



Call for Speakers

LavaCon® and PMI® Honolulu Chapter Professional Development Summit November 6–8, 2008

LavaCon is partnering with the PMI Honolulu Chapter to co-host a Professional Development Summit in Honolulu, Hawaii. The sixth annual LavaCon conference will present proven best practices in the fields of technical communication and project management, as well as innovative techniques for meeting challenges that professionals face in today's work-a-day world.

The conference is open to anyone interested in technical communication and project management and we are now accepting speaker proposals.

About our Organizations

The Project Management Institute® is the leading professional organization for project management professionals worldwide. The Honolulu chapter was founded in 1997 and has over 300 members. More information about the chapter can be found at the website <http://www.pmi-honoluluchapter.org>

LavaCon® is a conference for technical communication professionals—senior technical writers, documentations managers and other professionals interested in learning how to deploy and manage technical communication projects. More information about previous LavaCon conferences can be found at www.lavacon.org

Dates and Location

Dates: November 6–8, 2008

Location: Marriott Honolulu Waikiki

Schedule: Thursday–Saturday. Sessions in the a.m., hands-on workshops in the p.m.

Sessions and Workshops

The conference is for professionals who want continuing education on how to manage projects, stay current on the latest management and communication tools and technology, and develop “soft skills” in areas such as leadership, conflict management, contract and workplace negotiation skills, etc.

Breakout sessions will be 60 or 75 minutes long (mornings), hands-on workshops will be 2 or 4 hours long (afternoons). Longer sessions can be split over two times slots (part I and part II).

Speakers can attend the full three days of the conference. If your organization is unable to cover your travel expenses, the conference can reimburse a limited number of speakers for their travel expenses (airfare and two nights at the conference hotel). If travel costs are covered by the conference, the speaker will be required to present two sessions.

If interested in presenting, please email the following:

- A short description of session(s) or workshop(s) you would like to present
- A brief bio, including a list of other conferences at which you have spoken
- Estimated travel costs

Speaker slots are limited and we always receive far more proposals than we can accept, so please don't spend too much time on the initial proposal—just a summary (a paragraph and a few bullets) to start. Speakers whose topics make the “short list” will be asked to provide a more detailed proposal later.

Deadline for proposal submission: Friday, April 18, 2008

Submit proposals via email to: jack@lavacon.org

The following pages list some sample topics we think attendees would enjoy, but by all means feel free to suggest topics that are not on the list! For example, surveys show attendees love case studies—they want to hear about problems/ challenges other professionals have experienced and how they successfully solved those problems. So rather than proposing a session “about” X, Y or Z, give a case study on challenges you or your company faced and how you used X, Y, or Z to *overcome* those challenges. Questions? Contact us at the email or phone number below.

See you in November!

Jack Molisani

Executive Director
The LavCon Conference
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Note: The conference programs committee wants to stress we are looking for sessions that are “real world” oriented. That is, we are looking for speakers who have been-there-done-that and are willing to share what they learned.

When suggesting sessions/workshops, please offer topics that show action, what attendees can *do*, how the information can be *applied*.

The following table illustrates how session topics can be *good* (based on theory), or *great* (based on real-life application—attendees learn something they can apply).

Good Topic	Great Topic
Managing Documentation Projects	Managing Documentation Projects: When to Hold the Course, When to Change Headings, When to Abandon Ship
Managing Documentation Projects	Best Practices for Managing Multi-national Documentation Team
CMS and Structured Authoring	The Top 10 Mistakes Companies Make when Implementing XML (and How to Avoid Them)
CMS and Structured Authoring	The Top 10 Mistakes Companies Make when Choosing a CMS Vendor (and How to Avoid Them)
Risk Management	10 Ways to Manage Risk When Offshoring Documentation Projects
Risk Management	Floods and Fires and Tsunamis, Oh My! Does your department have a disaster recovery plan?
Internationalization	Tall, Grande or Venti? How to Choose a Translation Vendor that Fits Your Needs
Internationalization	Already Managing the Documentation Internationalization? Expand Your Sphere of Influence by Managing Software Internationalization, Too

A Note to Vendors: Vendors have the opportunity to sponsor and exhibit at the conference. Sponsors/exhibitors are welcome to also present sessions and workshops. However, sessions by sponsors/exhibitors *cannot* be a sales pitch or simple product demonstrations (you can do those at your booth). If the session addresses a bigger topic, such as best practices for producing projects, your presentation may show examples of how to *implement* those practices using your tool or methodology, but the focus of the session must be the practice, not the tool. Examples:

Unacceptable	Acceptable
XYZ Product Demo	Using Web-Based Management Tools to Reduce Project Bottlenecks
The New Features in ABC Tool	Moving Instructor-Lead Training to Self-paced Multimedia Training

We are looking for sessions on:

- Tech Comm Management
- Tech Comm Publishing Technologies
- Program Management
- Portfolio Management
- Earned Value Management
- Government/Military Project Management
- Construction Project Management
- IT Project Management
- More—

Managing Projects

- Pre-Project
 - Needs analysis, requirement definition, Audience analysis, user personas, etc.
 - Estimating and budgeting projects
 - Bidding projects: Fixed Bid vs. Hourly (risks vs. benefits, the how-to's of both)
 - Budgeting: beware of hidden costs that will break your project budget
 - Estimating very large projects: how to do top-down analysis and specifications, statements of work, work breakdown structures, etc.
 - Writing plans, requirement definitions, specifications, etc.
 - Creating Successful Teams
 - Creating Project Plans
 - Creating Project Management Offices
 - Other skills covered in the PMI Project Management Book of Knowledge (PMBOK®)
- Mid-Project
 - Managing very large projects
 - Managing government projects
 - Advanced PM techniques
 - Managing mission creep, change management, etc.

