In this session, David will share how he was able to demonstrate the return on investment of the ServiceNow content organization to revenue, product adoption and renewals.

In this session, you will learn:

- How to build a content value realization methodology
- Effectively combine content, UX and research for optimizing the customer journey
- How to get content leaders a seat as a core key to business growth

5:00–7:00 Networking Reception

Marina Courtyard

8:00– Annual Storytelling Event

Sidebar, 536 Market Street

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).

They'll be a place to sign up if you want to participate (five minutes per person).

No prior speaking experience required!

Monday, October 16

7:30– Registration and Continental Breakfast

7:30–8:30 Practicing Conscious Leadership

Katherine Brown-Hoekstra Principal, Comgenesis

Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group

Everyone is welcome.

8:30–8:50 When Perfection Is The Enemy

Megan Gilhooly, Sr. Director Self-help & Content Strategy, Reltio

Winston Churchill, Mark Twain, and Voltaire all understood that striving for perfection will stand in the way of getting work done. Who wants to start a project off incorrectly, then have to redo it over and over with perfection as the end game? But, often what holds us up isn't about a perfect result – it comes from wanting to have perfect information to make the best decision. In this talk, Megan will talk about balance between rigor and speed in making decisions, and strategies to help mitigate risk when making decisions with imperfect information.

In this session, you will learn:

- How the quest for data can both drive and paralyze decision-making
- Strategies to consider to mitigate risk when faced with difficult decisions
- Ways to persuade risk-averse colleagues to move from information gathering to decision more quickly

8:50–9:10 Getting Business Buy-In For Your Content Initiatives

Maura Moran, Senior Content Consultant, Contiem

One of our perennial challenges as content professionals is getting senior management to understand the value of our content initiatives. We need their support, budget and resource for strategies that they may find difficult to understand or feel are only “nice to have”. This session will explore how to build a

business case, navigate tricky stakeholder relationships, and secure and maintain approval for your projects. I'll use real case studies to illustrate a variety of approaches, identifying both formal and informal channels to get the buy-in and resource you need.

In this session, you will learn:

- How to align your initiative to business goals and content strategy
- Building and iterating a business case
- Making value tangible to senior management
- Influencing via formal and informal channels
- Building up evidence and creating shared understanding.

9:10–9:30 Building Trust and Credibility: Creating an Enterprise Content Strategy from Scratch

Samantha Azzarello, Executive Director, Global Research, J.P. Morgan

J.P.Morgan Global Research publishes ~130k pieces of research per year, covering more than 3000k companies, with research analysts in 25+ countries. Building a new Content Strategy function from scratch in a well-established organization has requires a mix of functional deliverables and a culture shift. In this session I will provide a case study of learnings from the experience standing up a Content Strategy function thus far and iterating on longer run strategy given real time developments.

In this session, you will learn:

- Creating a long run vision and implementing in phases in a large, complex organization
- Using analytics to drive content strategy decisions
- Implementing a new CMS and new analytics back end
- Building trust and credibility with senior stakeholders
- Proving value with early wins and building off those wins
- Delivering data driven content strategy
- Implementing cohesive content strategy that is still fit for purpose across various distribution channels

9:45–10:30 Breakout Sessions

Driving Content Changes in a Change-Adverse Organization

Christi Guzik, UX Content Strategist, Rocket Companies

Do you ever feel like no one in your organization wants to drive content forward? Sometimes the lack of innovation is due to a lack of time, but sometimes it seems that the lack of change comes from the organization itself. We'll look at ways you can seize the opportunity to be a changemaker in your organization by developing key partnerships, taking ownership of your ideas and driving them forward, and getting the correct executive buy-in.

In this session, you will learn:

How to identify and start making small content changes while developing key relationships with your colleagues. These small changes add up over time as you expand your sphere of influence at your organization. And, you will learn to identify the correct executive sponsor for your work and how to sell your vision and ideas to that executive. As you begin these larger initiatives, you'll have the key partnerships to help you bring your vision to life!

From Vision to Reality: Supercharge CX by Truly Integrating Marketing and Technical Content

Stefan Gentz, Principal Worldwide Evangelist, Technical Communication, Adobe

SESSION DESCRIPTION TO COME

Stories with Soul: Staying Alive in the Era of ChatGPT

Keith Boyd, Senior Director, Digital Experience, Microsoft

Mario Juarez, CEO, StoryCo

The world is changing fast. Generative AI is already changing the world of content, and the impact will continue to change our industry and roles at a frightening pace. But you don't have to be frightened, because you have a superpower that ChatGPT and other generative AIs don't have – a soul. In this talk, we'll explore the changing landscape of content development and storytelling and provide a practical and actionable framework to stay one step ahead of the machines. Learn to harness your human empathy and connections to build stories that the machines can't rival – learn to tell stories with soul!

In this session, you will learn:

- How to tell stories with real impact
- The limitations and strengths of ChatGPT and other generative AI systems as storytelling tools
- How to create stories that are differentiated from articles generated by ChatGPT and other generative AI models
- How to use empathy, humor, and connection to create memorable, human-centric stories that machines can't match
- How to translate your skills as a content professional to become a more capable and confident presenter
- Tips for maintaining your edge as a professional communicator and storyteller as the world of content changes around us

Microcontent Pipeline to Chatbots and Voice Assistants

Rob Hanna, President, and Josh Anderson, Information Architect, Precision Content

Use microcontent to put your team in the driver's seat to the next level of content publishing for intelligent chatbots. By now reality has revealed that ChatGPT is not ready to write our product documentation for us. With no control over what the publicly-trained models scrape from our websites and blogs and how it assimilates our documentation with other less-authoritative sources, we're left to wonder where we go next. If we want reliable bots, we'll need to

train our own models and deploy them to our staff and our customers. Let us show you what we've learned so far.

In this session, you will learn:

- The journey to microcontent and how it builds upon our structured writing practices
- The four principles for a sustainable microcontent strategy
- How we target intelligent chatbots as just another channel for our content, and
- The lessons learned about how we can help our clients navigate the ChatGPT phenomenon

Leveraging Semantics to Provide Targeted Training Content

Heather Hedden, Semantic Web Company, and Esther Yoon, Senior Data Architect, Google

Employee training content (whether self-paced slide decks, interactive learning, or instructor-led sessions) is not just for employee onboarding, but is also important for existing employees to gain new skills, refreshers in past skills, and learn new technologies or procedures. It can be confusing to employees to know what training is appropriate. Tagging training courses for their topics is a good start, but that supports searching for something specific. If employees need to discover relevant training content that they don't know about, courses should also be retrieved or recommended based on other criteria, such as the employee's job role, level, and organizational unit.

A case study is described, whereby these methods and the PoolParty platform were used in a proof-of-concept project for Google gTech which successfully demonstrated how search and discovery of training content could be improved.

In this session, you will learn ways taxonomies and semantics can improve search and discovery for training content, including improving a faceted taxonomy to make it more user-focused; semantically enriching a taxonomy with ontology-based relationships linking across roles, position levels, and skills; making topics relevant to different organizational groups; and auto-tagging training assets that lacked existing metadata.

What's Next: Heading up to Social and Semantic Tech Doc

Fabrice Lacroix, Founder, Fluid Topics

Let's face it, today's technical documentation looks very much like the good old Web 1.0: both are static content, written by humans for humans, and offering only one-way communication.

But in the last 20 years, the Web has experienced two major revolutions that led to the outstanding developments of Web 2.0 (also known as the Social Web) and Web 3.0 (aka the Semantic Web). Will technical documentation go the same way? What would Tech Doc 2.0 and 3.0 look like, and what possibilities would it open?

In this session, you will learn:

- The principles that transformed the Web over the last two decades
- How the same social and semantic concepts can be applied to technical documentation
- Two case studies giving you an insight into Tech 2.0 and Tech 3.0

Adventures in Structured Content Authoring: Bringing XML to Regulated Industries

Regina Lynn Preciado, Sr. Director of Content Strategy Solutions, Content Rules Inc.

You'd think that regulated industries such as life sciences and financial services would be the first to adopt structured content since the content they deliver must comply with standards defined by regulatory bodies. Why wouldn't they extend the benefits of standardization into how they create and manage their content?

The conditions that make structured content a perfect solution for regulated industries also prevent these companies from a successful transformation. Common barriers include institutional risk aversion, resource availability, or a century of legacy processes that outweigh attempts to change.

These companies have reconsidered the many benefits structured content offers. The technology is mature, the methodologies are proven, and the regulators are modernizing how they interact with content. Regulated companies must evolve now or they won't survive.

Join Regina Lynn Preciado for a candid look at how companies in regulated industries approach structured content.

In this session, you will learn:

- What makes regulated content special (really!)
- How the structured content "norms" don't always apply
- What you can do today to prepare your team for structured content

Case Study: Experiments in Using AI for Content Personalization and Writer Efficiency

Fawn Damitio and Marilyn Beck, Senior Documentation Leaders in AI and ML, Meta

There is no doubt Large Language Models (LLMs) such as Meta's LLaMa or Open AI's ChatGPT, will forever change how we work. It's close to impossible to know exactly how our field will change, but change is coming. It's time to turn toward these new, amazing technologies. In this session I will show a couple of the ways that Meta's Doc Engineers have leveraged LLMs and AI. See how you, too, can embrace these new, amazing technologies and in doing so increase your overall efficiency and help shape the evolution of our craft.

