

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)				
	Optional Pre-conference Workshops				
8:00–Noon	How to Build a Content Governance Model <i>Daniel Schommer</i> Content Strategist Intuitive Stack	Effective Content Inventories and Analysis <i>David Hobbs, Early Digital Strategist</i> David Hobbs Consulting		From Notes to Knowledge: Learning Faster with Notebook LM (An Interactive Lab for Communicators) <i>Susan Kelley Senior</i> Manager of Communications and Engagement, Medidata	The "Translate" Button Is a Trap: Mastering Translation Risk in an Era of Generic AI <i>Gaeta Chretiennot</i> CEO and Localization Consultant Six Continents
Noon–1:00	Lunch on your own				
1:00–5:00	Operationalizing the Content-First Framework: Diagnose Meaning Drift, Align Teams, and Scale Content with Confidence <i>Sarah Johnson</i> Founder Content-first Design	Effective Content Inventories and Analysis (continued) <i>David Hobbs, Early Digital Strategist</i> David Hobbs Consulting	They Already Sent a Poet, and It's You! (Free) <i>Carol Hatrup</i> Knowledge Management and Training Lead T-Mobile	MythBusters Lab: Let's Test What Really Works for Remote Content Teams <i>Leann Long and Nicole Edens</i> Jack Henry	Creating Taxonomies for Your Organization in the Age of AI <i>Rebecca Schneider</i> Executive Director AvenueCX
5:30–6:30	Welcome Reception 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	Jessica Reed <i>Director of Customer Innovation, Adobe Global Digital Strategy Group</i>				
	Alesia Harwood <i>Special AI Consultant to Cisco</i>				
	Erik Bremer <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	Impact Map: Getting Stakeholder Buy-In for Content Initiatives <i>Sara Feldman</i> <i>Director of Member Engagement, Consortium for Service Innovation</i>	AI is Your New Top Reader Are You Ready? <i>Fabrice Lacroix</i> <i>CEO</i> <i>Fluid Topics</i>	Building Momentum: Structuring Small Steps to Achieve Big Wins <i>Trey Smith</i> <i>Senior Engineering Program Supervisor</i> <i>Honeywell</i>	How Netsmart Uses AI-Accelerated Learning to Onboard Teams Faster <i>Laura Ohlson and Lauren Pulino</i> <i>Netsmart</i>	TBA <i>Stefan Gentz, Principal Worldwide Evangelist, Adobe</i>
11:15–12:00	Building an Organizational Single Source of Truth <i>Robert Pierce</i> <i>Knowledge Management Lead</i> <i>USAF – Kessel Run</i>	The Docs Are Not Alright (And AI Alone Won't Fix Them) <i>Kayce Danna</i> <i>Vice President of Product Markup AI</i>	Hold On Loosely (But Don't Let Go): Doing Good Content Work in Uncertain Times <i>Melinda Belcher</i> <i>Executive Director</i> <i>JPMorganChase</i>	From Overwhelmed to Unstoppable: How AI Agents Transformed Content Operations at Cloudflare <i>Caley Burton, Sr. Manager</i> <i>Cloudflare</i>	Creating Content AI Agents That Actually Work <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	Stop Building Bots, Start Hiring AI Employees: How HR Thinking Makes AI Agents Safer and Smarter <i>Amanda Patterson</i> <i>Sr. Consultant</i> <i>Comtech Services</i>	Getting Content Right at the Source Saves Time and Localization Costs <i>Michael Mannhardt</i> <i>President</i> <i>Congree Language Technologies</i>	The Human-In-The-Loop Playbook: Cuing Costs Without Cutting People <i>Adlore Casseus</i> <i>Founder & Principal</i> <i>Ascend Revenue Group</i>	How AI is Extending (Not Replacing) Technical Writing at Alkami <i>Tara English-Sweeney</i> <i>Lead Technical Writer</i> <i>Alkami</i>	DITA 201: How to Optimize Conditional Text and Reuse <i>Lael Butler, Technical Communication Specialist,</i> <i>Streamline Designs, LLC</i>
