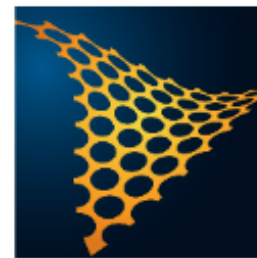# Information Development World 2015:
The Conference For Technical, Marketing, and Product Information Developers

Creating Exceptional Customer Experiences With Content

iDW INFORMATION DEVELOPMENT WORLD

SEP 30–OCT 2
2015
SAN JOSE, CA

Wednesday, September 30, 2015

8:00am-9:00am	**Registration and Breakfast** Poolside Foyer (1st floor by pool)
9:00am-5:00pm	**Getting to Success: Implementing a Content Strategy** Santa Clara (1st floor by pool) Rahel Anne Bailie, Chief Knowledge Officer, Scroll (UK)
9:00am-5:00pm	**Writing from the Reader's Perspective**

	Monterey (1st floor by pool) George Gopen, Professor Emeritus, Practice of Rhetoric at Duke University
9:00am-5:00pm	**Content Leadership: Bridging Silos and Building Teams** San Simeon (1st floor City Foyer) Colleen Jones, Principal, Content Science
9:00am-5:00pm	**APIs and SDKs: Breaking Into and Succeeding in a Specialty Market** San Carlos (1st floor City Foyer) Ed Marshall, Independent Contractor, Marshall Documentation Consulting
9:00am-5:00pm	**The Next Generation Of Content Strategy: Building A Performance-Driven Model** San Juan (1st floor City Foyer) Kevin Nichols, Global Content Strategist, KevinPNichols.com Paula Land, CEO, Content Insight
9:00am-5:00pm	 San Jose (1st floor by pool)
9:00am-5:00pm	**Understanding Digital Governance** Carmel (1st floor by pool) Lisa Welchman, President, Digital Governance Solutions, ActiveStandards
9:00am-5:00pm	**Enterprise Localization: A Strategic Approach** San Martin (1st floor City Foyer) James Romano, Chief Executive Officer, Prisma International, Inc.
12:00pm-7:00pm	**Registration** DoubleTree Hotel Lobby

5:30pm-7:00pm	**Speakers Cocktail Reception and Networking** Poolside Foyer (1st floor by pool)	**Attendee Cocktail Reception and Networking** Hilton Lobby Bar

Thursday, October 1, 2015

7:00am-7:30am	**Registration** Bayshore Foyer (1st floor)
7:30am-8:30am	**Registration and Breakfast** Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)
8:30am-8:45am	**Opening General Session** Cedar/Pine/Fir Ballroom (2nd floor) Scott Abel, CEO and Chief Content Strategist, The Content Wrangler Val Swisher, Founder & CEO, Content Rules, Inc.
8:45am-9:30am	**Keynote Presentation: The Case for the Customer Experience** Cedar/Pine/Fir Ballroom (2nd floor) Brandon Schauer, CEO, Adaptive Path
9:30am-10:00am	**Featured Presentation: Unforgettable — The Neuroscience of Memorable Content** Cedar/Pine/Fir Ballroom (2nd floor) Dr. Carmen Simon, Executive Coach, Co-Founder, REXI Media
10:00am-10:30am	**Featured Presentation: A Radical New Way to Control the English Language**

