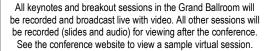




Content as a Business Asset: Reducing Costs, Generating Revenue, and Improving the Customer Experience through Better Content

Pre-conference Workshops: Sunday, 27 October 2024						
7:00-	Registration in Grand Ballroom Foyer Coffee (breakfast on your own)					
8:00–Noon	Pre-conference Workshops					
	Getting a Clear Picture: Using Inventories and Audits to See and Improve your Content Structure Ted Wolff Information Architect Precision Content	Design Al Prompts and Workflows to Improve User Journeys Noz Urbina Principal Urbina Consulting	Elevating Documentation Excellence: Integrating Al for Robust Content Taxonomies Christopher Ward V.P. of Sales and Marketing WebWorks	They Already Sent a Poet, and It's You! Carol Hattrup Manager, Client Learning Netsmart	User Research For Content Teams: Hands-On Testing Techniques Bridget O'Donnell Senior Content Strategist Alibaba Group (AliExpress)	
Noon-1:00	Lunch on your own	I	1	l		
1:00–5:00	One Size Fits No One Dawn Stevens President Comtech Services	Building and Maintaining a Prompt Library as a Business Asset Jason Kaufman Principal Al Content Strategist Irrevo	Climbing the Google Analytics Mountain (GA4) for Documentation Excellence Christopher Ward V.P. of Sales and Marketing WebWorks	Optimizing Content Operations: Calculating the ROI of your Production Pipeline Rahel Bailie Content Solutions Director Technically Write IT	Building Taxonomies to Leverage Content Heather Hedden Senior Consultant Enterprise Knowledge, LLC	
5:30–6:30	Welcome Reception			<u> </u>		

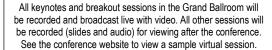




Conference Day 1: Monday, 28 October 2024						
7:30–	Registration, Breakfast					
8:30–9:00	Welcome					
9:00-9:20	Building Influence: A Roadmap for Content Expertise and Leadership Melinda Belcher, Executive Director, JPMorgan Chase					
9:20–9:40	Metamorphosis: Empowering Our Craft's Evolution in the Dawn of GenAl's Era Fawn Damitio, Sr. Manager of Al Infrastructure, Meta, and Peggy Sanchez, Sr. Manager, Hewlett Packard Enterprise					
9:40–10:00	Are Your Canaries Still Singing? An Optimist's Guide to Designing for Failure Relly Annett-Baker, Head of UX Content Strategy, Google					
Tracks	Content Strategy and UX	Content Strategy and UX	The Business of Content	AI and ML	Tools and Technology	
10:15–11:00	Stop Imposing Your Org Chart Onto Your Customer Experience Sara Feldman Director of Member Engagement, Consortium for Service Innovation	Supercharge CX by Truly Integrating Marketing and Technical Content Stefan Gentz Global TechComm Evangelist Adobe Systems	How We Saved \$57K in Deflected Support Cases in Five Months Pam Noreault Principal Information Architect Ellucian	Evaluating Al: Best Tools for Your Content Team Gavin Austin Principal Technical Writer Salesforce	The Trouble with DITA: A Review of the 2024 DITA Satisfaction Survey Rob Hanna CEO and Co-founder Precision Content	
11:15–12:00	Creating a Truly Customer-centric Content Experience Laura Miles Associate Director, Customer Success Operations, NAVEX	Integrating Subject Matter Experts Into Structured Authoring Ecosystems Dipo Ajose-Coker Product Marketing Manager MadCap Software	Integrating Marketing Into Your TechComm Strategy: A Key to Business Success Christopher Ward Vice President WebWorks	The Beauty and the Beast: A Relationship with ChatGPT Jennifer Swallow Senior Technical Content Manager Splunk	The Industrial Internet of Things (IIoT) and TechComm in Action Nenad Furtula CEO Blustream Software	
12:00–1:30	Networking Lunch, Exhibit Hall					
1:30–2:15	Are You My Customer? Dawn Stevens President Comtech Services	Metrics Madness: From Content Chaos to Data-Driven Delight Kat Reierson Manager, Product Documentation DocuSign	Deflect & Delight: Achieving Customer Success Through Self-Service Support Patrick Bosek CEO Heretto	The Truth about GenAl and Content Delivery: Promises vs. Real-life Use Cases Fabrice Lacroix CEO Fluid Topics	Building Your Own Content Design System From Scratch Andrew Dubrov Head of CX Content Design Verizon	
2:30–3:15	Operationalizing Generative AI Sean Angus Vice President of Solution Consulting Acrolinx	Curing Chaotic Content by Cutting to the Core Mark Johnson Documentation Manager Securonix	Content is THE Most Strategic Asset for Unparalleled Customer and Business Success Bernard Aschwanden AEM Guides Technologist, CCMS Kickstart	Beyond the Hype: How Docs Teams are Leveraging Al to Make a Difference Keren Brown VP Value & Enablement Zoomin	Taxonomies in the Age of Al: Are they still Relevant? Rebecca Schneider Executive Director AvenueCX	
3:15–4:15	Snack Break in the Exhibit Hall					
4:15–4:35	The Business Case for Content Operations Sarah O'Keefe, CEO, Scriptorium					
4:35–4:55	Business Impact of Technical Content: The ROI Paradox Stefan Gentz, Global TechComm Evangelist, Adobe					
5:00–6:30	Networking Reception					
8:00–	Live Storytelling Event Location: Kelly's Olympian					