2:15–3:00	Stuck in a PDF world? Unlock Next-Level Intelligence with Structured Content <i>Chris Kocher</i> <i>Sr. Solutions Architect</i> <i>MadCap Software</i>	Data Design is Content Design. Building a Scalable Taxonomy <i>Christi Guzik</i> <i>Lead Content Operations Manager, Rocket</i>	Maintaining Trust in the AI Era: The Enduring Value of Human Expertise in Content <i>Kay Conerly</i> <i>Director of Content Strategy</i> <i>McGraw Hill</i>	Case Study <i>Patrick Bosek</i> <i>CEO</i> <i>Heretto</i>	Show Me the Agents! Decision Framework for Content Operations AI <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	Dawn Stevens <i>President, Comtech Services</i>				
	Sarah O'Keefe <i>CEO, Scriptorium</i>				
	Stefan Gentz <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	Continental Breakfast				
8:30–8:50	Maria Romanovsky Director Content Design and Strategy, TikTok				
	Keith Boyd Senior Director, Microsoft Corporation				
	Wendy Richardson Former Mastercard Executive and President of Managing Up				
Track	Strategy and Ops	Content Authoring	Main Stage	Case Studies	Tools and Technology
9:45–10:30	Your CMS Isn't Broken, Your Content Model Is. AI Makes It Worse <i>Luis Fernandez</i> Executive Director VML	From Long Topics to Microcontent: The Strategic Shift that Makes Your DITA AI-Ready <i>Rob Hanna, CEO</i> Precision Content	Content Development: Stop Building Sheds, Start Building Skyscrapers <i>Suzanne Kelchner</i> Senior Manager, Technical Documentation, Procore	An Alchemist's Guide to Modern Tech Comms <i>Mark Kleinsmith</i> Director of Technical Communications Appfire	How to Establish a Governed Vocabulary and Ontology with the Tools You Already Have <i>Brendon Paucek, Senior Content Strategist, Teradata</i>
10:45–11:30	AI Translation Without the Complexity: How to Enable Global Rollout Without Technical Expertise <i>Ben Cohen, Head of Customer Growth, Localize</i>	Oh, the Content Professionals and Information Architects Should be Friends! <i>Craig Johnson, Founder & Chief Architect, Xemma</i>	Biggest Bang For Your Buck: What We Learned From 99 AI Experiments <i>Tyrin Avery, Principle Technical Writer and Content Strategist, Salesforce</i>	How ServiceNow Used Agentic AI to Reduce Costs and Improve Customer Experience <i>Theresa Daudier, Senior KM Engineer, ServiceNow</i>	Native Experience Accelerators for AEM Guides <i>Speaker TBD</i> Hashout
11:30–1:00	Lunch and Vendor Demos in the Exhibit Hall, Comfort Llamas in the Grand Ballroom Foyer				
1:15–2:00	How to Best Leverage Your Most Challenging Employee <i>Amber Swope, DITA Strategies and Dan Schommer, Intuitive Stack</i>	Content Design for AI: How Collaboration Makes AI Happen <i>Jessica Bjoeredahl and Olivia Carden</i> 6sense	Transformation! Out with the Old and In with the New <i>Bethany Simpson and Beth Morgan, Technical Content Developers, IBM</i>	Orchestrating Content Workflow at Ellucian Using AI Skills <i>Pam Noreault, Principal Information Architect</i> Ellucian	The Content Multiplier Effect: Reuse for Learning, Support, and AI-Ready Delivery <i>Mike Buoy, Senior Solution Consultant, Adobe</i>
2:15–3:00	Tech Stack Lift-and-Shift: A Tag-Team Approach to Success with Limited Resources <i>Mel Davis, Dragonfly Diva Docs and Isabella Adornato</i> Distech Controls Inc	How We Turned Award-Winning Content into AI-Powered Customer Experiences <i>Danny Capo, Sr. Manager, Technical Writing</i> UKG	From Hype To Help: Using AI to Scale Content Without Losing Quality <i>Nehal Sharma</i> Sr. Software Development Engineer Amazon	How a Golden Question Set Helped Us Build Trust in Our AI Agent <i>Rashmi Ramaswamy</i> Technical Content Strategist Guidewire	Terminology: The Clever Cure for Hallucinations <i>Klaus Fleischmann</i> CEO Kaleidoscope GmbH