Time						
	Cedar/Pine/Fir Ballroom (2nd floor) George Gopen, Professor Emeritus, Practice of Rhetoric at Duke University					
10:30am-11:30am	**Meet the Exhibitors** Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)					
11:30am-12:15pm	DITA SUMMIT	SOFTWARE LOCALIZATION SUMMIT		CONTENT MANAGEMENT	CONTENT MATTERS	CONTENT STRATEGY
	Unsung Heroes of DITA Oak Room (2nd floor) Gretyl Kinsey, Technical Consultant, Scriptorium Publishing Services	**My Guiding Principle Is This: GILT Is Never To Be Doubted** Silicon Valley Room (2nd floor) Fabiano Cid, Managing Director, Ccaps Translation and Localization		**Becoming BFFs with Flexibility: Developing Agile-Friendly Content Management Strategies** Siskiyou (1st floor) Sean Holmquest, Content Manager, Huge	**Open Authoring: Content Collaboration Across Disciplines** Cascade Room (1st floor) Ralph Squillace, Senior Content Engineer, Microsoft Azure Infrastructure	**Social Business Initiatives: Identification and Responsible Implementation** Sierra Room (1st floor) Rahel Anne Bailie, Chief Knowledge Officer, Scroll (UK)
12:15pm-1:45pm	**Customer Experience Recognition Awards** Cedar/Pine/Fir Ballroom (2nd floor) Andrew Bredenkamp, Founder & CEO, Acrolinx					
2:00pm-2:45pm	DITA SUMMIT	SOFTWARE LOCALIZATION SUMMIT	DATA & ANALYTICS	CONTENT MANAGEMENT	CONTENT MATTERS	CONTENT STRATEGY
	Selecting Tools for DITA Projects — DITA Summit Discussion moderated by Amber Swope Oak Room (2nd floor) Amber Swope, DITA Specialist, DITA Strategies, Inc. Laura Bellamy, Director of Information Experience, VMware Rob Kimm, Sr. IT Business Analyst, Medtronic, Inc. Madhu Mathew, Director of Technology, Sustainability Accounting Standards Board	**Treasure Hunting: How to Find ROI in Software Localization** Silicon Valley Room (2nd floor) Anna Navarro-Schlegel, Sr. Director, Global Engineering, NetApp	**DocOps — The Analytical Window to Your Customer's Experience** Donner (1st floor) Wade Clements, Director of Information Services & Business Intelligence, CA Technologies	**Interactive Content: Moving Marketing from Communications to Experiences** Siskiyou (1st floor) Scott Brinker, President & CTO, ion interactive, inc.	**Boost Your Content Strategy for REST APIs** Cascade Room (1st floor) Gururaj BS, Director, Cloud User Assistance, Oracle Marta Rauch, Senior Principal Information Developer, Oracle	**Case Study — The Technology Behind Multi-Channel Publishing** Sierra Room (1st floor) Richard Hamilton, Publisher, XML Press

	DITA SUMMIT	SOFTWARE LOCALIZATION SUMMIT	DATA & ANALYTICS	CONTENT MANAGEMENT	CONTENT MATTERS	CONTENT STRATEGY
3:00pm-3:45pm	Keith Schengili-Roberts, DITA Information Architect, Ixiasoft					
	Full-on DITA Strategies Beyond Technical Publications Oak Room (2nd floor) Rob Hanna ECMs, President, Precision Content Authoring Solutions Inc.	**Creating A Global Software Experience moderated by Jessica Roland** Silicon Valley Room (2nd floor) Jessica Roland, Director, Strategic Accounts, SDL Melissa Biggs, Sr. Manager, Globalization, Informatica Martin Guttinger, Sr. Technical Program Manager, VMware	**Work Smarter Not Harder - Remove the Guesswork from Content Creation** Donner (1st floor) Skip Besthoff, CEO, InboundWriter	**Putting Intelligence in Content Delivery** Siskiyou (1st floor) Ann Rockley, CEO, The Rockley Group Inc.	**By the Numbers: Making the Case for Reuse Based on Facts** Cascade Room (1st floor) Joan Lasselle, President, Lasselle-Ramsay, Inc. Amber Swope, DITA Specialist, DITA Strategies, Inc.	**Making Sense of Health Insurance — A Case for Content Strategy** Sierra Room (1st floor) Jeff Greer, Manager, Digital Experience, Blue Cross Blue Shield of Michigan
3:45pm-4:00pm	**Break with Entertainment** Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)					
4:00pm-4:45pm	DITA SUMMIT	SOFTWARE LOCALIZATION SUMMIT	DATA & ANALYTICS	CONTENT MANAGEMENT	CONTENT MATTERS	CONTENT STRATEGY
	Dynamic Chunking of Component-Authored Information Oak Room (2nd floor) Ben Colborn, Manager, Technical Publications, Nutanix Owen Richter, MTS - Web Application Architect, Nutanix	**Expert Panel: Overcoming Challenges in Content Localization moderated by Fabiano Cid** Silicon Valley Room (2nd floor) Fabiano Cid, Managing Director, Ccaps Translation and Localization Tim Brandall, Globalization Technologies Manager, Netflix	**The Measure of Success: Key Metrics for Monitoring Content Quality** Donner (1st floor) Brian Buehling, Managing Director, Dakota Systems, Inc.	**Case Study: Earley & Associates — Intranet Migration** Siskiyou (1st floor) David Pileggi, Senior Consultant, Earley & Associates	**The Role of Content in Customer Experience** Cascade Room (1st floor) Paula Land, CEO, Content Insight	**Money Talks: How Content Strategy Can (Literally) Prove its Worth** Sierra Room (1st floor) Emily Shields, Content Strategist, Facebook

