



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	<b>Getting a Clear Picture: Using Inventories and Audits to See and Improve your Content Structure</b> <i>Ted Wolff Information Architect Precision Content</i>	<b>Design AI Prompts and Workflows to Improve User Journeys</b> <i>Noz Urbina Principal Urbina Consulting</i>	<b>Elevating Documentation Excellence: Integrating AI for Robust Content Taxonomies</b> <i>Christopher Ward V.P. of Sales and Marketing WebWorks</i>	<b>They Already Sent a Poet, and It's You!</b> <i>Carol Hatstrup Manager, Client Learning Netsmart</i>	<b>User Research For Content Teams: Hands-On Testing Techniques</b> <i>Bridget O'Donnell Senior Content Strategist Alibaba Group (AliExpress)</i>
Noon–1:00	Lunch on your own				
1:00–5:00	<b>One Size Fits No One</b> <i>Dawn Stevens President Comtech Services</i>	<b>Building and Maintaining a Prompt Library as a Business Asset</b> <i>Jason Kaufman Principal AI Content Strategist Irrevo</i>	<b>Climbing the Google Analytics Mountain (GA4) for Documentation Excellence</b> <i>Christopher Ward V.P. of Sales and Marketing WebWorks</i>	<b>Optimizing Content Operations: Calculating the ROI of your Production Pipeline</b> <i>Rahel Bailie Content Solutions Director Technically Write IT</i>	<b>Building Taxonomies to Leverage Content</b> <i>Heather Hedden Senior Consultant 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	<b>Building Influence: A Roadmap for Content Expertise and Leadership</b> <i>Melinda Belcher, Executive Director, Experience Design, JPMorgan Chase</i>				
9:20–9:40	<b>Metamorphosis: Empowering Our Craft's Evolution in the Dawn of GenAI's Era</b> <i>Fawn Damitio, Sr. Manager of AI Infrastructure, Meta, and Peggy Sanchez, Sr. Manager, Hewlett Packard Enterprise</i>				
9:40–10:00	<b>Are Your Canaries Still Singing? An Optimist's Guide to Designing for Failure</b> <i>Relly Annett-Baker, Head of UX Content Strategy, Google</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>
10:15–11:00	<b>Stop Imposing Your Org Chart Onto Your Customer Experience</b> <i>Sara Feldman</i> <i>Director of Member Engagement, Consortium for Service Innovation</i>	<b>Supercharge CX by Truly Integrating Marketing and Technical Content</b> <i>Stefan Gentz</i> <i>Global TechComm Evangelist</i> <i>Adobe Systems</i>	<b>How We Saved \$57K in Deflected Support Cases in Five Months</b> <i>Pam Noreault</i> <i>Principal Information Architect</i> <i>Ellucian</i>	<b>Evaluating AI: Best Tools for Your Content Team</b> <i>Gavin Austin</i> <i>Principal Technical Writer</i> <i>Salesforce</i>	<b>The Trouble with DITA: A Review of the 2024 DITA Satisfaction Survey</b> <i>Rob Hanna</i> <i>CEO and Co-founder</i> <i>Precision Content</i>
11:15–12:00	<b>Creating a Truly Customer-centric Content Experience</b> <i>Laura Miles</i> <i>Associate Director, Customer Success Operations, NAVEX</i>	<b>Integrating Subject Matter Experts Into Structured Authoring Ecosystems</b> <i>Dipo Ajose-Coker</i> <i>Product Marketing Manager</i> <i>MadCap Software</i>	<b>Integrating Marketing Into Your TechComm Strategy: A Key to Business Success</b> <i>Christopher Ward</i> <i>Vice President</i> <i>WebWorks</i>	<b>The Beauty and the Beast: A Relationship with ChatGPT</b> <i>Jennifer Swallow</i> <i>Senior Technical Content Manager</i> <i>Splunk</i>	<b>Data Models for DITA Systems</b> <i>Jim Tivy</i> <i>CTO</i> <i>Bluestream Software</i>
12:00–1:30	Networking Lunch, Exhibit Hall				
1:30–2:15	<b>Are You My Customer?</b> <i>Dawn Stevens</i> <i>President</i> <i>Comtech Services</i>	<b>Metrics Madness: From Content Chaos to Data-Driven Delight</b> <i>Kat Reiersen</i> <i>Manager, Product Documentation</i> <i>DocuSign</i>	<b>Deflect &amp; Delight: Achieving Customer Success Through Self-Service Support</b> <i>Patrick Bosek, Heretto and Barbara Green, UX Content Lead, ACS Technologies</i>	<b>The Truth about GenAI and Content Delivery: Promises vs. Real-life Use Cases</b> <i>Fabrice Lacroix</i> <i>CEO</i> <i>Fluid Topics</i>	<b>Building Your Own Content Design System From Scratch</b> <i>Andrew Dubrov</i> <i>Head of CX Content Design</i> <i>Verizon</i>
