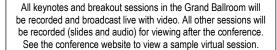






Content as a Business Asset: Reducing Costs, Generating Revenue, and Improving the Customer Experience Through Better Content

Optional I	Pre-conference Workshop	s: Sunday, 27 October 202	24			
7:00-	Registration in Grand Ballroom Foyer Coffee (breakfast on your own)					
8:00–Noon	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 (Free Workshop)	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					
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 Taxonomy Consultant Hedden Information Management	
5:30–6:30	Welcome Reception					



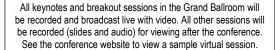


Conference	e Day 1: Monday, 28 Octob	per 2024				
7:30–	Registration, Breakfast					
8:30–9:00 <i>Room</i>	Welcome Grand Ballroom					
9:00-9:20	Building Influence: A Roadmap for Content Expertise and Leadership Melinda Belcher, Executive Director, JPMorgan Chase					
9:20-9:40	Metamorphosis: Empowering 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					
Track Room	Content Strategy and UX Broadway I,II	Content Strategy and UX Pavilion E	The Business of Content Grand Ballroom	Al and ML Pavilion W	Tools and Technology Broadway III,IV	
10:15–11:00	Stop Imposing Your Org Chart Onto Your Customer Experience Sara Feldman Consortium for Service Innovation	Modernizing Content Strategy: Workday's Agile Transformation Kevin White, Workday and Stefan Gentz, Adobe	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 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	Data Models for DITA Systems Jim Tivy CTO Bluestream Software	
12:00–1:30	Networking Lunch, Dessert in the Exhibit Hall, Comfort Dogs in Grand Ballroom Foyer					
1:30–2:15	Are You My Customer? Dawn Stevens President Comtech Services	Metrics Madness: From Content Chaos to Data-Driven Delight Kat Reierson Documentation Manager DocuSign	Achieving Customer Success Through Self-Service Support Patrick Bosek, Heretto and Barbara Green, UX Content Lead, ACS Technologies	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 CCMS Kickstart	Beyond the Hype: How Docs Teams are Leveraging Al to Make a Difference Joe Gelb and Tom DeBeauchamp, Zoomin	Programmatic Loves Structure: Why You Need a DITA-first Headless Strategy Jim Edmunds, President & CEO, Ingeniux	
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	TBA					
4:55–5:15	The Story of Cathy Content Stefan Gentz, Global TechComm Evangelist, Adobe					
5:15–6:45	Networking Reception					

8:00-10:00



	Day 2: Tuesday, 29 October	51 LVL T				
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					
Track	Content Strategy and UX	Content Strategy and UX	The Business of Content	Al and ML	Tools and Technology	
9:45–10:30	The Transformative Power of Component Content Management Bernard Aschwanden, CCMS Kickstart and Stefan Gentz, Adobe	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	Content and Context and Al, Oh My! Eeshita Grover Director, Product User Content Cisco Systems	DITA Conversion: DIY vs Outsource? An Oxford Style Debate Marianne Calilhanna Christopher Hill Brian Tipper	
10:45–11:30	Evolution of Technical Writing: Transforming to a UX Content Design Team Kelsey Drillen Director Content Design PointClickCare	The Horror of Modernizing Content Janet Zarecor, Director of Clinical Systems Education Mayo Clinic, and Alan Pringle, Scriptorium	How Al, MS Integration and Workflow Automation Is Shaping Enterprise Content Strategy in Regulated Industries Emerson Welch, VP Global Marketing, Quark Software	Combining Corporate Language with GenAl: Treat or Threat? Torsten Machert and Michael Mannhardt Congree	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					
12:00–1:30	Vendor Demos and Dessert in Exhibit Hall, Therapy Llamas in the Grand Ballroom Foyer					
1:30–2:15	The Unexpected Relationship Between Adopting a CCMS and ContentOps Marie Etzler, Magaya Corporation, and Alex Masycheff, Intuillion	Launch to the Sun: Implementing Docs like Sunshine Principles Jared Bhatti Sr Staff Technical Writer Alphabet (Waymo)	Conscious Leadership in Uncertain Times Kit Brown-Hoekstra Comgenesis and Andrea Ames Idyll Point Group	Navigating AI: Real Tales from Content Frontiers Amber Swope and Joe Gregory-DeBernardi DITA Strategies, Lief Erickson, Intuitive Stack	Out of Many, One: Building a Semantic Layer to Tear Down Silos Guillermo Galdamez and Nina Spoelker Enterprise Knowledge	
2:30–3:15	TBA	Writing a Book on ContentOps: It Takes a Village of Experts Carlos Evia, Sarah O'Keefe, Rahel Baile, Patrick Bosek, Scott Abel	Goal-oriented Content Delivery: Beyond Al, Search, and "One Right Answer" Alvin Reyes, Senior Business Architect, RWS	Taxonomies in the Age of Al: Are They Still Relevant? Rebecca Schneider Executive Director AvenueCX	Best Practices for Implementing Your CM and Content Automation Initiatives Alex Masycheff, CEO Intuillion Ltd.	
3:15–4:00	Snacks, Vendor Demos in Exhibit Hall					
4:00–4:45	Focus on Content Experience for a More Sustainable Web Jackie Pysarchuk Enterprise Content Strategist, American College of Cardiology	Effective Change Management for Content Teams Kevin White Director, Information Development Workday	The DIY Revolution: Crafting a Content Experience to Drive Revenue and Save Support Costs Alisa Conboy, Director, CX DocuSign	Unleashing the Benefits of GenAl in Content Management and User Support Lingxia Song and Marla Azriel Meta	Conquering Content Chaos: The Legendary Quest of Content Auditing and Maintenance Emma Pindera Content Strategist, PointClickCare	
5:00–5:20	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					





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	Navigating The Generative Al Era: What Do You Need To Do To Keep Yourself Relevant? Alexander Lum and Richard Kung Ciena	Preparing Your Content for Al: Curation, Creation, and Cultivation Val Swisher CEO Content Rules, Inc.	How to Set Up (and Improve) a Documentation Portal Allie Proff and Christopher Stice Airbus Robotics
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	Mastering Interpersonal Dynamics: Navigating Difficult Personalities Jackie Damrau Product Owner Cathedral Plumbing of Texas	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 Al Content Strategist, Irrevo	Getting it WRONG: Lessons Learned from Building a Web Content Audit Tool Paulo Fernandes Co-founder Luscious Orange
10:30–11:15	Reserved to repeat standing room only session	Reserved to repeat standing room only session	Estimating for More Fun and Greater Profit John Hedtke Principal Consultant Double Tall Consulting	Reserved to repeat standing room only session	Reserved to repeat standing room only session
11:30–12:15	Closing Panel Discussion: The Future of Content Jack Molisani, The LavaCon Conference (Moderator)			1	

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



Exclusive Diamond Sponsor

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.



Sapphire Sponsors













Platinum Sponsors











Gold Sponsors







Silver Sponsors







