

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