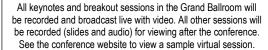# Content as a Business Asset:
Reducing Costs, Generating Revenue, and Improving the
Customer Experience Through Better Content
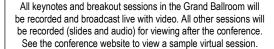
Pre-conference Workshops: Sunday, 27 October 2024				
7:00–	Registration in Grand Ballroom Foyer Coffee (breakfast on your own)			
	Pre-conference Workshops			
8:00–Noon	**Getting a Clear Picture: Using Inventories and Audits to See and Improve your Content Structure** *Ted Wolff* *Information Architect* *Precision Content*	**Design AI Prompts and Workflows to Improve User Journeys** *Noz Urbina* *Principal* *Urbina Consulting*	**Elevating Documentation Excellence: Integrating AI 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			
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 AI 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**			

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Conference Day 1: Monday, 28 October 2024

Time					
7:30–	Registration, Breakfast				
8:30–9:00 *Room*	**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 GenAI's Era** *Fawn Damitio, Sr. Manager of AI 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*	*AI 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*	**Supercharge CX by Truly Integrating Marketing and Technical Content** *Stefan Gentz* *Global TechComm Evangelist, Adobe*	**How We Saved $57K in Deflected Support Cases in Five Months** *Pam Noreault* *Principal Information Architect, Ellucian*	**Evaluating AI: 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 GenAI 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 AI 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	**Live Storytelling Event** Location: Kelly's Olympian				

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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.

Conference Day 2: Tuesday, 29 October 2024

7:30	Breakfast

8:30–8:50	**Truth Collapse: The AI 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*	*AI and ML*	*Tools and Technology*
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 AI Work for Your Enterprise Content** *Stefan Gentz* *Global TechComm Evangelist* *Adobe Systems*	**DITA Conversion: DIY vs Outsource? An Oxford Style Debate** *Marianne Calilhanna* *Christopher Hill* *Brian Tipper*
10:45–11:30	**The Unexpected Relationship Between Adopting a CCMS and ContentOps** *Marie Etzler, Magaya Corporation, and Alex Maycheff, Intuillion*	**The Horror of Modernizing Content** *Janet Zarecor, Director of Clinical Systems Education Mayo Clinic, and Alan Pringle, Scriptorium*	**How AI, MS Integration and Workflow Automation Is Shaping Enterprise Content Strategy in Regulated Industries** *Emerson Welch, VP Global Marketing, Quark Software*	**Combining Corporate Language with GenAI: 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	**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)*	**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 AI, Search, and "One Right Answer"** *Alvin Reyes, Senior Business Architect, RWS*	**Taxonomies in the Age of AI: Are They Still Relevant?** *Rebecca Schneider Executive Director AvenueCX*	**Best Practices for Implementing Your CM and Content Automation Initiatives** *Alex Maycheff, CEO Intuillion Ltd.*
3:15–4:00	Snacks, Vendor Demos in Exhibit Hall				
4:00–4:45	**Content and Context and AI, Oh My!** *Eeshita Grover Director, Product User Content Cisco Systems*	**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 GenAI 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*				

6:15–	**Chinese Dragon Parade** followed by **Annual Karaoke Night** at Kelly's Olympian **Sponsored by RWS**

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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 AI Era: What Do You Need To Do To Keep Yourself Relevant?** *Alexander Lum and Richard Kung Ciena*	**Preparing Your Content for AI: 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 AI 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)*				

1:00–5:00	**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.*

Program subject to change without notice   *Revised 27 August 24*

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