



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

Conference Day 1: Monday, 6 October 2025					
7:30–	Registration, Breakfast				
8:30–9:00	Welcome!				
9:00–9:20	<p align="center"><b>From Almost Laid Off to Indispensable: Future Proofing Your Content Career</b>  <i>Caroline Roth, Vice President of Content Experience, Salesforce</i></p>				
9:20–9:40	<p align="center"><b>Leading, Mothering, and Letting Go of Perfect</b>  <i>LJ Marinello, Senior Director, Cloud Strategy &amp; Customer Success, Microsoft</i></p>				
9:40–10:00	<p align="center"><b>I Drew the Five of Cups! A (tongue-in-cheek) Tarot Reading on the Future of the Content Creation in the Age of AI</b>  <i>Lucie Hyde, Senior Director of User Experience &amp; Design, PayPal</i></p>				
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	<p><b>Next on Netflix: Bridging Marketing and UX with a High-Impact Content Framework</b>  <i>Britt Stewart, Senior Content Designer, Netflix</i></p>	<p><b>Healing a Broken Customer Experience</b>  <i>Fabrice Lacroix, CEO</i>  <i>Fluid Topics</i></p>	<p><b>Why Content Strategy Is Important and How You Can Make a Case for It</b>  <i>Mary Southworth and Lee Bryars</i>  <i>Fidelity Investments</i></p>	<p><b>Integrating Artificial Intelligence into Content Strategy and Generation</b>  <i>Pranami Jhawar</i>  <i>Senior Software Engineer</i>  <i>Microsoft</i></p>	<p><b>How to Really Choose the Right Content Management System for All</b>  <i>Jyothi Krishnamurthi and Rebecca Rhee</i>  <i>LinkedIn</i></p>
11:15–12:00	<p><b>Mastering the PESO Model: Unifying Content Strategy and AI for Maximum Marketing Impact</b>  <i>John Yembrick</i>  <i>Director of Content Strategy</i>  <i>Lockheed Martin</i></p>	<p><b>Content in Color: How Strategists and Architects use Design to Bring Ideas to Life</b>  <i>Amber Swope, DITA</i>  <i>Strategies and Roland Muts, Veer Agency</i></p>	<p><b>The Leadership Multiplier: Systems to Scale Yourself and Your Team</b>  <i>Nicole LeBlanc</i>  <i>Manager, Content Design</i>  <i>Zillow</i></p>	<p><b>The Role of Metadata in Managing Content in Unified Portals &amp; AI-readiness</b>  <i>Andrew Douglas</i>  <i>Business Development Manager, Bluestream</i></p>	<p><b>What to Expect When You're Expecting (a CCMS)</b>  <i>Dawn Stevens</i>  <i>President</i>  <i>Comtech Services</i></p>
12:00–1:15	Lunch and Vendor Demos in the Exhibit Hall, Comfort Dogs in the Grand Ballroom Foyer				
1:15–2:00	<p><b>The AI-First Marketing Team Blueprint</b>  <i>Leslie Carruthers</i>  <i>President</i>  <i>TheSearchGuru.com</i></p>	<p><b>Expanding Self-Service for a Better Customer Experience</b>  <i>Lief Erickson, Intuitive Stack</i>  <i>and Dave Marotz, Surescripts</i></p>	<p><b>Empowering Teams for Success with Building Agentic Experiences</b>  <i>Caryn Horowitz</i>  <i>and Jyothi Krishnamurthi</i>  <i>LinkedIn</i></p>	<p><b>Honey, I Shrunk our Content Performance with GenAI</b>  <i>Michael Mannhardt</i>  <i>President, Congree</i>  <i>Language Technologies</i></p>	<p><b>Automating Large Scale Rewriting Using Gen AI</b>  <i>Charles Dowdell</i>  <i>Manager Technical</i>  <i>Communications</i>  <i>Komatsu NA</i></p>
2:15–3:00	<p><b>Critical Persuasion: A D&amp;D-Themed Guide to Rolling for Influence Without Authority</b>  <i>Erica McPeek</i>  <i>Transformations Care Network</i></p>	TBA	<p><b>Panel Discussion: The Role of Structured Content and DITA in Agentic AI &amp; RAG</b>  <i>Dawn Stevens, President</i>  <i>Comtech Services</i>  <i>(Moderator)</i></p>	<p><b>Top Five Ways to Harness the Power of AI Co-Pilots</b>  <i>Scott Abel</i>  <i>Content Strategy Evangelist</i>  <i>Heretto</i></p>	<p><b>From Vision to Implementation: Adoption Techniques for Enterprise Content Teams</b>  <i>Eeshita Grover</i>  <i>Sr Director, Content Design</i>  <i>Cisco</i></p>
3:00–4:00	Snack Break in the Exhibit Hall				
4:00–4:20	<p align="center"><b>The Impossible Dream: Unified Authoring for Customer Content</b>  <i>Sarah O'Keefe, CEO, Scriptorium</i></p>				
4:20–4:40	<p align="center"><b>The Experimentation Mindset: How Testing Transforms Content Strategy</b>  <i>Melinda Belcher, Head of Experience Design, JPMorgan Chase</i></p>				
4:40–5:00	<p align="center"><b>TBA</b>  <i>Patrick Bosek, CEO, Heretto</i></p>				
5:00–6:30	Network Reception followed by Live Storytelling Event				

