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LavaCon 2025
5–8 OCT. ATLANTA, GA

From Content Strategy to Content Operations: Reducing Costs and Generating Revenue Through Better Content

Pre-conference Workshops: Sunday, 5 October 2025					
7:00–	Registration in Grand Ballroom Foyer Coffee (breakfast on your own)				
	Optional Pre-conference Workshops				
8:00–Noon	**Introduction to Content Strategy** *Noz Urbina* *Principal* *Urbina Consulting*	**Content First Design** *Sarah Johnson* *Founder* *Content First Design*		**JUMPin2it with Modern Marketing Magic: Branding, Tech & AI for Next-Level Success** *Anita Booth, Vice President, Women in Payments, and Gabrielle Hailmann Founder and CEO 360 Integral Marketing*	**Free Workshop: Hands-On with AI: How to Work Smarter, Not Harder with ChatGPT** *Kat Reierson* *Manager, Product Documentation* *Docusign*
Noon–1:00					
1:00–5:00	**AI-Powered, Human-Approved: Content Strategy That Wins** *Amanda Patterson* *Sr. Consultant* *Comtech Services*	**Content First Design (continued)** *Sarah Johnson* *Founder* *Content First Design*		**Escalation Exercise: A Content Buy-In Workshop** *Gina Cairney* *Lead Content Designer and Thatcher Snyder Senior Content Designer Cvent*	**Free Workshop: They Already Sent a Poet, and It's You** *Carol Hattrup* *Sr Technical Writer*
5:30–6:30	**Welcome Reception**				

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Conference Day 1: Monday, 6 October 2025

7:30–	**Registration, Breakfast**				
Room			*Grand Ballroom*		
8:30–9:20	**Welcome** *Jack Molisani, Executive Director, The LavaCon Conference*				
9:20–9:40	**Opening Session** *Colin Budd, AI Program Lead, Microsoft*				
9:40–10:00	**I Drew the Five of Cups! A (tongue-in-cheek) Tarot Reading on the Future of the Content Creation in the Age of AI** *Lucie Hyde, Senior Director of User Experience & Design, PayPal*				
Track	*Content Marketing and Content Strategy*	*Customer Experience and Governance*	*Content Development and Content Ops*	*Artificial Intelligence and Machine Learning*	*Tools and Technology*
10:15–11:00	**Next on Netflix: Bridging Marketing and UX with a High-Impact Content Framework** *Britt Stewart, Senior Content Designer Netflix*	**Healing a Broken Customer Experience** *Fabrice Lacroix CEO Fluid Topics*	**Why Content Strategy Is Important and How You Can Make a Case for It** *Mary Southworth, and Lee Bryars Fidelity Investments*	**Integrating Artificial Intelligence into Content Strategy and Generation** *Pranami Jhawar Senior Software Engineer Microsoft*	**How to Really Choose the Right Content Management System for All** *Jyothi Krishnamurthi Senior Manager, Knowledge Engineering LinkedIn*
11:15–12:00	**Mastering the PESO Model: Unifying Content Strategy and AI for Maximum Marketing Impact** *John Yembrick Director of Content Strategy Lockheed Martin*	**Content in Color: How Strategists and Architects use Design to Bring Ideas to Life** *Amber Swope Information Architect DITA Strategies*	**The Leadership Multiplier: Systems to Scale Yourself and Your Team** *Nicole LeBlanc Manager, Content Design Zillow*	**The Role of Metadata in Managing Content in Unified Portals & AI-readiness** *Andrew Douglas Bluestream*	**What to Expect When You're Expecting (a CCMS)** *Dawn Stevens President Comtech Services*
12:00–1:15	**Networking Lunch** in the Exhibit Hall				
1:15–2:00	**The AI-First Marketing Team Blueprint** *Leslie Carruthers President TheSearchGuru.com*	**Expanding Self-Service for a Better Customer Experience** *Lief Erickson, Intuitive Stack and Dave Marotz, Surescripts*	**Empowering Teams for Success with Building Agentic Experiences** *Caryn Horowitz Senior Manager, Enterprise Content Strategy LinkedIn*	**Honey, I Shrunk our Content Performance with GenAI** *Michael Mannhardt President Congree Language Technologies*	**Automating Large Scale Rewriting Using Gen AI** *Charles Dowdell Manager Technical Communications Komatsu NA*
2:15–3:00	**Become an AI Marketing Marvel: Enhancing Your Domain Superpowers with GenAI** *Kaitlin Harvey Digital Content Manager CyberArk*	**Future-Proofing Global Content: Governance, Scale, and SaaS Success at Broadcom** *Bernard Aschwanden Principal AEM Guides Technologist*	**Panel Discussion: The Role of Structured Content and DITA in Agentic AI & RAG** *Dawn Stevens, President, Comtech Services (Moderator)*	**A Tale of Ten Productivity Prompts** *Gavin Austin Principal Technical Writer Salesforce*	**From Vision to Implementation: Adoption Techniques for Enterprise Content Teams** *Eeshita Grover Sr Director, Content Design Cisco*
3:00–3:45	**Snack Break** in the Exhibit Hall				
4:00–4:20	**The Experimentation Mindset: How Testing Transforms Content Strategy** *Melinda Belcher, Head of Experience Design, JPMorgan Chase*				
4:20–4:40	**The Impossible Dream: Unified Authoring for Customer Content** *Sarah O'Keefe, CEO, Scriptorium*				
4:40–5:00	**AI and the Road Less Taken: Becoming Your Organization's Truth Keeper** *Jason Kaufman, CEO, Arrivo*				
5:00–6:30	**Network Reception** followed by **Live Storytelling Event**				