In this session, you will learn:

- At a high level, about Large Language Models (LLMs), such as Meta's LLaMA or Open AI's ChatGPT
- How to leverage LLMs to write more efficiently
- How to use LLMs to create personalized content for end users
- How to deeply engage with, and help influence, AI's role in the future of technical communications

Boost Results by Bringing SEO and A/B Testing Inside Your CMS

Jonathan Ames, Director of Marketing, ButterCMS

Stephen Fahlsing, Founder/Managing Director, BonfireLA Productions

You have far more content creators than SEOs. What if you could empower everyone on your content team to input SEO information right in the CMS? What if they were prompted by CMS

to input the right SEO fields in every piece of content they made? What if every content creator could also easily do an A/B test on every piece of content they made? Bonfire LA will show how they implemented these enhancements within ButterCMS for the 3rd largest tax processor in the US and Canada and some of the initial results!

In this session, you will learn:

- The top SEO fields you should give your content team access to
- How to enable A/B testing for everyone on your content team
- How these features could be automated as components in ButterCMS
- What it takes to implement these features for your content teams

A Migration Is a Terrible Thing to Waste: A Roadmap For Your Next Big Content Migration

Mark Dorison, CTO, and Chris Free, President, Chromatic

Content migrations are immense efforts that require careful strategic planning, implementation, and testing to ensure your data gets from A to B successfully and intact. Still, they're also moments of great opportunity. Migrations are rare moments that can be seized

to improve your content, tools, and workflows while you are already elbow-deep in your content.

In this session, we will share hard-fought lessons to ensure success on your next migration such as tools for planning, how to avoid errors/downtime/SEO declines, how to improve your content, as well as highlight opportunities that are often overlooked during times of normal operation.

You wouldn't be here if your content wasn't a tremendously important asset. Join us, and leave ready to create a roadmap for your migration!

In this session, you will learn:

- Hard-fought lessons from content migrations experts to ensure success on their next major migration.
- How to plan a migration that results in better content.
- How to avoid downtime, SEO declines, or other regressions.
- Tactics and tools to improve your content along the way.
- Cutover vs iterative migration, how to decide.

11:30–1:30

Lunch and Dessert in the Exhibit Hall

1:30–2:15

Breakout Sessions

You Have Something in Your Content: Trust in a Time of Misinformation

Jennifer Kaufman, Director, Information Engineering, NetApp

Content professionals know trust is important. As “connectors” who bring ideas and people together while serving as expert advisors, trust is a key differentiator. How do we build trust? Is customer trust earned through accuracy, usability, and accessibility of content? Is the trust of product teams earned through reliability and diligence? How about delivering unwelcome news? If I have something in my teeth, a trusted friend will tell me. How does trust impact the role of content creator in the age of AI? This talk will explore the relationship between trust and

content. It will touch on what a team can do to build trust, and highlight the role content strategy plays as users interact with content. Attendees will be invited to consider trust as it relates to several types of content, and how documentation teams can foster trust in an age of AI-generated content.

In this session, you will learn:

- The role trust plays as a differentiator for content professionals
- Key indicators for trust in technical content and content teams
- How to build trust with internal stakeholders and customers

Going Omnichannel in Pharma: A Multi-Project Case Study

Noz Urbina, Founder & Omnichannel Strategist, Urbina Consulting

In this session, we'll go through various examples of pharma projects to tell an integrated story of the key challenges and solutions available to big pharma brands.

Pharmaceutical and Life Science companies have caught the omnichannel bug. Around the world, they are quickly forming teams and investing millions.

Often, these initiatives are led by highly competent staff who have years of pharma experience, but they're suddenly being asked to develop and execute on content strategies and implement platforms vastly more complex than ever before.

This session will draw upon case studies from Eli Lilly, Roche, and 3M Lifesciences to outline proven strategies and tactics that can help teams in various content-rich departments move towards omnichannel.

We'll look at how to successfully implement things like component content (aka modular content that works like LEGO); omnichannel data and analytics integration; and scalable content tagging for personalization and regional compliance.

In this session, you will learn:

- How pharma brands can begin their journey towards omnichannel
- How different areas within the pharma enterprise can benefit from shared methodologies and tech — even if they involve very different audiences and processes
- What different pharma teams like Medical Affairs, Medical Information, Commercial, and Systems/Infrastructure can expect from an omnichannel approach

Putting Up the Guardrails for AI Success

Brian Trombley and Hugues LaRicca, Managing Partners, Ariza Content Solutions

While AI has been around us for decades, the recent and rapid emergence of Generative AI, has put AI front and center in our daily professional and personal lives. But with all the potential it holds for the future, it has led many of us to get ahead of ourselves as individuals, and in some cases as enterprises. The risks and

rewards that Generative AI poses to the enterprise are substantial and warrant a pause until a proper governance model can be established. And once established, the governance model needs to be adhered to (monitored) and adjusted on a regular basis.

In this session, you will learn:

- The risks AI poses to the enterprise
- The approach to AI governance
- People-centric AI change management

Headless: Catch Silos If You Can

Tomas Nosek, Director of Customer Enablement

Martina Farkasova, Customer Education Leader, Kontent.ai

Authoring in multiple platforms adds up to a lot of administration. And not only that. Using more tools creates obstacles in the editor's experience and hinders data tracking. Yet, this is the reality for most companies. Heck, silos have been an ongoing topic at Lavacon for years now.

This case study will walk you through our transition from using multiple 3rd-party authoring tools to a headless CMS. With headless, our team was able to simplify the authoring process, inspire developers to contribute too, improve data gathering, and much more.

In this session, you will learn how:

- Headless can help you bring down silos in your organization
- To reduce copy-pasting, broken links management, and other repetitive work
- To take advantage of content versioning and take workflows to the next level
- Headless can require more technical resources in your team than you might expect

A content model helps teams focus on creating valuable content. Rather than writers just describing what's in front of them, a good content model helps writers make informed decisions about what content to create, and helps document managers control the process.

No matter what you are trying to achieve as a content professional, for example, making a business case for a new strategy, rolling out a new initiative, or coordinating multiple contributors, a solid content model will help you and your teams achieve those goals.

In this session, you will learn:

The key aspects of a content model, and how to make the best use of them. I will share real-life examples to illustrate how to use content models to help document different products, and manage different stages of the content lifecycle.

- Key aspects of content models
- How to use content models to support activities such as making a business case for a new strategy, rolling out a new initiative, and managing remote teams
- How content models support managing the different stages of the content lifecycle

Makeups and Breakups: Content Migration in the Real World

Jennifer Obert and Jessica Caldwell, Jack Henry & Associates

The Enterprise Content Services department at Jack Henry started in 2001 with a handful of writers authoring in Word Perfect. Now, as a department of 40+ writers authoring in XML, we deliver content for more than 50 financial technology products across multiple platforms.

In this session, we will take a brief tour of the migration processes over the past 22 years at Jack Henry. Then, we'll take a deeper dive into a content migration project spanning across the enterprise. Our department was presented with a directive to move everything we've delivered in various formats in the past two years into one online help platform. With a limited timeline, where could we start? Could we combine content from siloed sources and make up? Or could we decide that the timing was not right and break up? How would we stay on track?

We'll discuss the project and offer general insight for those considering large migration projects in their organization.

In this session, you will learn:

What it took to move large collections of content into a new delivery platform. You'll learn how we coordinated our content migration project across several writers and teams. You will also gain insight into how to balance what is best for the customer while working within the limitations of available resources.

2:30–3:15

Breakout Sessions

Building Business Value Through User-Centric Content Design

Aditi Kashikar, Director, Documentation Automation Anywhere

Technical product content accounts for close to 50% of our company's online traffic. 'With great power comes great responsibility.' As creators of our company's largest content asset, we see this as an opportunity to create immense business value.

In this session, you will learn:

How a design-thinking approach to content development leads to successful content outcomes, achieving business goals, and building greater business value for your organization.

Product Information: Expensive, Cheap, or Priceless?

Matt Reiner, Customer Advocate, K15t

When growing a product company, we're often focused on the typical business resources required: human resources, development tools,

and customer support. This talk looks into the massive hidden resource of information that's created, shared, and discarded throughout the product development process. If we're not careful, too much, or too little of it can make or break the team. Learn what information investments you can make to empower your organization and enable your users.

In this session, you will learn:

- The different types of information that are created throughout the product development lifecycle
- What types of information should be kept, disposed of, shared, and promoted
- Key actions your team can take to systematically improve your information as you improve your product

Ghost in the Machine: Integrating AI into your International Content Strategy

Elizabeth Riley, Supertext USA

Mike Wald, Oniracom

AI-powered tools (such as ChatGPT) are quickly becoming a go-to first step when it comes to dreaming up content, writing blogs, and creating images. But does AI really have the necessary context and know-how to create and run a comprehensive and international content strategy, or is it just another tool to add into the mix?