Conference Day 2: Tuesday, 7 October 2025					
7:30	<b>Breakfast</b>				
8:30–8:50	<b>Unlock Funding: How to Persuade Leaders to Invest in your Vision</b> <i>Wendy Richardson, Former Mastercard Executive and President of Managing Up</i>				
8:50–9:10	<b>Why Technical Writers Should Care About Governance, Risk, and Compliance (Even if It Sounds Boring)</b> <i>Megan Gilhooly, Sr. Director GRC Content, OneTrust</i>				
9:10–9:30	<b>Broken Trust, Broken Docs: Fixing the Hidden Gaps Undermining Your Technical Content</b> <i>Rob Hanna, CEO and Co-founder, Precision Content</i>				
9:45–10:30	<b>What Marketing and Sales Can Teach the Rest of Us About Customer Experience</b> <i>Sara Feldman, Dir of Member Engagement, CFSE</i>	<b>Creating (Imperfect) Content for Perfectionists</b> <i>Jael Schultz Content Architect A Global Financial Institution</i>	<b>Building the Case for Content Operations in Complex Organizations</b> <i>Trey Smith, Sr. Program Supervisor, TechPubs Lead Honeywell</i>	<b>Am I The AI Luddite? Questioning the Use of AI in Content Creation</b> <i>Alan Porter Founder / CCO The Content Pool</i>	<b>Programmatic Loves Structure: Why You Need a DITA-first Headless Strategy</b> <i>Jim Edmunds and Nathan Eggen, Ingeniux</i>
10:45–11:30	<b>How to Build an AI-supported Buyer's Journey</b> <i>Cara McDonald CEO and Founder Content Matterz</i>	<b>Building Trust: Measuring Human and Machine Performance on Technical Content</b> <i>Rob Hanna, CEO, Precision Content</i>	<b>Making a Business Case for Content Tools: How to Advocate for the Right Tools and Secure Leadership Buy-In</b> <i>Bridget O'Donnell Alibaba Group</i>	<b>The Slow Adoption of Gen AI Across the Enterprise—And What You Can Do About It</b> <i>Colleen Jones President Content Science</i>	<b>Smart Content for Smart Learning: Transforming DITA into LMS Courses</b> <i>Alan Pringle COO Scriptorium</i>
11:30–1:00	<b>Lunch and Vendor Demos</b> in the Exhibit Hall, <b>Comfort Llamas</b> in the Grand Ballroom Foyer				
1:15–2:00	<b>25 Tools in 25 Weeks: Solving Marketing Challenges with Human-Tested AI Solutions</b> <i>Julie Hochheiser Ilkovich Managing Partner Masthead</i>	<b>Building a Content Strategy with a Small Team (or No Team at All)</b> <i>Nick Kakanis Content Designer III Pilot Company</i>	<b>Rethinking Content Metrics with AI: Proving Business Value and Driving Strategic Decisions</b> <i>Sofiya Minnath Senior Technical Writing Manager, fabric inc.</i>	<b>AI Content Strategy: Unifying Enterprise Teams, Redefining Authority</b> <i>Jeff Coyle SVP, Strategy Siteimprove &amp; MarketMuse</i>	<b>How We Used DITA to Automate Testing, Improve Gen AI Accuracies, and Lower Costs</b> <i>Alexander Lum and Richard Kung, Ciena</i>
2:15–3:00	<b>Owning Your Brand Narrative in an AI-Driven World</b> <i>Katie Tweedy Director Content Marketing Collective Measures</i>	<b>Zero to Hero: Turning the Knowledge Management Kaleidoscope</b> <i>Mirhonda Studevart, C-Sync and Brock Brown, LinkedIn</i>	<b>Customer Connection: Turning Feedback into Quantifiable Results</b> <i>Pam Noreault Principal Information Architect, Ellucian, Inc.</i>	<b>RAGs to Riches: How Our Content Affects Retrieval Augmented Generation</b> <i>Manny Silva, Head of Documentation, Skyflow</i>	<b>Docs-as-Code, DITA, or Unstructured Authoring?</b> <i>Hannah Kirk The Pink-Haired Content Strategist</i>
3:00–3:45	<b>Snacks, Vendor Demos</b> in Exhibit Hall				
3:45–4:30	<b>The Four Pillars of Creating Findable and Usable Content</b> <i>Viqui Dill Documentation Specialist Navy Federal Credit Union</i>	<b>Let's All Get Along We Need Bridges Not Silos</b> <i>Leslie Farinella President Content Rules</i>	<b>Use the Force of Your Words: The Jedi Path to Better Content</b> <i>Joe Gollner, Gnostyx Research Inc. and Carol Hatrapp</i>	<b>Speeding Through Compliance: How AI Helps Content Keep Pace with Change!</b> <i>Harpreet Shergill and Shai Chaudhary, OneTrust</i>	<b>D(ocs) &amp; D(velopment): Finding the Perfect Party for Your Content Campaign</b> <i>Kim Nylander and Hedley Simons Grafana Labs</i>
4:45–5:05	<b>The Curators of Truth: Elevating Knowledge in the Age of AI</b> <i>Jason Kaufman, President &amp; CEO, Zaon Labs</i>				
5:05–5:25	TBA				
5:25–5:45	<b>No One Left Behind: The Business Case for Inclusivity and Inclusive Content</b> <i>Dipo Ajose-Coker, Senior Marketing Manager, RWS</i>				
6:30–	<b>Parade</b> to dinner venues then <b>Annual Karaoke Night</b> sponsored by <b>RWS</b>				