7:30	Breakfast					
8:30–8:50	Truth Collapse: The Al Meta-Crisis Noz Urbina, Principal, Urbina Consulting					
8:50–9:10	Shining a Light on Internal Documentation's Extensive Impact Michelle Irvine, Technical Writer, Google					
9:10–9:30	The Unseen Challenges and Hidden Costs of Adopting Markdown for Technical Documentation Scott Abel, Content Strategy Evangelist, Heretto					
Tracks	Content Strategy and UX	Content Strategy and UX	The Business of Content AI and ML Tools and Tech			
9:45–10:30	Evolution of Technical Writing: Transforming to a UX Content Design Team Kelsey Drillen Director Content Design PointClickCare	Building a Phenomenal Content Community of Practice Christi Guzik Lead UX Content Strategist Rocket Companies	The Ultimate Practical Guide to Measuring the Impact of your Technical Content Rita Khait, Director of Customer Enablement, Zoomin	Beyond the Horizon: Make Al Work for Your Enterprise Content Stefan Gentz Global TechComm Evangelist Adobe Systems	DITA Conversion: DIY vs Outsource? An Oxford Style Debate Marianne Calilhanna VP Marketing, Data Conversion Laboratory	
10:45–11:30	The Unexpected Relationship Between Adopting a CCMS and ContentOps Marie Etzler, Magaya Corporation, and Alex Masycheff, Intuillion	The Horror of Modernizing Content Janet Zarecor, Director of Clinical Systems Education Mayo Clinic, and Alan Pringle, Chief Operating Officer, Scriptorium	The DIY Revolution: Crafting a Content Experience to Drive Revenue and Save Support Costs Alisa Conboy, Director, Content Experience DocuSign	Navigating Al: Real Tales from Content Frontiers (A Case Study) Amber Swope and Joe Gregory-DeBernardi DITA Strategies Lief Erickson Intuitive Stack	Bot Parenting 101: Raising the Bot Right Rashmi Ramaswamy Chief Information Strategist Innovatia	
11:30–12:00	Lunch and Learn: Introducing the Component Content Alliance: A Resource for Content Professionals Marianne Calilhanna, Data Conversion Laboratory					
12:30–1:30	Vendor Demos in Exhibit Hali	1				
1:30–2:15	Focus on Content Experience for a More Sustainable Web Jackie Pysarchuk Enterprise Content Strategist, American College of Cardiology	Launch to the Sun: Implementing Docs like Sunshine Principles Jared Bhatti Sr Staff Technical Writer Alphabet (Waymo)	Using the Whole Box of Crayons: Conscious Leadership in Uncertain Times Kit Brown-Hoekstra Comgenesis and Andrea Ames Idyll Point Group	Unleashing the Benefits of GenAl in Content Management and User Support Lingxia Song and Marla Azriel Meta	Out of Many, One: Building a Semantic Layer to Tear Down Silos Guillermo Galdamez and Nina Spoelker Enterprise Knowledge	
2:30–3:15	Writing a Book on ContentOps: It Takes a Village of Experts Carlos Evia, Sarah O'Keefe, Rahel Baile, Patrick Bosek, Scott Abel	Combining Corporate Language with GenAl: Treat or Threat? Torsten Machert and Michael Mannhardt Congree	Best Practices for Implementing Your Content Management and Content Automation Initiatives Alex Masycheff CEO, Intuillion Ltd.	Content and Context and Al, Oh My! Eeshita Grover Director, Product User Content Cisco Systems	Getting it WRONG: Lessons Learned from Building a Web Content Audit Tool Paulo Fernandes Co-founder Luscious Orange	
3:15–4:15	Snacks, Vendor Demos in Exhibit Hall					
4:15–4:25	Phantoms of Content Strategy: The People Who Help and Hurt Content Projects and What You Can Do About It Michael Haggerty-Villa, Director of Content Strategy, Teradata					
4:25–5:15	Synergy: A Crowdsourced Exercise in Learning Retention Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group (Facilitator)					
5:30–	Parade to dinner venues					
	Annual Karaoke Night Location: Kelly's Olympian					