Let the experts at Supertext and Oniracom walk you through how to successfully integrate AI into your strategy, and share where it still falls down compared to human touch.

In this session, you will learn:

How international content is important to international business, and how authoritative content is created across international markets, then discuss how AI-powered applications for content creation such as chatGPT are used for generating ideas and content and get an overview of how the quality of such content really stands up to evaluation against human-created work. Attendees will also get a better understanding of how international content creators and strategists can effectively leverage these tools into a content strategy and learn how to mitigate potential trouble spots when it comes to creating international content.

Enabling Contextual Delivery of Procedural Guidance

Greg Chapple, Chief Technology Officer, Propylon

When working in guidance-heavy or regulation-heavy environments with defined procedural workflows, professionals want to access information relevant to their working context

quickly. However, searching through documents or knowledge portals to find relevant documentation slows the professional workflow and introduces the risk of missing critical information or steps in execution.

This risk can be mitigated by adopting a model for contextual delivery of procedural guidance, giving the ability to target the delivery of content into the primary business context. Targeted delivery at the appropriate workflow stage leads to wider adoption of guidance, better compliance with the relevant procedures, and ultimately more efficient workflows for the professional.

In this session, I will discuss strategies and tools for managing procedural guidance, look at patterns for supporting the contextual delivery of content, and present the real-world impact of implementing a contextual delivery model.

In this session, you will learn:

- Approaches to managing procedural guidance with well-known patterns such as DITA and less structured but equally powerful alternatives built on Microsoft Word.
- Fundamentals of contextual delivery and how to enable this pattern in their content authoring and delivery workflows.

Changing the Wheels While Driving: Migrating Legacy CMSs to a Single Help Center

George Lewis, Service Delivery Director, 3di Information Solutions

Content models (aka information models) are the cornerstone of a solid content strategy. But too often they are a high-level design which ends up gathering dust as writers focus on meeting deadlines. They are so much more.

3:15–4:00

Snack Break in the Exhibit Hall

4:00–4:20

Evolution of Content Consumption

Eeshita Grover, Director, Product User Content, Cisco Systems

Let's get creative with instructional content using Progressive Disclosure, a design principle that is core to UX design. This can be effectively used for content design and layout to address short attention spans and quick self-service modules.

In this workshop, you will learn:

In this workshop, we will work on a piece of content that you think is dense with detail and specifics. We will learn how to break it into logical chunks/categories and then bring it together to flow with context thus making an impact on readability and content consumption.

4:20–5:15 Synergy: A Crowdsourced Exercise in Learning Retention

Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group (Facilitator)

5:30– Mariachi Parade to Dinner Venues

7:30– Annual Karaoke Night

Sidebar, 536 Market Street

Tuesday, October 17

8:00– Registration and Continental Breakfast

8:00–8:30 Practicing Conscious Leadership

Katherine Brown-Hoekstra Principal, Comgenesis
Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group
Everyone is welcome.

8:30–9:15 Breakout Sessions

Delivering Skill Based Learning with Adaptive Content

Max Swisher, Director of Technology, Content Rules

Maria McGinn, Head of Partnerships, Xyleme

The learning and development industry is rapidly changing. Recent events like the Great Resignation resulted in a massive shift for companies to change the way they engage, retain, and reskill top talent. With this shift came a greater focus on creating personalized pathways for top talent to develop the skills they need for internal mobility.

According to the LinkedIn Learning 2022 Report, companies that excel at internal mobility retain employees 2x longer than companies that

struggle with it. This shows that L&D will play a critical role in building employee experiences that drive mobility and engagement.

Technology advancements within the quickly evolving skills and talent intelligence space will be at the forefront of this revolution and quality content will be at the heart. As content designers we need to anticipate and adapt to this changing world.

In this session, you will learn:

- How the employee development space is evolving
- What this evolution means for training content designers

- The five dimensions of content standardization to deliver personalized learning experiences

Taking The Pulse of ContentOps With a Maturity Model

Peihong Zhu, Information Architect, Precision Content

ContentOps is a creature with many complex parts and intricate connective tissues, which if left unchecked could easily go awry and wreak havoc. To be able to monitor the health of your ContentOps, you need appropriate tools. This presentation will introduce a ContentOps maturity model that can be used as the benchmark to identify gaps in the current state or to prescribe the desired future state of ContentOps.

In this session, you will learn:

- The definition of ContentOps
- The priorities of ContentOps
- The definition of maturity model
- The components of the ContentOps maturity model
- How and when to use ContentOps maturity model

Putting Your Customer First In Your Content—Literally!

Marcia Riefer Johnston, Senior Technical Writer, Amazon Web Services

Whatever products or services your team writes about, whatever kind of content you create, your customers and potential customers read your stuff for one reason: to find out what's in it for them. How can you make that chore easier for them?

One thing you can do is empower your writers to transform their sentences to literally put the customer first.

In this session, you will learn:

- To identify some tip-off words.
- To revise sentences in a way that literally puts the customer first.

Content and Silos and Users, Oh My! Transforming Our Customers' Content Experience

Nitza Hauser and Frances Gambino, Medidata Solutions

One company, many teams producing customer content, and no one noticing how the customer experience plays out. Sound familiar?

In 2022, we set out to develop a unified, self-service customer knowledge portal. Multiple Medidata teams joined forces to build a repository for content ranging from technical documentation and release notes to customer education and customer support articles – without need for lengthy migrations or re-training. Enter the Medidata Knowledge Hub!

We established a common taxonomy, added machine learning to power a faceted search capability, and used the same visual design as our products so the Hub is a natural extension and user-assistance companion to our product platform.

The Medidata Knowledge Hub breaks down content silos and transforms our customers' content experience, expanding their self-service knowledge universe and enabling them to move seamlessly between product and product knowledge in all interactions with Medidata solutions.

In this session, you will learn:

- How we built the value proposition for this application and organized corporate stakeholder support across the organization
- How we selected a technology partner to drive the success of our initiative
- How we strategically designed the shift to the new application with a minimum change management factor for knowledge developers and users
- How we took this opportunity to build in upgrades or enhancements to such core knowledge management components as taxonomy, user personas, and knowledge type labeling
- How the implementation and deployment meets the expectation six months post-release
- Lessons learned
- A summary of ROI and Next Steps

How Netsmart Unified our Marketing, Support, and Documentation Content Strategy

Sarah Owings, Director, Client Learning, Netsmart

At some point in the far distant past, technical documentation at our company became the half-hearted purview of a learning team, adrift in the ether. TechComm's main mission was to help instructors generate revenue from in-person, instructor-led training. But in early 2021, the lens changed. Now securely under the wings of new leadership, in a new Client Experience organization, with a new vision for proactively meeting customers where they're at, the small but mighty TechComm team partners with eLearning developers to create accessible, on-demand, self-led, blended content, weaving articles and short videos together into Learning Paths in the CXone Expert content platform. Consistently branded and actively marketed, these paths are crafted with customer personas

in mind, as well as real-life customer challenges. We will share our NPS score from the beginning of our journey to the present day.

In this session, you will learn:

Through our case study how to:

- Align with marketing to create a seamlessly branded content experience for your customers
- Partner with Support to prove the ROI that is possible from free content (hint: think ticket deflection)
- Tailor content to help your customers with their staff onboarding and turnover challenges
- Provide even more value to your customers by positioning yourself as an extension of their own learning and IT teams
- Develop your own in-house MarComm strategy to get your content into the hands of those who need it

9:30–10:15

Breakout Sessions

Transform Traditional Content Into Intelligent Modular Content

Cecil Lee, Sr. Director, Content Strategy, Commercial, Eli Lilly

Eli Lilly's commercial organization has a vision of delivering personalized customer experiences through omnichannel orchestration. This means deliver the right content to the right customer in the right channel at the right time. Transforming our traditional content into intelligent modular content is a key enabler for the 'right content'. Traditional content is often human centric, resource and time intensive to produce and difficult to reuse or measure its effectiveness. Lilly has transformed its content operating model with modular approach on creating claims, implemented a technology stack that is machine friendly, and enables fast productivity of content and its measurement. In this session, we will explore the journey converting human only centric content to both human and machine friendly content that enables automation showcasing the modernization of product claims content.

In this session, you will learn:

- An opportunity to understand what is intelligent modular content and its values

- A better understanding on how to design features that are machine friendly
- How the vision of omnichannel orchestration impacts the design of modular content up front

Optimizing Productivity through Time Management and the Art of Saying "No"

Jackie Damrau, Sr. Business Analyst, Cathedral Plumbing of Texas

Syndromes exist for everything. We are human; we try to self-diagnose to our own detriment. As a technical communicator, we often face times in our careers when we feel like an expert and times when we are truly acting as an imposter or impostor. These are real syndromes, believe it or not.

The Expert Syndrome is when a person "thinks they understand topics deeply or do things well", when they may not (Bergells). The Imposter Syndrome is a "psychological pattern in which someone questions their skills, talents, or qualifications and becomes afraid of being exposed as a 'fraud'" (Stanislaus).

This session will give you an overview into this with actionable steps from others on how to recognize and conquer the "imposter within".

