



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

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

Conference Day 2: Tuesday, 29 October 2024					
7:30	Breakfast				
8:30–8:50	Truth Collapse: The AI Meta-Crisis <i>Noz Urbina, Principal, Urbina Consulting</i>				
8:50–9:10	Shining a Light on Internal Documentation's Extensive Impact <i>Michelle Irvine, Technical Writer, Google</i>				
9:10–9:30	The Unseen Challenges and Hidden Costs of Adopting Markdown for Technical Documentation <i>Scott Abel, Content Strategy Evangelist, Heretto</i>				
Tracks	<i>Content Strategy and UX</i>	<i>Content Strategy and UX</i>	<i>The Business of Content</i>	<i>AI and ML</i>	<i>Tools and Technology</i>
9:45–10:30	Evolution of Technical Writing: Transforming to a UX Content Design Team <i>Kelsey Drillen, Director Content Design, PointClickCare</i>	Building a Phenomenal Content Community of Practice <i>Christi Guzik, Lead UX Content Strategist, Rocket Companies</i>	The Ultimate Practical Guide to Measuring the Impact of your Technical Content <i>Rita Khait, Director of Customer Enablement, Zoomin</i>	Beyond the Horizon: Make AI Work for Your Enterprise Content <i>Stefan Gentz, Global TechComm Evangelist, Adobe Systems</i>	DITA Conversion: DIY vs Outsource? An Oxford Style Debate <i>Marianne Calilhanna, VP Marketing, Data Conversion Laboratory</i>
10:45–11:30	The Unexpected Relationship Between Adopting a CCMS and ContentOps <i>Marie Etzler, Magaya Corporation, and Alex Masycheff, Intuillion</i>	The Horror of Modernizing Content <i>Janet Zarecor, Director of Clinical Systems Education Mayo Clinic, and Alan Pringle, Chief Operating Officer, Scriptorium</i>	The DIY Revolution: Crafting a Content Experience to Drive Revenue and Save Support Costs <i>Alisa Conboy, Director, Content Experience, DocuSign</i>	Navigating AI: Real Tales from Content Frontiers (A Case Study) <i>Amber Swope and Joe Gregory-DeBernardi, DITA Strategies, Lief Erickson, Intuitive Stack</i>	Bot Parenting 101: Raising the Bot Right <i>Rashmi Ramaswamy, Chief Information Strategist, Innovatia</i>
11:30–12:00	Lunch and Learn: Introducing the Component Content Alliance: A Resource for Content Professionals <i>Marianne Calilhanna, Data Conversion Laboratory</i>				
12:30–1:30	Vendor Demos in Exhibit Hall				
1:30–2:15	Focus on Content Experience for a More Sustainable Web <i>Jackie Pysarchuk, Enterprise Content Strategist, American College of Cardiology</i>	Launch to the Sun: Implementing Docs like Sunshine Principles <i>Jared Bhatti, Sr Staff Technical Writer, Alphabet (Waymo)</i>	Using the Whole Box of Crayons: Conscious Leadership in Uncertain Times <i>Kit Brown-Hoekstra, Comgenesis and Andrea Ames, Idyll Point Group</i>	Unleashing the Benefits of GenAI in Content Management and User Support <i>Lingxia Song and Marla Aziel, Meta</i>	Out of Many, One: Building a Semantic Layer to Tear Down Silos <i>Guillermo Galdamez and Nina Spoelker, Enterprise Knowledge</i>
2:30–3:15	Writing a Book on ContentOps: It Takes a Village of Experts <i>Carlos Evia, Sarah O'Keefe, Rahel Baile, Patrick Bosek, Scott Abel</i>	Combining Corporate Language with GenAI: Treat or Threat? <i>Torsten Machert and Michael Mannhardt, Congree</i>	Best Practices for Implementing Your Content Management and Content Automation Initiatives <i>Alex Masycheff, CEO, Intuillion Ltd.</i>	Content and Context and AI, Oh My! <i>Eeshita Grover, Director, Product User Content, Cisco Systems</i>	Getting it WRONG : Lessons Learned from Building a Web Content Audit Tool <i>Paulo Fernandes, Co-founder, Luscious Orange</i>
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 <i>Michael Haggerty-Villa, Director of Content Strategy, Teradata</i>				
4:25–5:15	Synergy: A Crowdsourced Exercise in Learning Retention <i>Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group (Facilitator)</i>				
5:30–	Parade to dinner venues				
7:00–	Annual Karaoke Night Location: Kelly's Olympian				

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

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

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