2:30–3:15	<b>Operationalizing Generative AI</b> <i>Sean Angus</i> <i>Vice President of Solution Consulting</i> <i>Acrolinx</i>	<b>Curing Chaotic Content by Cutting to the Core</b> <i>Mark Johnson</i> <i>Documentation Manager</i> <i>Securonix</i>	<b>Content is THE Most Strategic Asset for Unparalleled Customer and Business Success</b> <i>Bernard Aschwanden</i> <i>AEM Guides Technologist, CCMS Kickstart</i>	<b>Beyond the Hype: How Docs Teams are Leveraging AI to Make a Difference</b> <i>Keren Brown</i> <i>VP Value &amp; Enablement</i> <i>Zoomin</i>	<b>Programmatic Loves Structure: Why You Need a DITA-first Headless Strategy</b> <i>Jim Edmunds</i> <i>President &amp; CEO</i> <i>Ingeniux</i>
3:15–4:15	Snack Break in the Exhibit Hall				
4:15–4:35	<b>The Business Case for Content Operations</b> <i>Sarah O'Keefe, CEO, Scriptorium</i>				
4:35–4:55	<b>The Story of Cathy Content</b> <i>Stefan Gentz, Global TechComm Evangelist, Adobe</i>				
5:00–6:30	Networking Reception				
8:00–	<b>Live Storytelling Event</b> Location: Kelly's Olympian				

Conference Day 2: Tuesday, 29 October 2024					
7:30	Breakfast				
8:30–8:50	<b>Truth Collapse: The AI Meta-Crisis</b> <i>Noz Urbina, Principal, Urbina Consulting</i>				
8:50–9:10	<b>Shining a Light on Internal Documentation's Extensive Impact</b> <i>Michelle Irvine, Technical Writer, Google</i>				
9:10–9:30	<b>The Unseen Challenges and Hidden Costs of Adopting Markdown for Technical Documentation</b> <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	<b>Evolution of Technical Writing: Transforming to a UX Content Design Team</b> <i>Kelsey Drillen Director Content Design PointClickCare</i>	<b>Building a Phenomenal Content Community of Practice</b> <i>Christi Guzik Lead UX Content Strategist Rocket Companies</i>	<b>The Ultimate Practical Guide to Measuring the Impact of your Technical Content</b> <i>Rita Khait, Director of Customer Enablement, Zoomin</i>	<b>Beyond the Horizon: Make AI Work for Your Enterprise Content</b> <i>Stefan Gentz Global TechComm Evangelist Adobe Systems</i>	<b>DITA Conversion: DIY vs Outsource? An Oxford Style Debate</b> <i>Marianne Calilhanna VP Marketing, Data Conversion Laboratory</i>
10:45–11:30	<b>The Unexpected Relationship Between Adopting a CCMS and ContentOps</b> <i>Marie Etzler, Magaya Corporation, and Alex Masyscheff, Intuition</i>	<b>The Horror of Modernizing Content</b> <i>Janet Zarecor, Director of Clinical Systems Education Mayo Clinic, and Alan Pringle, Chief Operating Officer, Scriptorium</i>	<b>The DIY Revolution: Crafting a Content Experience to Drive Revenue and Save Support Costs</b> <i>Alisa Conboy, Director, Content Experience DocuSign</i>	<b>Navigating AI: Real Tales from Content Frontiers (A Case Study)</b> <i>Amber Swope and Joe Gregory-DeBernardi DITA Strategies Lief Erickson Intuitive Stack</i>	<b>Bot Parenting 101: Raising the Bot Right</b> <i>Rashmi Ramaswamy Chief Information Strategist Innovatia</i>
11:30–12:00	<b>Lunch and Learn: Introducing the Component Content Alliance: A Resource for Content Professionals</b> <i>Marianne Calilhanna, Data Conversion Laboratory</i>				
12:30–1:30	Vendor Demos in Exhibit Hall				