	Elizabeth Gschwind, Localization Manager, FICO Katell Jentreau, Group Product Manager, Localization, Box				

5:00pm-5:30pm — **Working Together - When Content Quality Really Matters**
Cedar/Pine/Fir Ballroom (2nd floor)
Andrew Bredenkamp, Founder & CEO, Acrolinx

5:30pm-7:00pm — **Cocktail Reception and Networking**
Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)

Friday, October 2, 2015

7:00am-7:30am — **Registration**
Bayshore Foyer (1st floor)

7:30am-8:30am — **Registration and Breakfast**
Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)

8:30am-8:45am — **Opening General Session for Day Two**
Cedar/Pine/Fir Ballroom (2nd floor)
Scott Abel, CEO and Chief Content Strategist, The Content Wrangler
Val Swisher, Founder & CEO, Content Rules, Inc.

8:45am-9:30am — **Keynote: Us or Them? Who Wins the Customer Experience Tug of War**
Cedar/Pine/Fir Ballroom (2nd floor)
Lisa Welchman, President, Digital Governance Solutions, ActiveStandards

9:30am-10:00am — **Featured Presentation: Enhancing Customer Experiences With Intelligent Content**
Cedar/Pine/Fir Ballroom (2nd floor)
Robert J. Glushko, Adjunct Full Professor, University of California at Berkeley, School of Information

10:00am-10:30am — **Featured Presentation: Content —The Show That Never Closes**
Cedar/Pine/Fir Ballroom (2nd floor)
Robert Rose, Chief Strategy Officer, Content Marketing Institute

10:30am-11:30am — **Meet the Exhibitors**
Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)

11:30am-12:15pm

DITA SUMMIT	MEDICAL DEVICE SUMMIT	CONTENT MATTERS	LANGUAGE AND CULTURE	CONTENT ENGINEERING	CONTENT MARKETING
How DITA Got Her Groove Back: Going Mapless Oak Room (2nd floor) Don Day, Founding Chair, OASIS DITA Technical Committee	**Much Ado About Templates: Reduce the Learning Curve and Increase Productivity at DITA Implementation** Silicon Valley Room (2nd	**The Content of Stories / The Story of Content** Donner (1st floor) Justin Bookey, Head of Content + Branding, EMFATIK	**Conquering Global Markets with Content: The Global Diffusion of Local Innovations** Siskiyou (1st floor) Mike Dillinger, Staff Program Manager,	**Content Engineering and The Internet of "Smart" Things** Cascade Room (1st floor) Mark Lewis, Content Engineer and DITA	**Real World Lessons in Content Process Follow Through** Sierra Room (1st floor) Russell Sparkman, CEO, FusionSpark Media, Inc.

floor) Catherine Long, Technical Writer, Varian Medical Systems, Inc. Richard Perry, Documentation Manager, Product Support Engineering, Varian Medical Systems, Inc.			Machine Translation, LinkedIn	Educator, Quark	