In this session, you will learn:

- Differences between Expert and Imposter Syndromes
- Explore at a high-level the signs of both syndromes
- Discover actionable steps to take to recognize and conquer “your inner imposter”

Google Analytics 4 Is Here And You Better Get Used To It: Recalibrating How We Measure Content Engagement

Jesse Ringer, Founder, Method + Metric

2023 is the year that Google does away with Universal Analytics & GA4 becomes the new standard for website analytics – whether we like it or not.

Google Analytics 4 is all about engagement. It offers a new approach to data collection & reporting than we’re used to by changing to an event-based model. But this change doesn’t have to suck.

The big question everyone is asking is ‘What will this mean for how we track & measure content performance’? Ultimately, it means we’ll have a clearer view of how people are interacting with our content.

In this talk, we’ll explore how GA4 tracks user engagement, how it differs from the old Universal Analytics, which metrics to care about, & how to set up your reporting environment. This new platform will require a shift in thinking from our current, & largely outdated, analytics tracking to one of engaged performance. With the correct tracking elements in place, you’ll have more insight into your content performance than ever.

In this session, you will learn:

- The big advantages of using GA4 for tracking visitor events
- How to shift your thinking towards engagement-based performance
- Which metrics you need to monitor for tracking success
- How to set up your new reporting environment

A KB Doesn't Have to Be a KO: How to Build Big with a Tiny Team

Jayme Perlman, Senior Technical Writer, GitHub

Eventually, every doc team hears the dreaded cry: “‘Build us a knowledge base!’”, and it’s no secret why we hate it. On paper, knowledge bases solve all our problems, but somehow, every time, all we end up with is just another junk drawer quickly abandoned to a lingering death.

There IS a way to win. If you get the right processes and workflows in place, even the tiniest team can build a sustainable, comprehensive, functional, and reliable reference resource.

While the examples provided are built on GitHub and focused on building a KB, the general principles are applicable to many common projects and supported by most common toolsets. All of the demonstrated infrastructure is available for personal or professional use completely free of charge.

In this session, you will learn how to develop pipelines and workflows that:

- inspire compliance
- govern intake streams\
- enable technical implementation
- cultivate growth without sacrificing reliability
- measure and communicate key achievements

You CAN do everything, everywhere—just not all at once.

Ciena's Journey to Consistent Product Documentation Using Controlled Language

Robin Melanson and Susanna Carlisi, Ciena, Torsten Machert, Congree Language Technologies

With an XML-based CMS, Ciena achieved one important goal: the content structure became consistent and independent from the author. The challenge was now to make sure that the writers use the correct language and terminology consistently across different locations and time zones. We sought a way to create high-quality information that is optimized for translation and improves the user experience.

Hiring a bevy of editors is not the answer for everyone! At Ciena, we learned to leverage our style guide and terminology throughout the writing process. Following a similar process, you can free up editors' time for high-level tasks.

In this session, you will learn how Ciena is boosting the impact and reach of our terminology and style rules across multiple product lines. In this session, we will focus on Ciena's approach towards linguistic quality and terminology, leveraging semantic elements when possible:

- Establishing goals and expectations for the Defining style guides as the corporate language for Ciena
- Extracting terms as the basis for a corporate Sharing lessons learned in the curation of the terminology
- Completing the Congree Authoring Server implementation
 - Proof-of-concept phase
 - Admin training sessions
 - User training sessions

10:30–11:15

Breakout Sessions

Moving the Cheese: Redesigning the IA of a Beloved Product Without Driving Users Mad

Emily Straubel, Principal Content Designer, Slack

People hate when they open an app and everything looks different. Especially if they can't find what they need to do their job.

I'll walk through a case study of how content design led the effort to redesign the information architecture of Slack. I'll focus on how I used the content design superpowers to build influence and keep the user experience at the center of a company-wide project.

IA redesigns are a unique opportunity for content design to lead large projects and show off our skills as product strategists and UX designers.

In this session, you will learn:

- How to use early language decisions to drive team alignment
- To shape a product with improved naming and terminology
- To develop empathy-driven education
- How to show the value of content design beyond copywriting

Overcoming Roadblocks in Your Projects: A Guide to Success!

Daniel Schommer, Content Strategy Consultant, Intuitive Stack

Change can be difficult, regardless of its magnitude. We often resist it, believing that the change isn't beneficial. This is normal. However, those who oppose it can offer valuable insights and may just need to feel heard. This session

offers tips on how you can manage the change process in your project, such as guiding the loud (and quiet) voices in the room, acknowledging objections, while addressing the main problems.

Change can be difficult, regardless of its magnitude. We often resist it, believing that the change isn't beneficial. This is normal. However, those who oppose it can offer valuable insights and may just need to feel heard. This session offers tips on how you can manage the change process in your project, such as guiding the loud (and quiet) voices in the room, acknowledging objections, while addressing the main problems.

In this session, you will learn:

Using real-world examples (names have been changed), you will learn how to confront potential roadblocks, solve real issues, and keep the project on track. Taking examples from projects such as a new CMS/CCMS tool, adopting structured authoring, resolving issues found in a content audit, and others, you'll take away tips about how to efficiently address concerns and achieve results.

Why Nextworld Is Writing Our Own Content Applications and How We're Working Towards Content 4.0

Carrie Sheaffer, Director of Information Development, Nextworld

It might seem like an ideal situation: getting in at the very beginning of a company and designing the content strategy from scratch. Imagine that there was next to no existing content, no systems already in place, and no product on the market for the next year. In other

words, where you had the time and the space and the mandate to figure it all out. What would you do?

This case study examines that scenario over the course of a six-year span. The company grew from 30 employees to 500, with increasingly complex content requirements and more stakeholders. Initial strategies needed to adapt. Documentation went from being the only department creating content to one of many. Suddenly—despite the best intentions—there were silos. The simplistic early content strategy needed to evolve to include the different departments and their current needs.

In this session, you will learn:

- How to plot a route—what to think about as you get started, from style guides to content structure to writing tools.
- Communication strategies—methods that worked (and maybe some that didn't) when seeking buy-in from executives and other department heads.
- What to watch out for—common pitfalls and obstacles that can arise at early stages and during periods of rapid growth.
- Tips for correcting course—strategies for responding when you (inevitably) make mistakes.

11:30–12:15

Closing Panel Discussion: The Future of Content

Jack Molisani, The LavaCon Conference (Moderator)

1:00–5:00

Post-Conference Workshop

Beyond Design Thinking: Innovation Through Co-Creation and Questions

Andrea Ames, Customer Success/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, you will learn:

Expert facilitation techniques to lead design thinking workshops with a focus on content challenges!

8:00–

Closing Social Event

Speakers



Scott Abel

Known affectionately as “The Content Wrangler,” Scott Abel is the Founder and CEO of The Content Wrangler, an international content strategy consultancy specializing in helping organizations improve how they author, maintain, publish and archive their information assets. Scott’s goal is to help them deliver the right information, to the right people, at the right time, in the correct format and language, and on the device of the content consumers choice.

Scott currently serves as Content Strategy Evangelist for Heretto, a component content management system that technical content teams use to collaboratively author, maintain, and deliver personalized, structured content at scale. Scott writes regularly for content industry publications, including a column in the Society for Technical Communication magazine, Intercom, called “Meet the Change Agents.”

When he’s not busy wrangling content, you can find Scott behind the digital turntables producing dance music remixes.



Dipo Ajose-Coker

After relocating to France in 2005, Dipo completed an MA in Multilingual and Multimedia Document Conception at the Université Paris Cité. He has since spent the past 18 years combining his love for language and IT skills in various roles, serving as a DITA expert, technical writer, technical editor, and proof-reader in the Fintech and MedTech device industries. In 2021, Dipo transitioned into Content Creation and Marketing. Acting as the crucial link between developers and the end users, occupying the sweet spot between expectation and delivery, Dipo represents both the voice of the user and that of the software developer, acting as the quintessential middleman. In the grand symphony of the Technical Communications industry, Dipo takes on the role of a conductor to unify and harmonize the voice of the user, industry experts, and the vendor.



Andrea Ames

Andrea’s passion is for supporting people to become wildly successful at work and in business. Embracing that we bring our whole selves to work, she has supported hundreds of business owners, executives, leaders, and teams to grow and honor their humanity as individuals while getting business done.

After 35 years in strategic, corporate roles focused on capability building, learning and development, and content and customer experience, Andrea started her business, Idyll Point™ Group, to take that work beyond a single company and broaden her impact. Her small-business clients call her the Customer Success Jedi, and she is an ICF certified coach, a trainer and facilitator, as well as a sought-after keynote speaker, an author of numerous articles and two award-winning technical books.

You can find out more about Andrea, how to connect with her on all the socials, and how to book time on her calendar from her website (idyllpointgroup.com).



Jonathan Ames

Jonathan Ames is passionate about fueling business growth! Every business has a story that if told the right way, to the right audience, will lead to growth. Jonathan inspires marketing teams to create these powerful stories. He fosters a culture of A/B testing, measurement and transparent results.



Josh Anderson

Josh Anderson is an American-Canadian 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.



