

## Schedule at a Glance

The program theme for LavaCon is:

**Reducing Costs, Generating Revenue, and Improving the Customer Experience  
through Better Content**

In addition to tracks on Content Strategy, Content Operations, and TechComm Management, the theme for this year's *AI track* is:

Beyond Proof of Concept: How Leading Companies Are Using AI to  
Reduce Costs—*without* Laying Off their Content Teams

Pre-conference Workshops: Sunday, 25 October 2026					
7:00–	Registration in Grand Ballroom Foyer Coffee (breakfast on your own)				
	<b>Optional Pre-conference Workshops</b>				
8:00–Noon	<b>How to Build a Content Governance Model</b> <i>Daniel Schommer</i> Content Strategist Intuitive Stack	<b>Effective Content Inventories and Analysis</b> <i>David Hobbs, Early Digital Strategist</i> David Hobbs Consulting		<b>From Notes to Knowledge: Learning Faster with Notebook LM (An Interactive Lab for Communicators)</b> <i>Susan Kelley Senior</i> Manager of Communications and Engagement, Medidata	<b>The "Translate" Button Is a Trap: Mastering Translation Risk in an Era of Generic AI</b> <i>Gaeta Chretiennot</i> CEO and Localization Consultant Six Continents
Noon–1:00	Lunch on your own				
1:00–5:00	<b>Operationalizing the Content-First Framework: Diagnose Meaning Drift, Align Teams, and Scale Content with Confidence</b> <i>Sarah Johnson</i> Founder Content-first Design	<b>Effective Content Inventories and Analysis (continued)</b> <i>David Hobbs, Early Digital Strategist</i> David Hobbs Consulting	<b>They Already Sent a Poet, and It's You! (Free)</b> <i>Carol Hatrup</i> Knowledge Management and Training Lead T-Mobile	<b>MythBusters Lab: Let's Test What Really Works for Remote Content Teams</b> <i>Leann Long and Nicole Edens</i> Jack Henry	<b>Creating Taxonomies for Your Organization in the Age of AI</b> <i>Rebecca Schneider</i> Executive Director AvenueCX
5:30–6:30	<b>Welcome Reception</b> in the Exhibit Area				