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Conference Day 2: Tuesday, 7 October 2025					
7:30	**Breakfast**				
8:30–8:50	**Unlock Funding: How to Persuade Leaders to Invest in your Vision** *Wendy Richardson, Former Mastercard Executive and President of Managing Up*				
8:50–9:10	**Why Technical Writers Should Care About Governance, Risk, and Compliance (Even if It Sounds Boring)** *Megan Gilhooly, Sr. Director GRC Content, OneTrust*				
9:10–9:30	**Broken Trust, Broken Docs: Fixing the Hidden Gaps Undermining Your Technical Content** *Rob Hanna, CEO and Co-founder, Precision Content*				
Room			*Grand Ballroom*		
9:45–10:30	**What Marketing and Sales Can Teach the Rest of Us About Customer Experience** *Sara Feldman* *Dir of Member Engagement* *CFSE*	**Creating (Imperfect) Content for Perfectionists** *Jael Schultz* *Content Architect* *American Express*	**Building the Case for Content Operations in Complex Organizations** *Trey Smith* *Sr. Program Supervisor, TechPubs Lead* *Honeywell*	**Am I The AI Luddite? Questioning the Use of AI in Content Creation** *Alan Porter* *Founder / CCO* *The Content Pool*	**Programmatic Loves Structure: Why You Need a DITA-first Headless Strategy** *Jim Edmunds and Nathan Eggen* *Ingeniux*
10:45–11:30	**How to Build an AI-supported Buyer's Journey** *Cara McDonald* *CEO and Founder* *Content Matterz*	**Building Trust: Measuring Human and Machine Performance on Technical Content** *Rob Hanna, CEO, Precision Content*	**Making a Business Case for Content Tools: How to Advocate for the Right Tools and Secure Leadership Buy-In** *Bridget O'Donnell* *Alibaba Group*	**The Slow Adoption of Gen AI Across the Enterprise—And What You Can Do About It** *Colleen Jones* *President* *Content Science*	**Smart Content for Smart Learning: Transforming DITA Into LMS Courses** *Alan Pringle* *COO* *Scriptorium*
11:30–12:00	**Lunch** in the Exhibit Hall				
12:30–1:30	**Coffee and Vendor Demos** in Exhibit Hall, **Therapy Llamas** in the Grand Ballroom Foyer				
1:30–2:15	**25 Tools in 25 Weeks: Solving Marketing Challenges with Human-Tested AI Solutions** *Julie Hochheiser Ilkovich* *Managing Partner* *Masthead*	**Building a Content Strategy with a Small Team (or No Team at All)** *Nick Kakanis* *Content Designer III* *Pilot Company*	**Rethinking Content Metrics with AI: Proving Business Value and Driving Strategic Decisions** *Sofiya Minnath* *Senior Technical Writing Manager, fabric inc.*	**AI Content Strategy: Unifying Enterprise Teams, Redefining Authority** *Jeff Coyle* *SVP, Strategy* *Siteimprove & MarketMuse*	**How We Used DITA to Automate Testing, Improve Gen AI Accuracies, and Lower Costs** *Alexander Lum and Richard Kung, Ciena*
2:30–3:15	**Owning Your Brand Narrative in an AI-Driven World** *Katie Tweedy* *Director Content Marketing* *Collective Measures*	**Zero to Hero: Turning the Knowledge Management Kaleidoscope** *Mirhonda Studevant, C-Sync and Brock Brown, LinkedIn*	**Customer Connection: Turning Feedback into Quantifiable Results** *Pam Noreault* *Principal Information Architect, Ellucian, Inc.*	**RAGs to Riches: How Our Content Affects Retrieval Augmented Generation** *Manny Silva, Head of Documentation, Skyflow*	**Docs-as-Code, DITA, or Unstructured Authoring?** *Hannah Kirk* *The Pink-Haired Content Strategist*
3:15–4:00	**Snacks, Vendor Demos** in Exhibit Hall				
4:00–4:45	**D(ocs) & D(evelopment): Finding the Perfect Party for Your Content Campaign** *Kim Nylander and Hedley Simons, Grafana Labss*	**Let's All Get Along We Need Bridges Not Silos** *Leslie Farinella* *President* *Content Rules*	**Use the Force of Your Words: The Jedi Path to Better Content** *Joe Gollner, Gnostyx Research Inc. and Carol Hattrup*	**Speeding Through Compliance: How AI Helps Content Keep Pace with Change!** *Harpreet Shergill and Shai Chaudhary, OneTrust*	**The Four Pillars of Creating Findable and Usable Content** *Viqui Dill* *Documentation Specialist* *Navy Federal Credit Union*
5:00–5:30	**No One Left Behind: The Business Case for Inclusivity and Inclusive Content** *Dipo Ajose-Coker, Senior Marketing Manager, RWS*				
6:30–	**Parade** to dinner venues then **Annual Karaoke Night** *sponsored by **RWS***				