Conference Day 3: Wednesday, 8 October 2025					
8:00–	<b>Breakfast</b>				
8:30–9:15	<b>Get People to Do What You Want: The Magic of Influencing Without Authority</b> <i>Nicole Edens and Heather Barbre Blades                      Jack Henry and Associates</i>	<b>Legal, Compliance, and Risk, Oh My! How to Shift Your Relationship from "Oh No!" to "Oh Yeah!"</b> <i>Shannon Leahy, Sr Mgr                      Experience Design                      Capital One</i>	<b>Quantifying Quality: Navigating the Challenges of Measuring Content Impact</b> <i>Vishal Gupta                      Content Designer                      Cisco</i>	<b>A Tale of Ten Productivity Prompts</b> <i>Gavin Austin                      Principal Technical Writer                      Salesforce</i>	<b>Are You for Real? Fighting Fake Content and Maintaining Trust with C2PA</b> <i>Demian Hess                      Sr Solutions Architect                      Amazon Web Services</i>
9:30–10:15	<b>Bridging Continents: Managing Product Content Teams Across Cultures and Borders</b> <i>Manoj Bokil                      Sr. Manager, Technical                      Content Strategy                      Teradata India</i>	<b>AI-Assisted Authoring: Hype vs. Reality Ensuring Consistency and Compliance</b> <i>Bonnie Swanson                      Technical Communications                      Manager                      Proscia</i>	<b>Future-Proofing Global Content: Governance, Scale, and SaaS Success at Broadcom</b> <i>Bernard Aschwanden                      Principal AEM Guides                      Technologist</i>	<b>You Can Tune a Piano— You Can Also Tune a Prompt</b> <i>Susan Kelley                      Senior Technical Content                      Strategist                      Medidata</i>	<b>Do You Need a CCMS to Deliver Enterprise Content With Quality and Velocity?</b> <i>Nick Green and                      Edward Porter                      SAS Institute</i>
10:30–11:15	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<b>Content Effectiveness: Measuring What Matters</b> <i>Hilary Marsh                      President &amp; Chief Strategist                      Content Company, Inc.</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>
11:30–11:50	<b>Conference Recap</b> <i>Jack Molisani, LavaCon and Joe Gollner, Gnostyx</i>				
11:50–12:30	<b>Closing Panel Discussion: The Future of Content</b> <i>Jack Molisani, Executive Director, LavaCon (moderator)</i>				

Optional Post-conference Workshop					
1:30–4:30			<b>Train Generative AI Bots to Rock Your Docs (How I Learned to Stop Falling Behind and Love the Bot)</b> <i>Melanie Davis, President &amp; CEO                      Dragonfly Diva Docs LLC</i>		

## Sapphire Sponsors



## Platinum Sponsors



## Gold Sponsors



## Silver Sponsors