Conference Day 1: Monday, 26 October 2026					
7:30–	Registration, Continental Breakfast				
8:30–9:00	Welcome!				
9:00–10:00 Three back-to-back TED-like talks	<b>Jessica Reed</b> <i>Director of Customer Innovation, Adobe Global Digital Strategy Group</i>				
	<b>Alesia Harwood</b> <i>Special AI Consultant to Cisco</i>				
	<b>Erik Bremer</b> <i>Sr. Director, Global Content Engineering, Dell Technologies</i>				
Track	Strategy and Ops	Content Authoring	Main Stage*	Case Studies	Tools and Technology
10:15–11:00	<b>Impact Map: Getting Stakeholder Buy-In for Content Initiatives</b> <i>Sara Feldman</i> <i>Director of Member Engagement, Consortium for Service Innovation</i>	<b>AI is Your New Top Reader Are You Ready?</b> <i>Fabrice Lacroix</i> <i>CEO</i> <i>Fluid Topics</i>	<b>Building Momentum: Structuring Small Steps to Achieve Big Wins</b> <i>Trey Smith</i> <i>Senior Engineering Program Supervisor</i> <i>Honeywell</i>	<b>From Overwhelmed to Unstoppable: How AI Agents Transformed Content Operations at Cloudflare</b> <i>Caley Burton, Sr. Manager</i> <i>Cloudflare</i>	<b>TBA</b> <i>Stefan Gentz, Principal Worldwide Evangelist, Adobe</i>
11:15–12:00	<b>Building an Organizational Single Source of Truth</b> <i>Robert Pierce</i> <i>Knowledge Management Lead</i> <i>USAF – Kessel Run</i>	<b>The Docs Are Not Alright (And AI Alone Won't Fix Them)</b> <i>Kayce Danna</i> <i>Vice President of Product Markup AI</i>	<b>Hold On Loosely (But Don't Let Go): Doing Good Content Work in Uncertain Times</b> <i>Melinda Belcher</i> <i>Executive Director</i> <i>JPMorganChase</i>	<b>How Netsmart Uses AI-Accelerated Learning to Onboard Teams Faster</b> <i>Laura Ohlson and Lauren Pulino</i> <i>Netsmart</i>	<b>Creating Content AI Agents That Actually Work</b> <i>Emma Pindera</i> <i>Content Strategist</i> <i>PointClickCare</i>
12:00–1:15	Lunch and Vendor Demos in the Exhibit Area				
1:15–2:00	<b>Stop Building Bots, Start Hiring AI Employees: How HR Thinking Makes AI Agents Safer and Smarter</b> <i>Amanda Patterson</i> <i>Sr. Consultant</i> <i>Comtech Services</i>	<b>Getting Content Right at the Source Saves Time and Localization Costs</b> <i>Michael Mannhardt</i> <i>President</i> <i>Congree Language Technologies</i>	<b>The Human-In-The-Loop Playbook: Cuing Costs Without Cutting People</b> <i>Adlore Casseus</i> <i>Founder &amp; Principal</i> <i>Ascend Revenue Group</i>	<b>The Human and AI Handshake for Content Generation at Blackbaud</b> <i>Zohra Mutabanna and Elizabeth Favre</i> <i>Senior Technical Writer</i> <i>Blackbaud</i>	<b>DITA 201: How to Optimize Conditional Text and Reuse</b> <i>Lael Butler, Technical Communication Specialist,</i> <i>Streamline Designs, LLC</i>
2:15–3:00	<b>Stuck in a PDF world? Unlock Next-Level Intelligence with Structured Content</b> <i>Chris Kocher</i> <i>Sr. Solutions Architect</i> <i>MadCap Software</i>	<b>Data Design is Content Design: Building a Scalable Taxonomy</b> <i>Christi Guzik</i> <i>Lead Content Operations Manager, Rocket</i>	<b>Maintaining Trust in the AI Era: The Enduring Value of Human Expertise in Content</b> <i>Kay Conerly</i> <i>Director of Content Strategy</i> <i>McGraw Hill</i>	<b>Case Study</b> <i>Patrick Bosek</i> <i>CEO</i> <i>Heretto</i>	<b>Show Me the Agents! Decision Framework for Content Operations AI</b> <i>Aman Goyal</i> <i>Agentic AI Product Manager</i> <i>T-Mobile</i>
3:00–4:00	Snack Break and vendor demos in the Exhibit Hall				
4:00–5:00	<b>Dawn Stevens</b> <i>President, Comtech Services</i>				
	<b>Sarah O'Keefe</b> <i>CEO, Scriptorium</i>				
	<b>Stefan Gentz</b> <i>Principal Worldwide Evangelist, Adobe</i>				
5:00–6:30	Network Reception followed by Live Storytelling Event				