Alexa Apallas

As a bookworm and self-proclaimed word nerd, Alexa K. Apallas embraces the power and the magic of the written word. She started her career in magazine journalism, switched to content marketing, and is not a director of content design at PayPal. She's a strategic thinker and content champion who helps persuade product managers to involve content early in the product development lifecycle.

Likes: Public speaking, Oxford commas, engaging novels, international travel, content challenges, witticisms, wine. Dislikes: Apostrophe abuse, visual clutter, boredom.



Bernard Aschwanden

Bernard Aschwanden is the Executive Vice President of Sales at Precision Content. He knows that at the core of a company is the content they use internally and that they deliver to the world. His years of experience in structured content, component content management systems, and the people and processes that make these work together, are combined with his ability to tell the stories of how content changes lives.



Dana Aubin

Dana Aubin is a Senior Consultant at Comtech Services with over 15 years of experience in technical writing, content strategy, and information modeling. She is based in Denver, Colorado, and enjoys gluten-free baking, teaching her old dog new tricks, and giving history tours at her local cemeteries.



Samantha Azzarello

Samantha Azzarello is an Executive Director and Head of Content Strategy for J.P.Morgan Global Research, based in New York. She works with Researchers, Engineers and Designers to transform the technology, distribution channels and overall experience clients have with J.P.Morgan's institutional research. She also publishes research that synthesizes and curates views related to economics and financial markets from thought leaders across Global Research. Previously Sam was a cross-asset strategist at J.P Morgan Asset Management, and prior to joining J.P. Morgan worked in the Chief Investment Office of Bank of America and as an economist at CME group. She holds a BA in Economics from the University of Toronto and a MA in Economics from New York University.



Marilyn Beck

BIO TO COME



Keith Boyd

Keith Boyd is a Senior Director in Microsoft Digital Employee Experience, Microsoft's IT organization. He's been with Microsoft for 22 years in various engineering, content, and IT roles. He has cultivated a following inside the company as one of Microsoft's leading storytellers, where he conducts workshops and coaches/mentors less experienced employees. He has shared his expertise at LavaCon several times over the years on different topics. His work has been featured in leading publications including Intercom, MSDN, and TC World magazines. In addition to other responsibilities, he currently serves as Editor in Chief of Inside Track, the online journal of Microsoft's own digital transformation.



Kit Brown-Hoekstra

Kit's super power is understanding culture, which is most obvious when consulting with her localization and technical communication clients. She has built an award-winning career from training and consulting with life sciences companies to create strategic content in the most effective ways for international audiences.

Gifted with an abundance mindset, Kit has spent decades sharing her knowledge by speaking and publishing regularly on content-related topics. After exploring conscious leadership and appreciative inquiry and applying these concepts, she is propelling her clients and the content community to new levels of content strategy, creation, delivery, and leadership.

With 25+ years in the field, Kit has also contributed to the content industry as an STC Fellow and former society president, by co-authoring a book on managing virtual teams, and as editor of The Language of Localization. You can find out more about her and connect through her blog (pangaeapapers.com).



Jessica Caldwell

Jess Caldwell is an Information Architect with more than ten years of experience in content creation and strategy at Jack Henry. She has a Bachelor's degree in Professional and Creative Writing from Missouri State University. She has also received the BCS Foundation Certificate in User Experience.

In her current role, Jess supports a department of 40+ on all things information architecture and user experience. Jess has been involved in several migration projects and usability activities for the Enterprise Content Services department. Recently, Jess helped coordinate and lead the migration of multi-channel delivery into a dynamic delivery platform.

Outside of work, Jess spends most of her time with her husband and two grumpy old cats, Moose and Apollo. She is an avid fan of Halloween and all things spooky.



Marianne Calilhanna

Marianne has been involved with structured content since the days of SGML. She strives to help people understand the true business value of markup languages (e.g., DITA and other types of XML) in an organization's content strategy. Marianne is the VP of Marketing at Data Conversion Laboratory, an organization who has helped businesses structure content and data since 1981.



Susanna Carlisi

With over 25 years of experience in the technical communications field, Susanna Carlisi is the Lead Content Strategist for the Global Product Documentation group at Ciena. After starting her career as an information developer, she moved into template design and single-sourcing processes, ultimately becoming Ciena's first Product Documentation Content Strategist.

She led the transition to DITA authoring at Ciena, including creating content models, reuse strategies, templates, and EDDs. She also led the implementation of a CCMS, defining the governance, content organization, release management, and translation strategy. In her spare time, you can find her walking her Golden Retriever, Hershey, making jewelry, or reading.



Greg Chapple

Greg is the Chief Technology Officer at Propylon, responsible for product and technology strategy across all of Propylon's legal, legislative, and regulatory content management products. For over ten years, Greg has worked with public and private sector companies and government agencies to solve their workflow and content management challenges.



Fawn Damitio

Fawn has over 25 years of experience working in technical documentation. Over the past decade, she has led large documentation teams for a variety of companies, from Fortune 100s and to Start Ups. Over the years, Fawn has led teams that have specialized in content strategy, content creation, information architecture, contextual help, in-code documentation, data science, visual design, interactive design, and content design. Right now, Fawn is a senior leader at Meta. Her teams lead content strategy and creation for Meta's AI, ML, and Data Infrastructure groups. Fawn lives in Santa Cruz, California, with her children, two (pet) rats, and two dogs. When she's not working, she enjoys spending time with her family, meditating, doing jiu jitsu, and telling dad jokes.



Jackie Damrau

Dr. Jackie Damrau is a Fellow of STC, the Book Review Editor of the *Technical Communication* journal, and is Co-Chair of 2021–2022 Education Committee.

Jackie is also a Sr. Business Analyst at Cathedral Plumbing, assigned to a sister company MiViewIS to write user stories and documents for a commercial home builder application related to the plumbing industry. In the course of her lengthy career, Jackie has encountered imposter syndrome and will share with you findings from her personal research.

In her spare time, Jackie enjoys raising her two grandchildren and reading murder mysteries along with other esoteric subjects.

Connect with her on LinkedIn at [linkedin.com/in/jackiedamrau](https://www.linkedin.com/in/jackiedamrau).



Mark Dorison

Mark is Chief Technology Officer and Partner at Chromatic, a distributed agency that specializes in complex content migrations. He is an accomplished technical architect with a portfolio of experience on the web and iOS, and an expert in building and leading high-performing remote teams. Previous to joining Chromatic in 2014, he served as the Director of Application Development at Martha Stewart Living Omnimedia. Mark has written and spoken publicly about topics ranging from technical to interpersonal, at events such as DrupalCon and Slack's Spec conference, among others.

Some of his current and past projects include Outside Magazine, Berkman Klein Center at Harvard University, Emerils.com, City Notes, and FedEx Newsroom.

Away from Chromatic, Mark is an avid traveler, cyclist, amateur TV critic, and dog lover.



Leif Erickson

Lief is the co-founder and principal consultant of Intuitive Stack. He began his career in the content industry as a technical writer over two decades ago. He has held positions as an information architect and content strategist. His focus is to reduce or remove friction wherever it is in your tool stack or processes.

He holds a bachelor's degree with a dual-focus in Technical Writing and German. Lief has a M.A. in Content Strategy from the University of Applied Sciences—FH Joanneum (Graz, Austria), where he teaches information architecture. He is a contributor to the DITA-OT open source project and presents at conferences on topics ranging from ContentOps to taxonomies and search.



Amy Etheridge

Amy is a highly skilled professional with over two decades of experience in sales, account management, and marketing in the software industry. Throughout her career, she has consistently exceeded sales goals in diverse sectors, including education, banking, healthcare, and insurance. Amy is currently responsible for leading customer and product success at NICE CXone Expert, where she applies her results-driven approach and expertise to demonstrate success for the company and its clients.



Stephen Fahlsing

BIO TO COME



Martina Farkasova

Martina Farkasova is the Customer Education Leader at Kontent.ai, where she leads her team to enable customers through forward-thinking content.

Prior to this, she studied information technology with her final thesis on Design sprint automation. Combining her passion for technology, data, education, and research is what led her to become a Content Developer and later a CustEd Leader.

When she's not working, you might find her behind the camera, at a music festival, or traveling the world.

P.S. If you challenge her to a Friends trivia, she will win.



Sara Feldman

Sara is a Cross-Functional Customer Experience expert. A former Technical Writer with an ongoing focus on Knowledge Management, she is experienced with Customer Success Enablement and passionate about all things Content. She's collaborated frequently with Product and Product Marketing functions and is a certified Knowledge-Centered Service (KCS) Trainer. She currently serves as the Director of Member Engagement for the Consortium for Service Innovation, a nonprofit think tank focused on customer engagement. She enjoys naps, saying cheers, and working from home in Las Vegas.



Chris Free

Chris has been designing and building websites since 1998 and doing so professionally since 2006. Throughout Chris' career, he has worked across the stack—from the early days of designing pages in Photoshop to contributing to open-source projects, and even configuring web servers. More recently, he has begun writing apps for iOS as a way of keeping abreast of emerging technologies as well as scratching his own creative itch.

Chris has spoken publicly about the challenges of running a digital agency, keeping remote workers engaged, and the value of networking in your career. In early 2020, he began coaching other business leaders in tech.

