

Content Across Screens

The Conference on Content Strategy
Best Practices and Success Stories

Nov. 17–18, 2014 San Jose, CA



**CSA
USA**

Includes case studies, panel discussions,
and lessons learned from some of the
world's biggest brands.



**Content Strategy
Applied USA**2014

Monday, November 17, 2014 - Day One

8:00 am - 8:45 am

Registration and Breakfast
TOWN HALL LOBBY

8:45 am - 9:00 am

Welcome & Housekeeping
TOWN SQUARE A/B/C/D
Scott Abel, CEO and Chief Content Strategist, The Content Wrangler
DeAnn Wright, Manager, Geo Expansion and Help Content, eBay

9:00 am - 9:30 am	[Opening Keynote] Scalable Content Strategy: Nice Thought or Viable Vision? TOWN SQUARE A/B/C/D Colleen Jones, Principal, Content Science		
9:30 am - 10:00 am	[Featured Presentation] Onramp: Making the Case for Author Experience TOWN SQUARE A/B/C/D Rick Yagodich, Principal Consultant, Excolo		
10:00 am - 10:30 am	Interview: Content Design — Working Together for an Elegant User Experience TOWN SQUARE A/B/C/D Dave Lippman, Vice President and Executive Creative Director of Design, Commerce Experience, eBay Marketplaces DeAnn Wright, Manager, Geo Expansion and Help Content, eBay		
10:30 am - 11:00 am	Morning Refreshment Break TOWN HALL LOBBY		
11:00 am - 11:40 am	The OmniChannel Challenge TOWN SQUARE A/B/C/D Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro Marc Defigueiredo, Director, Internet Sales, Verizon Wireless	[Case Study] Do More with Less Using Content Pillars FIRESIDE A/B Amy Higgins, Content Marketing & Social Media Manager – SMB, Concur	Visual Content Marketing: Emerging Trends and Case Study FIRESIDE C/D Adam Helweh, Founder and CEO, Secret Sushi Creative Janet Fouts, CEO, Tatu Digital Media Steve Farnsworth, Chief Marketing Officer, The @Steveology Group
11:50 am - 12:30 pm	Miguel Lunaparra, Creative Director, Global Experience Design, Sony Corporation of America Rebecca Schneider, President, Azzard Consulting, Inc.	Closing the Gap on the Adaptive Content Challenge FIRESIDE A/B Don Day, Principal Consultant, ContelligenceGroup.com	
12:30 pm - 2:00 pm	Lunch TOWN HALL LOBBY		
2:00 pm - 2:45 pm	[Featured Presentation] The Complete A-to-Z Guide to Personal Branding TOWN SQUARE A/B/C/D Barry Feldman, Owner, Feldman Creative		
2:45 pm - 3:10 pm	Afternoon Refreshment Break TOWN HALL LOBBY		
3:10 pm - 4:00 pm	Governance as Matchmaker: Charting the Relationship Roadmap to Omni-Channel Success TOWN SQUARE A/B/C/D Carrie Hunter, Founder, CMHunter Content Management Inc.	Separation Anxiety: Taking Messenger from a Feature to a Standalone App FIRESIDE A/B Marissa Phillips, Content Strategy Manager, Facebook	Managing the Politics of Content FIRESIDE C/D Hilary Marsh, Chief Strategist, Content Company, Inc.
4:10 pm - 4:50 pm	Designing for Content: An Interview with UX Maven John Maeda FIRESIDE A/B/C/D John Maeda, Partner (KPCB) / Chair of Design Advisory Council (eBay) Scott Abel, CEO and Chief Content Strategist, The Content Wrangler		
5:00 pm - 6:30 pm	Speechless Live and Wine & Cheese Reception sponsored by PayPal TOWN SQUARE A/B/C/D		
6:30 pm	Networking Dinners at Local Restaurants		

ON YOUR OWN

Tuesday, November 18, 2014 - Day Two

8:00 am - 8:45 am	Registration and Breakfast TOWN HALL LOBBY		
8:45 am - 9:00 am	Welcome & Housekeeping TOWN SQUARE A/B/C/D Scott Abel, CEO and Chief Content Strategist, The Content Wrangler DeAnn Wright, Manager, Geo Expansion and Help Content, eBay		
9:00 am - 10:30 am	[Opening Keynote] How to Convince Your Boss to Go All-In with Content Marketing TOWN SQUARE A/B/C/D Arnie Kuenn, CEO, Vertical Measures		
10:30 am - 11:00 am	Morning Refreshment Break TOWN HALL LOBBY		
11:00 am - 11:40 am	The Shortcut to Oz: Lessons Learned on 3 Content Journeys TOWN SQUARE A/B/C/D Alex Hunter, Sr. Content Designer, PayPal Lauren Moler, Content Strategist, PayPal Jessica Pease, Content Strategist, PayPal	Content Strategy Across Geographies and Platforms FIRESIDE A/B Melinda Flores, Associate Director of Content Strategy, VSA	Next Level of Collaboration: The Future of Content & Web Design FIRESIDE C/D Rebekah Cancino, Director of Content Strategy, Sitewire
11:50 am - 12:30 pm	Influencing the Influencers: Building a Contributor Network from the Ground Up TOWN SQUARE A/B/C/D Kim Higdon, Content Marketing Manager, Off Madison Ave	Don't Fear the Sweeper: Scaling Content for Large eCommerce Sites FIRESIDE A/B Matt Hobbs, Senior User Experience Manager, National Builder Supply	
12:30 pm - 2:00 pm	Lunch TOWN HALL LOBBY		
2:00 pm - 2:45 pm	Out of the Silos and Into the Farm TOWN SQUARE A/B/C/D Marli Mesibov, Content Strategist and UX Consultant, Freelance	Start with Empathy: Content Strategy and Design Thinking FIRESIDE A/B Karin Ikavalko, Content Strategist, PayPal Catherine Walker, Design Lead, PayPal	Unlocking the Story: Engaging with Clients to Find the Key FIRESIDE C/D Keri Majjala, Brand Content Strategist, Financial Engines
2:45 pm - 3:10 pm	Afternoon Refreshment Break TOWN HALL LOBBY		
3:10 pm - 3:50 pm	Global Content Marketing Made Simple TOWN SQUARE A/B/C/D Pam Didner, Global Content Marketing Strategist, Author and Speaker	What is Plain Language, and Why Should Content Strategists Care? FIRESIDE A/B Dr. Deborah Bosley, Owner of and Principal, The Plain Language Group	Content Strategy Fundamentals: Deconstructing the Content Matrix and Future-Proofing Your Content FIRESIDE C/D Marlowe Sarah Beckley, Manager of Content Strategy, SapientNitro
4:00 pm - 4:40 pm	Connecting the Content Marketing Dots...Content, Channels and Culture TOWN SQUARE A/B/C/D		

4:45 pm - 5:00 pm

Laurie Paleczny, President, Dash Digital Group		
Closing Thoughts TOWN SQUARE A/B/C/D Scott Abel, CEO and Chief Content Strategist, The Content Wrangler DeAnn Wright, Manager, Geo Expansion and Help Content, eBay		