1:30–2:15	<b>Focus on Content Experience for a More Sustainable Web</b> <i>Jackie Pysarchuk Enterprise Content Strategist, American College of Cardiology</i>	<b>Launch to the Sun: Implementing Docs like Sunshine Principles</b> <i>Jared Bhatti Sr Staff Technical Writer Alphabet (Waymo)</i>	<b>Using the Whole Box of Crayons: Conscious Leadership in Uncertain Times</b> <i>Kit Brown-Hoekstra Comgenesis and Andrea Ames Idyll Point Group</i>	<b>Unleashing the Benefits of GenAI in Content Management and User Support</b> <i>Lingxia Song and Marla Azriel Meta</i>	<b>Out of Many, One: Building a Semantic Layer to Tear Down Silos</b> <i>Guillermo Galdamez and Nina Spoelker Enterprise Knowledge</i>
2:30–3:15	<b>Writing a Book on ContentOps: It Takes a Village of Experts</b> <i>Carlos Evia, Sarah O'Keefe, Rahel Baile, Patrick Bosek, Scott Abel</i>	<b>Combining Corporate Language with GenAI: Treat or Threat?</b> <i>Torsten Machert and Michael Mannhardt Congree</i>	<b>Best Practices for Implementing Your Content Management and Content Automation Initiatives</b> <i>Alex Masyscheff CEO, Intuition Ltd.</i>	<b>Taxonomies in the Age of AI: Are they still Relevant?</b> <i>Rebecca Schneider Executive Director AvenueCX</i>	<b>Getting it WRONG : Lessons Learned from Building a Web Content Audit Tool</b> <i>Paulo Fernandes Co-founder Luscious Orange</i>
3:15–4:15	Snacks, Vendor Demos in Exhibit Hall				
4:15–4:25	<b>Phantoms of Content Strategy: The People Who Help and Hurt Content Projects and What You Can Do About It</b> <i>Michael Haggerty-Villa, Director of Content Strategy, Teradata</i>				
4:25–5:15	<b>Synergy: A Crowdsourced Exercise in Learning Retention</b> <i>Andrea Ames, Customer Success/Retention Strategist, Idyll Point Group (Facilitator)</i>				
5:30–	Parade to dinner venues				
7:00–	<b>Annual Karaoke Night</b> 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	<b>From Chaos to Clarity: How to Surface Strategic Insights from Content Inventories and Audits</b> <i>Vanessa Stuivenvolt Allen</i> Director Content Strategy <i>Resolute Digital</i>	<b>Lessons Learned in Scaling up the Login.gov Contact Center</b> <i>Rachel Houghton</i> Login.gov User Support Lead, General Services Administration	<b>Justifying Content Experience Improvements in the Age of AI</b> <i>Tig Newman</i> Principal Content Strategist <i>Google Cloud</i>	<b>Content and Context and AI, Oh My!</b> <i>Eeshita Grover</i> Director, Product User Content <i>Cisco Systems</i>	<b>Conquering Content Chaos: The Legendary Quest of Content Auditing and Maintenance</b> <i>Emma Pindera</i> Content Strategist, <i>PointClickCare</i>
9:30–10:15	<b>From Content Vision to Content Project: A True Story</b> <i>Alan Porter, CEO</i> <i>The Content Pool, and</i> <i>Mike Dickerson</i> Content Project Lead <i>ACIG</i>	<b>Navigating The Generative AI Era: What Do You Need To Do To Keep Yourself Relevant?</b> <i>Alexander Lum and</i> <i>Richard Kung</i> <i>Ciena</i>	<b>Sellsword: Life as a Successful Mercenary Contractor</b> <i>Jayne Perlman</i> Senior Technical Writer <i>GitHub</i>	<b>Preparing Your Content for AI: Curation, Creation, and Cultivation</b> <i>Val Swisher</i> CEO <i>Content Rules, Inc.</i>	<b>How to Set Up (and Improve) a Documentation Portal</b> <i>Allie Proff and</i> <i>Christopher Stice</i> <i>Airbus Robotics</i>
10:30–11:15	Reserved to repeat standing room only sessions	<b>Mastering Interpersonal Dynamics: Navigating Difficult Personalities</b> <i>Jackie Damrau</i> Product Owner <i>Cathedral Plumbing of Texas</i>	<b>Estimating for More Fun and Greater Profit</b> <i>John Hedtke</i> Principal Consultant <i>Double Tall Consulting</i>	<b>Transforming Technical Communication with ChatGPT: More Real-World Applications and Demonstrations</b> <i>Jason Kaufman</i> Principal AI Content Strategist, <i>Irrevo</i>	Reserved to repeat standing room only sessions
11:30–12:15	<b>Closing Panel Discussion: The Future of Content</b> <i>Jack Molisani, The LavaCon Conference (Moderator)</i>				

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

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