Outside of work, Chris is a proud Chicagoan, taco lover, BMW enthusiast, and avid CrossFitter. He's happily married to his high school sweetheart, Jessica. Together they're raising their two lovely children: Anjali and Elijah.



Sebastian Fuhrer

Sebastian Fuhrer is the Director of Content Engineering and Content Operations at Mayo Clinic. He believes strongly in Mayo Clinic's core value, the needs of the patient come first, and he is passionate about building a better tomorrow through structured content. Standardization can be achieved through content models and robust metadata, ensuring that humans and machines can repeatably depend on the shape and pattern of their content.



Nenad Furtula

BIO TO COME



Frances Gambino

Frances Gambino is currently the Senior Director, Global Education at Medidata, a Dassault Systèmes company. With over 20 years of expertise in Technical Writing, Instructional Design, and Customer Success Services leadership, Frances is passionate about empowering customers and catalyzing better treatments for patients through the strategic design, application, and positioning of impactful Learning & Development outcomes. Frances holds a Bachelor of Science degree in Technical Communications and a Master of Science in Library Information Science from Drexel University. She is a career member of the Society for Technical Communication (STC)'s NY Metro chapter and holds a series of consecutive Chapter Competition awards for her team's work: Best in Show, Distinguished, and Merit.



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 tekcom, 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 tekcom/tcworld Conferences, and member of the iiRDS working group for Intelligent Information. He is also an active social networker on Facebook, Twitter, and LinkedIn.



Megan Gilhooly

Megan Gilhooly is driving a new customer experience for self-help & content strategy at Reltio, covering technical product content and self-service for a data platform that unifies data across enterprise systems. Previously, as VP Customer Experience at Zoomin Software – a content delivery platform – Megan made it her mission to change how organizations think about product content. Prior to that, she spent two decades managing content teams, driving content strategy, and delivering stellar information experiences at companies like Amazon, Ping Identity, and INVIDI Technologies. Her experience includes content for Support, Sales, Product, and Marketing. As a former online retail business owner and Certified Scrum Master, Megan brings a unique perspective to managing information development and content strategy. She has a BA in Speech Communication, an MS in Journalism, an MS in Strategic Management, and a Masters Certificate in Technical Communication.



Eeshita Grover

Eeshita has been in the content operations field for the past 20+ years spanning core engineering content to marketing collateral. Her latest keenness towards understanding and leveraging the skills of storytelling have helped me rethink product content strategy including go to market methods and content marketing. Creating and showcasing content, designing a metadata strategy, and measuring content success over all viable channels keeps me interested in my role. Her role at Cisco is focused on product user content and communications. She lead omni-channel delivery of user focused content (corporate website, social media, in product etc). I am also heavily involved in establishing a metadata strategy for our content to enable rich, meaningful analytics.



Leah Guren

Leah Guren is the owner/operator of Cow TC. She has been active in the field of technical communication since 1980 as a writer, manager, and consultant. She now devotes her time to consulting on documentation content and usability, and teaching courses and workshops in technical communication internationally. Her clients include some of the top high-tech and biotech companies, including Intel, IBM, Microsoft, Johnson & Johnson, RAD, Cisco, Given Imaging, and Rambam Medical Center. Leah is an internationally-recognized speaker in the field of technical communication, a Fellow in STC (Society for Technical Communication), and a founding member of tekomp Israel.



Christi Guzik

Christi Guzik works as a Staff UX Content Strategist at Rocket Companies. Prior to Rocket, she held a Content Strategist position at DocuSign focusing on content quality initiatives and improving processes across Content Design and Technical Writing. Additionally, she worked at Boomi where she established the content design discipline and led initiatives such as overhauling the online documentation, and 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.

In her spare time, Christi serves as a facilitator and volunteer manager for Delta Delta Delta fraternity and enjoys reading, baking, watching Broadway musicals on trips to New York City, and exploring the museums and historical sites in and around Philadelphia.



Mary Habib

Mary Habib is CEO and co-founder of Writer, an AI writing platform for teams. She is an expert in natural language processing, AI-driven language generation, and the evolving ways we use language online.



Rob Hanna

Rob Hanna has delivered compelling conference presentations across Europe and North America for 20 years and is a leading expert in structured authoring and microcontent delivery. His messaging around how our technical writing profession needs to evolve to meet the needs of new emerging technologies is coming into focus with the release of ChatGPT and other breakthroughs that will change forever how we communicate. Rob is a professional technical communicator, an STC Fellow, and president of Precision Content in Toronto, Canada.



Carol Hattrup

Carol manages the TechComm team at Netsmart, which provides healthcare software for human services and post-acute care communities nationwide. She's spent her software career moving between writing and QA, committed to the idea that the best writers naturally test and the best testers naturally write.

Carol is a published poet and essayist under a pseudonym, and holds an MFA from the University of Nebraska. She serves on the board of the Kansas City Chamber Orchestra, and lives in the Kansas City metro area with seven other creatures – three canine, one reptile, and three humans.



Nitza Hauser

Nitza Hauser is the Sr Director, Technical Content Strategy at Medidata Solutions, a Dassault Systèmes company. She has been a Technical Communicator for over two decades, and a freelance translator and system programmer prior. Nitza is passionate about good technical communication that meets users' needs and about simplifying or automating processes to allow writers to concentrate on what they do best – write! She is also a certified Scrum Master and an advocate for well-implemented Agile methodology.

While President of the Society for Technical Communication NY Metro chapter, the chapter won many awards (Community of Excellence, Pacesetter, Most Improved Community, Apex). She serves as an adviser on the NJIT Board of Visitors, MS in Professional and Technical Communications (MSPTC) program, and on the advisory commission for the BS in Professional and Technical Writing at NYC College of Technology.



Heather Hedden

Heather Hedden has been a taxonomist for over 25 years in various organizations and as an independent consultant. She currently works as a knowledge engineer at 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*, 3rd edition.



Margie Hlava

Marjorie M.K. Hlava is President, Chairman, and founder of Access Innovations, Inc. She is very well known in the international information arena and has served on numerous committees and the boards of NFAIS, ASIST, SLA, NISO, and Documentation Abstracts. She has published more than two hundred articles and books on information science topics. Her research areas include furthering the productivity of content creation and the governance layer for information access through automated indexing, thesaurus development, taxonomy creation, natural language processing, machine translations, and machine aided indexing. She has given countless presentations domestically and internationally, including keynote addresses. She has given workshops and lectures on thesaurus development, taxonomy creation, natural language processing, machine translations, and machine aided indexing.



David Hoare

David is VP of Product Content at ServiceNow. He leads the global technical writing team who manage tens of thousands of topics in a variety of languages. Prior to ServiceNow he led Content Operations for 125 Google Consumer products with traffic of 30B visits/year.

David has 25 years experience leading teams in a variety of areas including technical writing, software consultancy, information technology, business development, data science and customer support for large, multinational corporations. Helping users make the most of the products they've bought is the common theme throughout his career.



Mario Juarez

Mario Juarez is a consultant based in Seattle, Washington, who helps individuals and organizations achieve positive outcomes through strategic storytelling. Formerly an award-winning journalist and a longtime communications leader at Microsoft, he is the creator of Storytelling for Impact, an original program for enabling high-impact storytelling which has proven effective with tens of thousands of business professionals.



Aditi Kashikar

Aditi brings over 17 years of experience in the technical communications space, having worked in diverse domains, such as enterprise content management, networking, and enterprise automation.

She heads a global Product Documentation team at Automation Anywhere, a global leader in enterprise automation.

She is passionate about improving user experience and enabling customer success through content. In her current leadership role, she is instrumental in the implementation of a data- and user research-driven content strategy and a design-thinking approach to content development.

She is equally passionate about growing and developing people and setting them up for success in their careers.

Outside of work, Aditi enjoys traveling and indulging in adventure sports.



Jason Kaufman

Jason is a renowned Content Strategy Expert and the President of Irrevo (a technical writing staffing and consultancy), with over 20 years of experience in enhancing customer satisfaction and reducing support costs for leading organizations. Passionate about AI-driven technologies, he revolutionizes organizations' approaches by leveraging innovative content strategies. As a visionary, Jason collaborates with enterprises, specializing in AI integration, knowledge engineering, and content management. His expertise spans writing, reviewing, summarizing, and analyzing content using AI. With KCS and AI for Decision Making certifications, he combines technical writing, leadership, and cutting-edge AI solutions for lasting positive impacts on companies and customers. Stay updated with the EverythingAI newsletter on LinkedIn: [linkedin.com/in/jasonmkaufman](https://www.linkedin.com/in/jasonmkaufman).



Jennifer Kaufman

Jennifer Kaufman is the Director of Information Engineering at NetApp, where she leads an expert team of technical content creators, strategists, architects, and engineers. She has spent 18 of the 25 years she has worked in technical communication at NetApp, where she focuses on connecting people, processes, and systems for the best customer content experience. Jennifer has a BA in Humanities from UC Berkeley, and an MFA in Film Production from USC. She brings a unique perspective to information and technical content development informed by her experience in media and storytelling.



Jackson Klein

Jackson has more than 20 years of providing technical leadership, strategic direction and oversight for successful planning and execution of all stages of R&D, product development and lifecycle. He is responsible for developing and championing Stilo's technology strategy across all functions of the organization and contributing to Stilo's long term vision.