Conference Day 3: Wednesday, 30 October 2024						
8:00–	Breakfast					
Tracks	Content Strategy and UX	Content Strategy and UX	The Business of Content	AI and ML	Tools and Technology	
8:30–9:15	From Chaos to Clarity: How to Surface Strategic Insights from Content Inventories and Audits Vanessa Stuivenvolt Allen Director Content Strategy Resolute Digital	Lessons learned in Scaling up the Login.gov Contact Center Rachel Houghton Login.gov User Support Lead, General Services Administration	Justifying Content Experience Improvements in the Age of Al Tig Newman Principal Content Strategist Google Cloud	Preparing Your Content for Al: Curation, Creation, and Cultivation Val Swisher CEO Content Rules, Inc.	Conquering Content Chaos: The Legendary Quest of Content Auditing and Maintenance Emma Pindera Content Strategist, PointClickCare	
9:30–10:15	From Content Vision to Content Project: A True Story Alan Porter, CEO The Content Pool, and Mike Dickerson Content Project Lead ACIG	Navigating The Generative Al Era: What Do You Need To Do To Keep Yourself Relevant? Alexander Lum and Richard Kung Ciena	Sellsword: Life as a Successful Mercenary Contractor Jayme Perlman Senior Technical Writer GitHub	Transforming Technical Communication with ChatGPT: More Real- World Applications and Demonstrations Jason Kaufman Principal AI Content Strategist, Irrevo	How to Set Up (and Improve) a Documentation Portal Allie Proff and Christopher Stice Airbus Robotics	
10:30–11:15	Reserved to repeat standing room only sessions	Mastering Interpersonal Dynamics: Navigating Difficult Personalities Jackie Damrau Product Owner Cathedral Plumbing of Texas	Estimating for More Fun and Greater Profit John Hedtke Principal Consultant Double Tall Consulting	Reserved to repeat standing room only sessions	Reserved to repeat standing room only sessions	
11:30–12:15	Closing Panel Discussion: The Future of Content Jack Molisani, The LavaCon Conference (Moderator)					

	Post-conference Workshops			
1:00–5:00	Beyond Design Thinking: Innovation Through Co-Creation and Questions Andrea Ames Customer Success/ Retention Strategist Idyll Point Group	Accessibility in Content Strategy Jennifer Lee Content & Design Lead NIKE, Inc.		



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All keynotes and breakout sessions in the Grand Ballroom will be recorded and broadcast live with video. All other sessions will be recorded (slides and audio) for viewing after the conference. See the conference website to view a sample virtual session.



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