



The 23rd LavaCon Conference on Content Strategy and Tech Comm Management

LavaCon started in Hawaii (hence our name) to help organizations use state-of-the-art authoring technologies to reduce publication and support costs, generate revenue, and improve the customer experience.

However, LavaCon is more than just a conference. It's a gathering place where content professionals share best practices and lessons learned, network with peers, and build professional relationships that will last for years to come.

Overview

The next LavaCon is scheduled for 5–8 October 2025 at the Hilton Downtown Atlanta.

LavaCon is known for having the very best content professionals as speakers. We are also known for a fantastic attendee experience, featuring live music, fun networking events, and more.

Conference Theme

Our 2025 theme is:

**From Content Strategy to Content Operations:
Reducing Costs, Generating Revenue, and Improving the Customer Experience
through Better Content**



About LavaCon

“One of the attractions of LavaCon to me is how sassy (for the lack of a better term) it is. It gets big names from major companies covering really important stuff, but there is also a sense of playfulness.”

L.R., Senior Content Developer

LavaCon is not a stuffy conference where “learned professors” talk about what attendees *can* do or *should* do with enterprise content. Instead, we feature practicing industry professionals who have successfully implemented enterprise content initiatives—the “Rockstars of Content Strategy” so to speak.

As for the “sense of playfulness,” here are sample sessions from previous conferences:

Content in the Zombie Apocalypse

Cowabunga! Riding the Crest of the New Content Revolution

Creating a Global Content Team Is Like Trying to Catch a Unicorn in a Blizzard. You Can Do It, But You Have to Know Where to Look!

We encourage entertaining titles for sessions and workshops.

Audience

The typical LavaCon attendee is a *senior* content professional who is leading the drive to create unified content experiences across multiple organizational silos (tech pubs, marketing, tech support, training, customer success, etc.).

An equally important focus is on creating content experiences that generate revenue, reduce time to market, reduce production and translation costs, etc.

Attendance

Assuming we continue to recover from the almost-recession of 2024, we expect 400+ in-person attendees in Atlanta and 200+ virtual attendees.

Workshops and Sessions

Breakout sessions and case studies are 45 minutes long. Pre-conference workshops are either half day or full day.

Note: We live stream and record all sessions in the Grand Ballroom and record all breakout sessions webinar style (slides and audio), so attendees can watch the sessions they did not attend in person. (Workshops are too hands-on to effectively record or stream.)

Case Studies

Surveys show that attendees love case studies! What business or content problems were you experiencing? How to did you solve them? How much did the solution cost vs. the return on investment? Bonus points for sharing before-and-after metrics!

Topics

We are looking for workshops and sessions on strategic topics such as

- Creating Enterprise Content Strategies
- Creating Stellar Customer Experiences
- Streamlining Enterprise Content Operations
- Integrating MarComm into the Greater Enterprise Content Ecosystem
- How to Search and Return Content from Multiple, Disparate Content Silos
- Reducing Support Costs through Self Service and, Support Call Deflection
- Integrating Artificial Intelligence into Content Strategy and Generation
- And more

While LavaCon attendees tend to be more managerial and strategic than individual contributors, they are directly involved in selecting and implementing technology solutions. Hence, we also need sessions on

- What's the Difference between a CMS and a CCMS (and Why Should I Care?)
- How to Choose a Content Management System that Is Right for You
- What Is Structured Authoring and DITA, What Are the Benefits, etc.
- How to Choose Artificial Intelligence (AI) Platforms That Are Right for You
- What are Taxonomies and How Do You Create Them?
- What Is Content Modeling and How Do You Do It?
- How to Create and Maintain a Knowledge Management System
- How to Perform Content Inventories and Content Audits
- How does Controlled Vocabulary Improve the Customer Experience?
- And so on



A LavaCon speaker once surveyed attendees asking what problems they most often face when rolling out enterprise content initiatives. Not one person mentioned technology problems—they were all *people* problems. Hence, we are looking for sessions such as:

- How to Build a Business Case for Content Initiatives
- Overcoming Resistance to Change
- How to Get Stakeholders to Adopt a Controlled Vocabulary/Common Enterprise Taxonomies/Structured Authoring, etc.
- Show Me the Numbers! Production KPIs, Metrics, Analytics, etc. *(Bonus points for all proposals that show how to leverage metrics.)*
- Integrating Subject Matter Experts Into Structured Authoring Ecosystems
- Influence without Authority—How to Get Other Groups to Do What You Need
- How to Manage Difficult Employees
- The Value of Diversity, Equity, and Inclusion
- And more

Marketing

While LavaCon covers more than just marketing, we do have a Marketing track focuses on:

- Leveraging Content to Generate Revenue
- Creating Marketing Content Experiences
- Applying Marketing Strategies to Technical Publications
- Displaying both Marcomm and Techcomm Content in the Same UI
- Using the Same CMS for both Marketing and Technical Content
- Current Trends in SEO and Content Findability
- Leveraging AI to Generate Marketing Content
- Creating Customer-specific Customer Experiences
- Integrating Enterprise Content into the Customer Journey
- The Role of Content in the Customer Sales Funnel
- Leverage Content for Customer Retention
- And so on

Emerging Technologies

And finally, we're *always* looking for sessions and workshop on emerging content technologies, such as the latest AI tools, Content 4.0, iXML, etc.



Other Info:

The following terms and conditions apply:

- There is a limit of two speakers per session
- Speakers are comp'ed into the conference as compensation for speaking. We also split workshop revenue with the workshop facilitator(s).
- Panel discussions are welcome, but should be staffed by speakers or attendees who are already at the conference. (Call or email with questions.)
- Vendors may present case studies if a customer co-presents. *However, no product demos or promotions are allowed in conference sessions.*
- Speakers may invite attendees to see demos in your booth after your presentation. Contact us if you'd like information on exhibiting at the conference.
- Non-local speakers agree to stay at the conference hotel to help us fill our room block commitment
- You agree to share on social media that you are speaking at LavaCon as part of our content marketing campaign.
- You own the rights to all your material, but you give LavaCon permission to share materials with conference attendees and to be photographed/videoed at the event.
- If your proposal is accepted, you agree to stop by each vender in the exhibit hall and agree that we may share your contact info with sponsor/exhibitors. (You may unsubscribe at any time.)
- We will provide a discount code for you to share online, and another code to share with others in your organization who want to participate as attendees.

How to Submit

Last year we received 190 speaker proposals for only 70 speaking slots. Please ensure your proposal matches the theme and focus of our conference.

Have a question? Want to pitch an idea before proposing? Contact me at 1+ 562-726-1800 or at jack@lavacon.org

Otherwise [submit your proposal here](#).

Deadline for submitting: 28 February 2025

See you in Atlanta!

Jack Molisani
Executive Director