Prior to joining Stilo, Jackson managed and led R&D teams to develop and successfully launch software products in the field of design, simulation and analysis of photonic integrated circuits, communication systems and networks.

Jackson Klein holds a M.S and a Ph.D. in Electrical and Computer Engineering from State University of Campinas, Brazil and an MBA from the University of Ottawa.



Heather Kotula

As VP of MarComm, Heather Kotula's role encompasses presence at industry events, organizing the annual Data Harmony Users Group (DHUG) meetings, oversight of the website, blog, and social media, organizing webinars, and public relations activities. Heather has been active in taxonomy works, including creating, implementing, and oversight of several taxonomies including medical databases and the original AOL taxonomy supporting their search for many years. She is active on the professional side of the industry, having served many positions including President of the SLA Taxonomy Community. She is known for her creative presentations and publications at professional societies. She has presented at several SLA conferences for the Community, as well as presenting at Taxonomy Boot Camp. She is a recently elected member of the SLA Board of Directors. She is also active in the Society for Scholarly Publishing, serving on the Marketing Committee.



Eric Kuhnen

Eric Kuhnen is president of GlobalLink CCMS, a unit of TransPerfect, Inc., that offers the GlobalLink Astoria and GlobalLink Vasont Inspire CCMS solutions. Mr. Kuhnen has been associated with structured content tools, particularly component content management systems, since 2006. He holds a degree in Computer Science from Brigham Young University.



Dmitrii Kustov

Dmitrii is an entrepreneur and the founder of Regex SEO. He has significantly increased the online presence of well-known brands like Tulsa Federal Credit Union, United Salt Corporation, Dignity Memorial, CPAP.com, Synavax, and more. Currently, as the Internet Marketing Director for Regex SEO, he is helping businesses large and small grow their presence online through creating custom digital marketing campaigns and innovative content marketing techniques. His work has appeared on Forbes, MOZ, SEMrush, HackerNoon, and many other high-profile marketing platforms.



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 users search, read and interact with technical documentation.



Hugues LaRicca

Hugues LaRicca has over 20 years of experience developing and integrating software in the Content and XML space. Hugues specialized in building and deploying Integration Platforms as well as content transformation and distribution solutions for large content producers. Prior to Joining Ariza, he was head of technology for PCI, a Managing Partner at Emerge Consulting LLC., and headed Integrations at WoodWing USA.



Cecil Lee

Cecil Lee has been working at Eli Lilly and Company for the last 20 years in Medical and Commercial organizations. Being a pharmacist, his career at Lilly has been focusing on medical content authoring, knowledge management, and content strategy. He is part of the leadership team to govern content creation across business units with global accountabilities. In the past, he successfully led the transformation of implementing component authoring capabilities to Medical Information authors around the world and achieved sustainable results afterward. His current work in Commercial is leading Content Intelligence and enable personalized content delivery in omnichannel orchestration.



George Lewis

As the Service Delivery Director at 3di, George and his team design and implement technical communications solutions for companies – and then build the teams who to deliver those solutions.

George began his career as a technical writer in Germany, before rounding his skills in project management and marketing communications. He went on to found doc-department, a company focused on automating and streamlining technical communications and user documentation processes. doc-department subsequently merged with 3di.

Outside of work George can be found cycling, reading books on business and psychology, as well as returning to Spain and Germany. He keeps his Spanish and German skills sharp by listening to Euro-Pop.



Torsten Machert

Torsten Machert is Senior Consultant at Congree Language Technologies. 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.



Alex Masysheff

Alex Masysheff is CEO of Intuillion Ltd. (<http://intuillion.com/>) that develops solutions for creating, managing, and delivering product content in scale.

He's been in the content industry for 28+ years. He lead implementation of XML-based solutions in many companies, including Kodak, Siemens, Netgear, and EMC.

Alex believes that the key to leveraging the value of the product content is in combination of semantically rich structured content, automation, and artificial intelligence.



Maria McGinn

As Head of Partnerships at Xyleme, Maria McGinn collaborates with strategic partners and customers who are passionate about breaking through the limitations of current processes in order to drive the next generation of exceptional learning experiences. Maria's mission is to help global enterprise organizations comprehend and assess content systems that facilitate highly personalized content delivery in the flow of work. Xyleme is dedicated to revolutionizing the way that organizations structure, manage, and disseminate their intellectual property in a variety of content formats and through multiple channels, all while operating from a single source of truth. Xyleme and its partnership network are transforming every facet of the Learning landscape, delivering digital transformation with proprietary content at its core.



Robin Melanson

Robin Melanson is a Content Strategist at Ciena, where she works on implementing terminology, style guidelines, and translation workflows for product documentation. The writer's perspective and experience are important to her, as well as that of the product documentation users. Robin holds a Master of Information Studies from McGill University. She is interested in how metadata, data curation, and knowledge management inform content strategy.

She lives in Montreal, Canada, where she enjoys growing vegetables and playing board games in her spare time.



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 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 & 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.



Kevin Nichols

Kevin P Nichols is an award-winning thought leader, digital industry expert and author with more than 25-years experience in digital strategy, user experience, and content. He was a key contributor to creating MIT OpenCourseWare, grew one of the largest content strategy teams in the world at SapienNitro and has worked on content for dozens of global brands. At AvenueCX, Kevin takes his passion about content and works with global brands to improve their overall content and customer experiences. He is an expert in enterprise content strategy, omnichannel content strategy, and personalization. He offers a podcast called “All Things Content” and he has a webinar series entitled The Personalization Wrangler. He is author of *Enterprise Content Strategy: A Project Guide* and co-author of *UX for Dummies*. Kevin is also the chair of Content Strategy Alliance Best Practices initiative.



Tomas Nosek

As the Director of Customer Enablement at Kontent.ai, Tom often thinks about improving processes and the future visions of his teams. Coming from a technical background, Tom has been looking into automating repetitive Customer Education work since he became a Technical Writer years ago during his master's studies.

He's also interested in merging technical and marketing communication, content modeling, UX writing, team management, and virtual reality. When he's not working, he likes to watch movies, play squash and kin-ball, or travel, but he actually gets to almost none of these nowadays as a father.



Jennifer Obert

Jennifer Obert has been working with software documentation for over 15 years and has a bachelor's in Professional and Technical Writing from Missouri State University. She has been at Jack Henry for 11 years, starting as a technical writer and now leading information architecture, technical content engineering, and application support for the Enterprise Content Services department.

She has been a technical leader of large content migration projects and most recently led the migration of multi-channel delivery into a dynamic delivery platform. She enjoys being a resource for 40+ content creators in all things taxonomy, publishing, DITA, and dynamic delivery. She is also the communication officer of jhAVID, a business innovation group dedicated to support and advocacy for employees with disabilities.

In her copious free time, she and her husband are parents to four emerging adults and one rescue pit bull. They have also been deemed worthy to share a home with “Frank” the cat.



Sarah Owings

Sarah Owings is the Director of Client Learning at Netsmart, a healthcare software company serving human services and post-acute care communities nationwide. A passionate fundraiser, coach, and cause-connected spirit, Sarah is the recipient of the Independent Magazine's 2023 Rising Star Award for her work in the community. She currently serves on the board of the Go Further Foundation, and stays active in organizations and activities such as KC Scholars, NFL Cheerleader Training, 100+ Women Who Care, KC, and KidsTLC.

Sarah lives with her family in the Kansas City metro area.



Jayme Perlman

As a career contractor, Jayme specialized in large-scale, high-visibility, VI projects across the tech industry. She wants to share her unique depth of experience in system and process development with other nano-teams striving to achieve the impossible. Jayme is currently a Senior Technical Writer at GitHub defining and implementing information workflows in the never-ending pursuit of better customer support.



Regina Lynn Preciado

Regina Lynn Preciado is the Senior Director of Content Strategy Solutions at Content Rules. She leads content strategy teams to help our customers adopt structured content successfully. Whether the business objective is to implement content reuse and automation, deliver personalized experiences at scale, or prepare for natural language generation and AI, Regina has helped organizations of all sizes shorten the time it takes to produce high quality content at scale. She lives a “dogspotting” lifestyle.



Matt Reiner

Throughout his time on multiple product teams, Matt has contributed as a scrum master, technical writer, marketer, content designer, and speaker. He specializes in those weird ways content brings the world together.

He likes using his skills to connect people to the products and resources around them. He loves connecting directly with users, advocating for their needs, and helping create products and resources to help them share what they do best.



Kat Reierison

Kat Reierison is an experienced technical and marketing writer who manages a geographically distributed team of technical writers at DocuSign. Kat is a spreadsheet queen who is probably better organized than you, an empathetic leader who understands and values good work processes, and an animal lover who fiercely defends her furried friends.



Marcia Riefer Johnston

Marcia wrote the book, *Word Up! How to Write Powerful Sentences and Paragraphs (And Everything You Build from Them)*. She has created and strategized about tech content for (mumble) years across more industries than she can keep track of.



