



Call for Speakers: The 19th Annual LavaCon Conference on Content Strategy and Technical Communication Management

LavaCon started in Hawaii (hence our name) to help organizations reduce costs and generate revenue by leveraging state-of-the-art authoring and publishing technologies.

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.

LavaCon 2020 is a wrap! Here are some reviews we received from attendees:

Thanks for the BEST LavaCon ever, despite being all virtual. In fact, I'd say this is the best conference I've attended, across industries, for the speakers, knowledge shared, topics covered, and fun woven throughout. Well done!

*RJH, Technology Innovation Consultant
Eli Lilly and Company*

I have to say this has been my favorite virtual format for a conference yet! So incredibly well organized, paced, and such fantastic talks/convos!!

*CB, Global Design Strategist
IBM*

The LavaCon Virtual Experience

The next LavaCon is scheduled for 24–27 October 2021. Given the current restrictions on meeting in large groups, we are going virtual again this year.

For a preview of the LavaCon virtual experience, see the recordings of the 2020 [opening drum circle](#), a panel discussion on [the importance of diversity and inclusion](#) in content teams, and our annual [second line jazz parade](#):



LavaCon Local

While we can't have an in-person conference this year, we *should* be able to meet in small groups by October.

I'm happy to announce we will be hosting a network of “LavaCon Local” Meetup groups where attendees can gather locally to watch live sessions, have viewing parties of the on-demand sessions, or simply meet and network over happy hour cocktails!

The LavaCon Local groups will also enable attendees to stay in touch after the conference.

We highly encourage speakers to participate at (or host!) a LavaCon Local near you.

Audience

LavaCon attendees are *senior* content professionals: Directors and VPs of User Experience, User Experience Designers, UX Writers, Senior Technical Writers, Marketing Writers, Instructional Designers, and so on.

We are specifically looking for speakers from the following industries this year:

- Manufacturing
- Agriculture
- Medical / Pharma
- Consumer Electronics
- SaaS

Mastering the Content Development Lifecycle

The theme for LavaCon 2021 is: Mastering the Content Development Lifecycle

This year's program focuses on how content can be created, shared, and curated across all departments in an organization. Thus, we are looking for speakers who have:

- Successfully implemented enterprise-wide content strategies
- Created content ecosystems spanning multiple silos such as marketing, technical communication, and training
- Built organizational bridges, overcame resistance to change, and so on

Tell us what worked and what didn't!

Tracks

Sessions will be organized into the following tracks:

- Creating Unified Content Experiences
- The Convergence of Marketing, Training, and Technical Content
- Integrating Content into the User Experience (UX Design, UX Writing)
- The Business of Content
- Tools and Technology
- People and Project Management

How to Propose

We are soliciting proposals for breakout sessions (20 minutes), case studies (20 minutes), and workshops (half day or full day).

Submit your proposal (including a link to your headshot) via the speaker [proposal page](#).

Notes:

- The proposal deadline is 9 April 2021, 5 pm PDT (UTC -7:00 hours).
- Live sessions will be streamed 9am to 1pm PDT, 25–27 October 2021
- Virtual conferences necessitate shorter programs, so we will be accepting fewer proposals this year than we do for our in-person events.
- Sessions should give practical information or advice that attendees can *apply* in their day-to-day work.
- Case studies should show before-and-after results of a problem solved or a success achieved.
- Speakers are comp'ed into the conference in exchange for speaking. Workshop facilitators will receive additional compensation.

Questions? Email or call me: jack@lavacon.org 1+ 562-726-1800 x201

See you in October!

Jack Molisani
Executive Director
The LavaCon Conference

Companies

Here is a partial list of companies represented at LavaCon recently:

Adobe	Kaiser Permanente
Airbnb	Kaplan Publishing
Allied Pilots Association	Kohler Co
Allscripts Healthcare, LLC	Lexmark
Amazon	Lowe's Companies
American Academy of Family Physicians	Macmillan Education
American Bankers Association	Marriott International
American Medical Association	MasterCard
Apple	McMaster-Carr Supply Co.
Autodesk	Medtronic
Battelle	M-I SWACO, a Schlumberger Company
Bayer Healthcare	Micro Encoder Inc
Beckman Coulter	Microsoft Corp
Biosense Webster	National Instruments
BMC Software	Nationwide Insurance
Boeing	NETGEAR, Inc.
CA Technologies	Netflix
Caterpillar Inc	NetIQ Corporation
Charles Schwab & Co., Inc.	Nike
Cisco Systems	ON Semiconductor
Citrix Customer Experience Group	Oracle
Cox Communications	PayPal
Cray Inc	Progressive Insurance
Dell/Dell EMC	Quicken Loans
Dropbox	RedHat
Dunn and Bradstreet	Rockwell Automation
Erie Insurance Group	RouteMatch Software
Facebook	SAP
FedEx	Salesforce
Fidelity Investments	Sony Interactive Entertainment
Goldman Sachs	State Farm Insurance
Google	Symantec Corp
GoPro	The Boeing Company
Hitachi Vantara	Thomson Reuters
Home Depot	TIBCO Software
HP	T-Mobile
IBM	UPS
Intuit	USAA
INVIDI Technologies	Wells Fargo
John Deere Construction & Forestry	Xerox