12:15pm-1:45pm
In Cognitive Computing, Content is King
Cedar/Pine/Fir Ballroom (2nd floor)
Pavan Arora, Director of Content, IBM Watson, IBM

2:00pm-2:45pm

DITA SUMMIT	MEDICAL DEVICE SUMMIT	CONTENT MATTERS	LANGUAGE AND CULTURE	CONTENT ENGINEERING	CONTENT MARKETING
Single-Source Publishing Across Multiple Formats Oak Room (2nd floor) George Cristian Bina, Managing Director, Syncro Soft	**Content Automation for Medical Device Manufacturers** Silicon Valley Room (2nd floor) Marc Miller, Division President, TransPerfect Medical Device Solutions	**The Need for Multilingual SEO** Donner (1st floor) Richard Brooks, CEO, K International	**Cultural Awareness, Localization and the Impact on Content Creation of User Information Destined for Overseas Markets** Siskiyou (1st floor) Brenda Inman, Manager, Localization, St. Jude Medical Diana Ballard, Account Manager, LOGOS	**Lessons from Omnichannel: What Every Content Strategist Should Know** Cascade Room (1st floor) Kevin Nichols, Global Content Strategist, KevinPNichols.com	**A Powerful Combination: Campaign-Based Content Marketing, Search Engine Optimization and Social Media Marketing** Sierra Room (1st floor) Chris Raulf, Founder & Digital Marketing Expert, Boulder SEO Marketing

3:00pm-3:45pm

DITA SUMMIT	MEDICAL DEVICE SUMMIT	CONTENT MATTERS	LANGUAGE AND CULTURE	CONTENT ENGINEERING	CONTENT MARKETING
No Budget? No Problem: Techniques For Getting DITA Projects Approved Oak Room (2nd floor) Brian Buehling, Managing Director, Dakota Systems, Inc.	**Addressing the Increasing Challenges Facing Medical Device Content** Silicon Valley Room (2nd floor) Ann Rockley, CEO, The Rockley Group Inc.	**Breaking Down Silos — Improving the User Experience by Improving Communication in Your Organization** Donner (1st floor) Charles Cooper, Vice President, The Rockley Group, Inc.	**Localization Planning and The Content Strategy of Things** Siskiyou (1st floor) Bill Swallow, Technical Consultant, Scriptorium Publishing Services	**Content Science Review: A Case Study in Engineering Personalization** Cascade Room (1st floor) Darin Wonn, Executive Director of Operations, Content Science	**Nurturing with the Right Content to Build Loyalty and... Sales** Sierra Room (1st floor) Jon Wuebben, CEO, Content Launch

3:45pm-4:00pm
Break with Entertainment
Bayshore Foyer (downstairs) & Gateway Foyer (upstairs)

4:00pm-4:45pm

DITA SUMMIT	MEDICAL DEVICE	CONTENT MATTERS	LANGUAGE AND	CONTENT	CONTENT

	SUMMIT		CULTURE	ENGINEERING	MARKETING
	The Past and Future of DITA Oak Room (2nd floor) Kristen James Eberlein, Principal, Eberlein Consulting	**Content at the Right Time, in the Right Language: Innovation with a Healthy Dose of Cost Reduction** Silicon Valley Room (2nd floor) Jeannette Eichholz, Leader, Global Ultrasound Documentation, GE Healthcare	**Stop, Collaborate, and Listen: Unlocking the Potential of Self-Service Help** Donner (1st floor) Renee Schaefer, Website Strategy , Code42	**Take Your Content Global — Content Globalization, The Final Frontier** Siskiyou (1st floor) Felice Schulz, Senior Manager Content Strategy, SapientNitro	**Content Engineering — A Collaborative Development Approach** Cascade Room (1st floor) Cruce Saunders, Principal, Simple [A]	**Content Creation & Repurposing – Doing More with Less** Sierra Room (1st floor) Mitchell Levy, Chief Aha Instigator, Aha Amplifier
5:00pm-5:30pm	**David Gerard: An Evening of Magic and Mindreading** Cedar/Pine/Fir Ballroom (2nd floor)				