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Conference Day 3: Wednesday, 8 October 2025

8:00–	**Breakfast**				
Room					
8:30–9:15	**Get People to Do What You Want: The Magic of Influencing Without Authority** *Nicole Edens and Heather Barbre Blades Jack Henry and Associates*	**Legal, Compliance, and Risk, Oh My! How to Shift Your Relationship from "Oh No!" to "Oh Yeah!"** *Shannon Leahy, Sr Mgr Experience Design Capital One*	**Quantifying Quality: Navigating the Challenges of Measuring Content Impact** *Vishal Gupta Content Designer Cisco*	**You Can Tune a Piano— You Can Also Tune a Prompt** *Susan Kelley Senior Technical Content Strategist Medidata*	**Are You for Real? Fighting Fake Content and Maintaining Trust with C2PA** *Demian Hess Sr Solutions Architect Amazon Web Services*
9:30–10:15	**Critical Persuasion: A D&D-Themed Guide to Rolling for Influence Without Authority** *Erica McPeek Transformations Care Network*	**AI-Assisted Authoring: Hype vs. Reality Ensuring Consistency and Compliance** *Bonnie Swanson Technical Communications Manager Proscia*	**Bridging Continents: Managing Product Content Teams Across Cultures and Borders** *Manoj Bokil Sr. Manager, Technical Content Strategy Teradata India*	**The AI-Powered Editor— Using Smart Prompts to Restructure and Refine Content** *Jason Kaufman, CEO Arrivo*	**Do You Need a CCMS to Deliver Enterprise Content With Quality and Velocity?** *Nick Green and Edward Porter SAS Institute*
10:30–11:15	*Reserved to Repeat Standing Room Only Sessions*	*Reserved to Repeat Standing Room Only Sessions*	*Reserved to Repeat Standing Room Only Sessions*	*Reserved to Repeat Standing Room Only Sessions*	*Reserved to Repeat Standing Room Only Sessions*
11:30–12:15	**Panel Discussion: The Future of Content** *Jack Molisani, Executive Director, LavaCon (moderator)*				
12:15–12:30	**Conference Recap** *Jack Molisani, LavaCon and Joe Gollner, Gnostyx*				

Optional Post-conference Workshop

1:30–4:30			**Train Generative AI Bots to Rock Your Docs (How I Learned to Stop Falling Behind and Love the Bot)** *Melanie Davis, President & CEO, Dragonfly Diva Docs LLC*		

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