Conference Day 2: Tuesday, 27 October 2026					
7:30	<b>Continental Breakfast</b>				
8:30–8:50	<b>Maria Romanovsky</b> <i>Director Content Design and Strategy, TikTok</i>				
	<b>Keith Boyd</b> <i>Senior Director, Microsoft Corporation</i>				
	<b>Wendy Richardson</b> <i>Former Mastercard Executive and President of Managing Up</i>				
Track	Strategy and Ops	Content Authoring	Main Stage	Case Studies	Tools and Technology
9:45–10:30	<b>Your CMS Isn't Broken, Your Content Model Is. AI Makes It Worse</b> <i>Luis Fernandez, Executive Director, VML</i>	<b>From Long Topics to Microcontent: The Strategic Shift that Makes Your DITA AI-Ready</b> <i>Rob Hanna, CEO, Precision Content</i>	<b>Content Development: Stop Building Sheds, Start Building Skyscrapers</b> <i>Suzanne Kelchner, Senior Manager, Technical Documentation, Procore</i>	<b>An Alchemist's Guide to Modern Tech Comms</b> <i>Mark Kleinsmith, Director of Technical Communications, Appfire</i>	<b>How to Establish a Governed Vocabulary and Ontology with the Tools You Already Have</b> <i>Brendon Paucek, Senior Content Strategist, Teradata</i>
10:45–11:30	<b>AI Translation Without the Complexity: How to Enable Global Rollout Without Technical Expertise</b> <i>Ben Cohen, Head of Customer Growth, Localize</i>	<b>Oh, the Content Professionals and Information Architects Should be Friends!</b> <i>Craig Johnson, Founder &amp; Chief Architect, Xemma</i>	<b>Biggest Bang For Your Buck: What We Learned From 99 AI Experiments</b> <i>Tyrin Avery, Principle Technical Writer and Content Strategist, Salesforce</i>	<b>How ServiceNow Used Agentic AI to Reduce Costs and Improve Customer Experience</b> <i>Theresa Daudier, Senior KM Engineer, ServiceNow</i>	<b>Native Experience Accelerators for AEM Guides</b> <i>Speaker TBD, Hashout</i>
11:30–1:00	<b>Lunch and Vendor Demos</b> in the Exhibit Hall, Comfort Llamas in the Grand Ballroom Foyer				
1:15–2:00	<b>How to Best Leverage Your Most Challenging Employee</b> <i>Amber Swope, DITA Strategies and Dan Schommer, Intuitive Stack</i>	<b>Content Design for AI: How Collaboration Makes AI Happen</b> <i>Jessica Bjoeredahl and Olivia Carden, 6sense</i>	<b>Transformation! Out with the Old and In with the New</b> <i>Bethany Simpson and Beth Morgan, Technical Content Developers, IBM</i>	<b>Orchestrating Content Workflow at Ellucian Using AI Skills</b> <i>Pam Noreault, Principal Information Architect, Ellucian</i>	<b>The Content Multiplier Effect: Reuse for Learning, Support, and AI-Ready Delivery</b> <i>Mike Buoy, Senior Solution Consultant, Adobe</i>
2:15–3:00	<b>Tech Stack Lift-and-Shift: A Tag-Team Approach to Success with Limited Resources</b> <i>Mel Davis, Dragonfly Diva Docs and Isabella Adornato, Distech Controls Inc</i>	<b>How We Turned Award-Winning Content into AI-Powered Customer Experiences</b> <i>Danny Capo and Patty Delgado, UKG</i>	<b>From Hype To Help: Using AI to Scale Content Without Losing Quality</b> <i>Nehal Sharma, Sr. Software Development Engineer, Amazon</i>	<b>How a Golden Question Set Helped Us Build Trust in Our AI Agent</b> <i>Rashmi Ramaswamy, Technical Content Strategist, Guidewire</i>	<b>Terminology: The Clever Cure for Hallucinations</b> <i>Klaus Fleischmann, CEO, Kaleidoscope GmbH</i>
3:00–3:45	<b>Snacks, Vendor Demos</b> in Exhibit Hall				
3:45–4:30	<b>Building an Enterprise Content Engine that Delivers Results</b> <i>Patty Brown and Kelly Dowling, ASUG</i>	<b>Delightful Documentation? Improving Documentation Quality with the Kano Model</b> <i>Yoel Strimling, Senior Technical Editor, Ceva</i>	<b>Inclusive Content in the AI Era: Bias, Culture, and Who Gets Left Behind</b> <i>Dipo Ajose-Coker, Solutions Architect, RWS Group (Moderator)</i>	<b>From Style Guides to Smart Assistants: How AI Supports In-House Content Experts at Red Hat</b> <i>Katrina Kempne, Principal Content Strategist, Red Hat</i>	<b>Kill the 40-Page PDF: Building a CX-Ready Knowledge Layer for Agents, Bots, and AI</b> <i>Mary Cook, Senior Principal, Slalom</i>
4:45–5:45	<b>Megan Gilhooly</b> <i>Sr Director Global Content and Intelligence, OneTrust</i>				
	<b>Karen Brothers</b> <i>Content Manager, 3M</i>				
	<b>Scott Abel</b> <i>Content Strategy Evangelist, Heretto</i>				
6:30–	<b>Annual Karaoke Night</b> (includes light appetizers)			Sponsored by TBA	