- Usability testing on a shoestring
- Usability testing done right
- Recovering troubled projects
- Managing multiple projects, creating a PMO, etc.
- Staying customer-focused: keeping the customer in the development loop
- How to successfully offshore projects (pre-, mid- and post-project)
- Other skills found in the PMBOK

• Post-Project

- Conducting post mortems
- Measuring performance and productivity
- Techniques for collecting user feedback
- Quality management: the quest for zero-defect products
- A survey of various quality methodologies and standards (ITIL, Six Sigma, TCM, etc.)
- Other skills found in the PMBOK

Managing People

- Documenting our own policies and procedures, training our own staff, etc.
- Monitoring performance, setting measurable goals for writers and managers, etc.
- Managing by statistic, managing by objective, etc.
- Motivating without money—how to motivate teams when your budget is limited
- Tools or talent—what to look for when hiring
- A certificate does not a PM make. How to hire project managers who can *manage*.
- Managing remote teams, global teams, etc.
- Moving up, over or out: Handling poor performers
- Dealing with difficult employees, co-workers
- Leveraging by personality flaws

- Managing by personality types
- Managing Generation Y—communication and management tools for a tech savvy generation
- Managing distributed or remote teams
- Overcoming cultural barriers when managing global teams

Leadership

- Lead, Follow or Get Out of the Way
- Five Characteristics of Successful Leaders
- “You do it” Is Not Leadership!
- Empowering Your Team without Release the Reins
- Methods for Motivating Team Members
- Visionary Leadership
- Leading Volunteers (Individuals, Teams Organizations)

Managing Your Business

- Moving from employee to contractor, contractor to business owner, etc.
- Managing cash flow: how to get clients to pay on time, payment structures, etc.
- Minding the “business” of a tech comm business
- Dealing with difficult clients
- Lawyers: why you need one, when and how to use them, etc
- Best practices for marketing your services and securing work
- How to write LOAs, contracts, etc.
- From insurance to indemnification: how to minimize financial risk
- Making the jump from contractor to business owner: How to sell *your company’s* services vs. selling *your* services.

Other Career and Management Skills

- Cost, Speed and Quality: Escaping the Triple Constraint
- Critical Thinking Skills for Documentation and Project Managers
- How to Build a Business Case
- Conflict management and conflict resolution
- Where to from Here? Career paths for Documentation and Project Managers
- Negotiation skills: how to get what you want and still have a win-win situation, etc.
- ROI, cost avoidance and business cases: how to speak CxO
- What to do when they slash your budget, tell you to cut 75% of your staff, etc.
- Best practices for the Lone Writer or PM
- Justifying your corporate existence, justifying your salary, justifying headcount, etc.
- Personal public relations: how to get the exposure and credit you deserve in a corporate environment
- Implementing change: How to get buy-in from both your staff and Management
- Change Management
- Increasing your sphere of influence, increasing your corporate value, etc.
- Making the transition from team member to team leader, team lead to depart. manager, etc.
- Making the transition from employee to contractor, contractor to business owner, etc.
- Influence without authority: getting other people and teams to do what you need when you don’t have the authority to just tell them to
- Managing up: Techniques for handling a less than perfect boss
- From simple reorganizations to mega mergers—how to merge teams with wildly different cultures, management styles, work ethics, etc.
- Creating training materials from documentation
- Creating an online university

- Becoming hyphenated—in the not too distant future it won't be enough to be just a documentation or project manager, you'll need to be a doc manager-usability expert, doc manger-UI designer, project manager-compliance manager, etc.

Tools and Technology

- An overview of project management tools and technology
- How to use project tracking software (in general)
- How to use Microsoft Project (specifically)
- do with it, etc.)
- Automating documentation, generating API doc from self-documenting code, etc.
- Choosing an enterprise documentation infrastructure: what's best for your company
- An overview of content management and CMS tools (for those considering CMS), best practices for moving to CM, calculating CMS ROI, etc.
- DITA (from what is it, why do a need it, what to
- Next gen help authoring tools
- DITA for Managers
- Migrating from one CMS to another CMS
- Moving legacy documentation to <insert format here>
- On the technology horizon: what's on the horizon and how it will change your job
- Single source authoring and database Publishing
- Single source publishing
- Structured documentation, structured doc authoring tools, etc.

- Troubleshooting electronic output (DITA, HTML, etc.)
- Alternative user assistance: moving documentation out of "manuals" and into knowledge bases, wikis, web-based online help, etc.
- Cost vs. benefit of multimedia, embedded user assistance, etc.
- Migrating multiple documentation sets to a single look and feel
- Getting multiple teams to use a single style and style sheet: barriers and best practices

Managing Global Information

- Writing documentation/rewriting legacy doc in preparation for internationalization
- Using a CMS to manage translated documentation
- Five things translation companies don't want you to know
- Moving into *product* localization
- Wrangling translation companies
- Strategies for lowering your translation costs (both small and large projects)
- Best practices for managing global information projects (from start to end)
- How to switch translations companies without having to start from scratch
- Localization tools: CMS, translation memory, machine assisted translation, etc.
- Writing contracts with localization companies: who owns what, what to ask for, etc.