3:00–3:45	Snacks, Vendor Demos in Exhibit Hall				
3:45–4:30	Building an Enterprise Content Engine that Delivers Results <i>Patty Brown and Kelly Dowling</i> ASUG	Delightful Documentation? Improving Documentation Quality with the Kano Model <i>Yoel Strimling, Senior Technical Editor, Ceva</i>	Inclusive Content in the AI Era: Bias, Culture, and Who Gets Left Behind <i>Dipo Ajose-Coker</i> Solutions Architect RWS Group (Moderator)	From Style Guides to Smart Assistants: How AI Supports In-House Content Experts at Red Hat <i>Katrina Kempne, Principal Content Strategist, Red Hat</i>	Kill the 40-Page PDF: Building a CX-Ready Knowledge Layer for Agents, Bots, and AI <i>Mary Cook, Senior Principal</i> Slalom
4:45–5:45	Megan Gilhooly Sr Director Global Content and Intelligence, OneTrust				
	Karen Brothers Content Manager, 3M				
	Scott Abel Content Strategy Evangelist, Heretto				
6:30–	Annual Karaoke Night (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;">Viqui Dill <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	Turning Content from Launch-day Scramble to Foundational Product Capability <i>Elizabeth Rich</i> <i>Senior Director at a Global Financial Firm</i>	Findable, Readable, Unstoppable: Small Edits for Big Gains (No AI Required!) <i>Brit Van Blake</i> <i>Sr. Technical Writer</i> <i>NiCE Systems</i>	Before You Fund AI: What If You're Solving the Wrong Problem? <i>Lief Erickson</i> <i>Principal Content Strategist</i> <i>Intuitive Stack</i>	The Human and AI Handshake for Content Generation at Blackbaud <i>Zohra Mutabanna and Elizabeth Favre</i> <i>Senior Technical Writer</i> <i>Blackbaud</i>	The Real Reason AI Fails in Operations (and the Systems That Fix It) <i>Ebony James</i> <i>Operations Consultant</i> <i>The Empire Effect Agency</i>
9:30–10:15	Structure Starts with Trust: Building Cultures That Support Content Systems <i>Sandie Markle</i> <i>Founder and CEO</i> <i>Blueberri</i>	The Dos and Don'ts of Choosing a CMS for an Aerospace Startup <i>Bernard Aschwanden</i> <i>CEO</i> <i>WritemoreAI</i>	Zero to Hero—Flipping the Script on Content <i>Joe Gollner</i> <i>Content Solution Architect</i> <i>Gnostyx Research</i>	From Shadow to Servant: Confronting the AI Beast <i>Rhyne Armstrong</i> <i>Senior Manager</i> <i>Technical Writing</i> <i>Pismo</i>	How to Resign from the "Cleanup Crew" and Become an Upstream Design Force <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;">Closing Panel Discussion: The Future of Content <i>Jack Molisani (moderator)</i></p>				

Optional Post-conference Workshops					
1:30–4:30	Train Generative AI Bots to Rock Your Docs (How I Learned to Stop Falling Behind and Love the Bot) <i>Melanie Davis,</i> <i>President & CEO</i> <i>Dragonfly Diva Docs</i>	Build Your First AI Agent And Make then Make it Agentic: A Hands-On Workshop for Content Workers <i>Dipo Ajose-Coker</i> <i>Solutions Architect and Strategist</i> <i>RWS Group</i>		Be an Empowering Leader! <i>Rhyne Armstrong, Sr.</i> <i>Manager, Technical Writing</i> <i>Pismo/Visa</i>	Welcome to the Company: Hiring, Managing, and Firing AI Employees <i>Amanda Patterson</i> <i>Sr. Consultant, Comtech Services and</i> <i>Brianna Stevens-Russell</i> <i>Vice President and Sr. Consultant</i> <i>Comtech Services</i>

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