Conference Day 3: Wednesday, 28 October 2026					
7:30–	Continental Breakfast				
8:00–8:15	<p style="text-align: center;"><b>Viqui Dill</b> <i>Documentation Specialist, Navy Federal Credit Union</i></p>				
Track	Strategy and Ops	Content Authoring	Main Stage	Case Studies	Tools and Technology
8:30–9:15	<b>Turning Content from Launch-day Scramble to Foundational Product Capability</b> <i>Elizabeth Rich</i> <i>Senior Director at a Global Financial Firm</i>	<b>Findable, Readable, Unstoppable: Small Edits for Big Gains (No AI Required!)</b> <i>Brit Van Blake</i> <i>Sr. Technical Writer</i> <i>NiCE Systems</i>	<b>Before You Fund AI: What If You're Solving the Wrong Problem?</b> <i>Lief Erickson</i> <i>Principal Content Strategist</i> <i>Intuitive Stack</i>	<b>From Chaos to Clarity: Streamlining Regulated Global Content</b> <i>Leah Catania, Sr Content Strategist, Insulet and Bill Swallow, Director of Operations, Scriptorium</i>	<b>The Real Reason AI Fails in Operations (and the Systems That Fix It)</b> <i>Ebony James</i> <i>Operations Consultant</i> <i>The Empire Effect Agency</i>
9:30–10:15	<b>Structure Starts with Trust: Building Cultures That Support Content Systems</b> <i>Sandie Markle</i> <i>Founder and CEO</i> <i>Blueberri</i>	<b>The Dos and Don'ts of Choosing a CMS for an Aerospace Startup</b> <i>Bernard Aschwanden</i> <i>CEO</i> <i>WritemoreAI</i>	<b>Zero to Hero—Flipping the Script on Content</b> <i>Joe Gollner</i> <i>Content Solution Architect</i> <i>Gnostyx Research</i>	<b>From Shadow to Servant: Confronting the AI Beast</b> <i>Rhyne Armstrong</i> <i>Senior Manager</i> <i>Technical Writing</i> <i>Pismo</i>	<b>How to Resign from the "Cleanup Crew" and Become an Upstream Design Force</b> <i>Amber Craig</i> <i>Lead Content Designer</i> <i>Salesforce</i>
10:30–11:15	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>	<i>Reserved to Repeat Standing Room Only Sessions</i>
11:30–12:30	<p style="text-align: center;"><b>Closing Panel Discussion: The Future of Content</b> <i>Jack Molisani (moderator)</i></p>				

Optional Post-conference Workshops					
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,</i> <i>President &amp; CEO</i> <i>Dragonfly Diva Docs</i>	<b>Build Your First AI Agent And Make then Make it Agentic: A Hands-On Workshop for Content Workers</b> <i>Dipo Ajose-Coker</i> <i>Solutions Architect and Strategist</i> <i>RWS Group</i>		<b>Be an Empowering Leader!</b> <i>Rhyne Armstrong, Sr. Manager, Technical Writing</i> <i>Pismo/Visa</i>	<b>Welcome to the Company: Hiring, Managing, and Firing AI Employees</b> <i>Amanda Patterson</i> <i>Sr. Consultant, Comtech Services and Brianna Stevens-Russell</i> <i>Vice President and Sr. Consultant</i> <i>Comtech Services</i>

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