Elizabeth Riley

Elizabeth Riley is a localization and translation industry veteran with almost 20 years experience helping customers translate and adapt content across languages and markets. Fluent in English, French, and German, Elizabeth is passionate about languages and culture.

A San Diego native, she lives in Denver, Colorado with Supertext USA, an international creative content specialist based in Santa Monica, California.



Jesse Ringer

Jesse the founder of Method and Metric, which I launched in 2017. For over 10 years, He's helped business owners, entrepreneurs, and marketing teams build winning SEO strategies for their organizations.

I have a passion for progression, creativity backed by data, and the democratization of tech have led me to build an agency focused on connecting data and people in an ethical and forward-thinking way. I am a creative problem solver, marketer, and entrepreneur, known for building high-performing teams and delivering results.

Business today is being dramatically reinvented by digital transformation and our customer's ability to shop from anywhere. As a result, there is greater pressure to be easily discoverable online. Here is where I help companies uncover the formula that will generate more website traffic and, more importantly, more revenue.

linkedin.com/in/jesseringer/



Barry Saiff

Barry Saiff has over 40 of years of technical documentation experience. His teams have developed documentation for companies including DocuSign, Hitachi, Kyocera, Netgear, Oracle, Symantec, IBM, and GE. He has hired, trained, and mentored over 100 writers. He started Saiff Solutions, 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, and is currently a Senior Technical Writing Manager at DocuSign. He loves acronyms.



Rebecca Schneider

Rebecca Schneider's 27-year career features content strategy, library science, and knowledge management. In 2010, she formed Azzard Consulting, a content strategy services and staffing firm, based on the conviction that there are good, better and best ways to manage content. In 2016, after launching AvenueCX with Kevin P Nichols, Rebecca continues her vision to not only create effective content strategies, but ones that show results in improving content, ROI, and customer experience. She has guided content strategy in a variety of industries, including automotive, semiconductors, telecommunications, retail, and financial services. Rebecca obtained her Masters in Library Studies from the University of Wisconsin-Madison.



Carrie Sheaffer

Carrie Sheaffer is the Director of Information Development at Nextworld, a software company offering cutting-edge enterprise applications and a no-code platform. Carrie began her career in 2001, working as a junior technical writer and learning how to document API. Over the years, she has written developer documentation, designed documentation for emerging products, managed writers in the US and abroad, and developed a reputation for effective management and strategic thinking. Since 2017, she has been directing the Technical Communications efforts at Nextworld, guiding the construction of an all-new documentation suite.



Daniel Schommer

Dan has over 20 years of project and program management experience working on all manner of large capital projects and programs for a fortune 50 company. For most of the last decade, he has led large cross functional teams in the planning and execution of capital building projects throughout the United States and Puerto Rico with a total budget near \$500M during that time. Cross functional teams have included, but are not limited to, partners in Construction, IT, Design, Architecture, Marketing, GNFR and Deployment and his experience includes navigating at all levels of the corporate structure.

Dan holds a Bachelors of Business Administration from St. Mary's University of Minnesota and is a member of the Project Management Institute in Minnesota.



Jarod Sickler

Jarod Sickler is a Senior Solutions Architect at Heretto. He's also (still) a PhD candidate in philosophy at the University of Rochester, specializing in metaphysics and epistemology. His dissertation focuses on the role and importance of the grounding relation in the overall metaphysical structure of epistemic justification. Slowly but surely, he's making progress on his thesis. If you're in the market for an effective sleep aid, he'll happily share his research with you. Whether it's in his research or solving custom software needs, Jarod enjoys thinking through complex problems and finding the simplest and yet most powerful solution. In his spare time, Jarod tries to convince his kids that he's still cool. They don't believe him.



Dawn Stevens

Dawn Stevens is president and owner of Comtech Services, a technical communication consulting company. With over 30 years of experience in the industry, Dawn offers a plethora of insight into best practices for technical communication, including minimalism and structured authoring. Dawn teaches a variety of training workshops on topics such as content strategy, DITA, taxonomy, Agile development, and editing. She is a regular presenter at conferences and in 2023 became the Content Wrangler for Let's Talk Technical Documentation, a bi-monthly webinar dedicated to issues facing technical communicators.



Timi Stoop-Alcala

Timi is Principal Content Strategist at IKEA's Content Centre of Expertise. She leads her team in their mission to cultivate quality, innovation, and confidence in content guided by a broad set of human-centric design principles and systems thinking. The content maxim she lives by: "Content starts and ends with people; it rises and falls with relationships." She's a multifaceted specialist who has immersed in different roles and functions across diverse teams and countries — from product ownership, global CMS rollouts, and capability-building, to education, writing, and social entrepreneurship. Past clients include Philips, Unilever Food Solutions, and Sony among others. As a change leader at IKEA, Timi is a driving force in creating structural foundations for content to be truly omnichannel, immersive, and intelligent. She weaves the disciplines of knowledge domain and content modelling, taxonomies, and game thinking into the strategies she develops with her team.



Emily Straubel

Emily is a Content Designer and UX Strategist focused on responsible innovation and data-driven UX. Currently, as Principal Content Designer at Slack, she is helping redefine corporate communication by building products that treat people like full human beings, even while they're at work. In the past, working at Meta's Reality Labs and for various VR startups, she has focused on building future technologies including AR/VR and the metaverse.

You can always find her working on solving problems users aren't thinking about yet and making sure we go beyond doing the bare minimum and instead do what is best for people and society.



Max Swisher

Max Swisher is the Director of Technology at Content Rules, Inc., where he oversees the implementation of technologies to support their customers. With years of experience in content strategy, Max provides effective content solutions for large companies in a variety of industries, including finance, high-tech, manufacturing, medical devices, and pharma. In his free time, he enjoys working on his car, playing the pipe organ, and caring for his cats Nova and Suki.



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.



Brian Trombley

Brian Trombley has over 40 years of experience in helping clients implement content-oriented processes and technologies for all aspects of publishing across a wide range of industry verticals. An early practitioner of structured content methodologies, Brian was at the forefront of the SGML and XML revolutions and has helped clients successfully manage change and leverage content for maximum business value.



Minnie Tuteja

Minnie is obsessed with delivering quality documentation and process, regardless of the challenges. She articulates and possesses above-average writing skills, promotes team synergy among project team members, and fosters transparent communication. Minnie strongly believes in building relationships with partner engineering, product, operations, and business teams. Displays initiative and takes a proactive approach to removing barriers to moving a project forward. She is focused under pressure and prioritizes multiple work streams in a deadline-driven environment. She constantly seeks ways to improve at every iteration, making suggestions for improvement. Minnie is an excellent communicator, managing stakeholders in multiple disciplines across several global offices. She can execute several technical documentation projects concurrently, with a remote & distributed team, while balancing competing priorities. Minnie is well-versed Madcap, RoboHelp, Confluence, and ReadMe.



Noz Urbina

Noz Urbina is a globally recognised leader in the field of content strategy and customer experience. He's well known as a pioneer in customer journey mapping and adaptive content modelling for delivering personalised, omnichannel content experiences. Noz is co-founder and Program Director of OmnichannelX.digital. He is also co-author of the book "Content Strategy: Connecting the dots between business, brand, and benefits", and lecturer in the Master's Programme in content strategy at the University of Applied Sciences, Graz.

Noz's company, Urbina Consulting, works with the world's largest organisations and most complex content challenges. Their international team of professionals assist brands developing or improving their content strategies, doing user research, managing tool selections, delivering training, and guiding implementations. Clients include Johnson & Johnson Pharmaceuticals, Microsoft, Sanofi Vaccines, Mastercard, Barclays Bank, Roche, and many more.



Mike Wald

Mike Wald is a specialist in new media and social network development. As the Chief Marketing Officer with Santa Barbara-based Creative Services Agency Oniracom, he specializes in promotion, design, project development, and team management for companies that sell products, build places, and create content. Mike loves to work with forward-thinking individuals aspiring to add a positive and progressive effect to every project he works on.



Jo Ward

A good content experience is critical to the customer experience and is a key differentiator for companies. Great content is measured by customer success—it solves real-world customer use cases. For the company, good content drives product and feature adoption, lowers customer attrition, and reduces the cost to serve through self-service support. As a content and product enablement executive with 20+ years of experience in the software technology industry, I have helped startups to large corporations grow and scale their content organizations. From training as a content creator at IBM, UK, independent consulting, through San Francisco Bay Area startups, to joining Salesforce, my journey has always been in content, product enablement, and leadership. At Salesforce we are on a journey to achieve these content goals—it's not easy and it takes time, effort, and a great team!



Esther Yoon

Esther Yoon is a Senior Data Architect at Google, leading a team that provides data products for the business to improve the customer support journey. Previously, she held various roles at Amazon in data engineering, analytics, and technical program management. Outside of work, Esther enjoys traveling and spending time with her husband and her two boys.



Peihong Zhu

Peihong Zhu is an Information Architect at Precision Content and a council member of the Toronto chapter of STC. With a previous career in bioinformatics, Peihong understands the importance of technologies in information exchange. She has received formal training in technical writing and DITA XML. Peihong's current work focuses on helping clients publish structured content. Peihong is passionate about adopting innovative information architecture approaches to solve content problems.

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