



## SCALABLE CONTENT STRATEGIES, EXCEPTIONAL CONTENT EXPERIENCES

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The Intelligent Content Conference site has moved.  
Please visit [www.intelligentcontentconference.com](http://www.intelligentcontentconference.com)  
for information on this year's event. Hope to see you there!

### **February 6, 2013**

Noon - 6:00pm

**Registration - Hilton Financial Center San Francisco**

Noon - 5:00pm

**Technology Showcase Set-up**

5:00pm - 7:00pm

**Welcome Night Reception - Rouge et Blanc Wine Bar 334 Grant Avenue**

7:00pm - 9:00pm

**Birds of a Feather Dining Together**

## February 7, 2013

7:00am - 8:00am

Transportation

**Grab The Free Shuttle To The Mission Bay Conference Center at UCSF - Departs 7am, 7:30am and 8am from Hilton Financial Center**

7:00am - 8:15am

Registration

**Registration and Continental Breakfast**

8:15am - 8:30am

**Welcome to Intelligent Content 2013**

Scott Abel, Chief Content Strategist, The Content Wrangler

Ann Rockley, CEO, The Rockley Group

8:30am - 9:00am

Keynote Presentation

**The Implications of Intelligent Content for eBooks**

Robert Glushko, Adjunct Professor, University of California, Berkeley

9:00am - 9:30am

Featured Presentation

**Enhanced eBooks: Social, Networks, and Connectivity**

Matthew Cavnar, VP of Business Development, Vook

9:30am - 10:00am

Featured Presentation

**Content Worth Sharing: What Marketers Can Learn From Cartoons**

Tom Fishburne, Founder/CEO, Marketoon Studios

10:00am - 10:45am

Coffee Break

**Technology Showcase Opens • Fisher Banquet Room**

10:45am - 11:30am

It's About the Content!

**Intelligent Content Starts with an Intelligent Content Strategy: A Case Study**

Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.

eBooks, Apps and Mobile

**The Future of Tablet and Mobile Publishing**

Paul Canetti, CEO, Maz Digital

Corporate Publishing

**An Integrated Content LifeCycle for a Multichannel World**

Noz Urbina, Senior Consultant, Mekon

Product Demonstrations

**Publish Anywhere, Anytime (Adobe)**

Kapil Verma, Sr. Product Manager, Adobe systems

10:45am - Noon

Mini-Workshops

**Gamifying eBook Publishing**

Kit Brown-Hoekstra, Principal, Comgenesis, LLC  
Marta Rauch, Principal Information Developer and Team Lead, Oracle

Mini-Workshops

**Write Tight(er): The Workshop**

Marcia Johnston, President, Marcia Riefer Johnston, Inc.

Mini-Workshops

**What Not To Do**

Paul Perrotta, Director of Shared Content Services, Information Experience, Juniper Networks

Mini-Workshops

**Leading the Change**

Stefan Gentz, Senior Consultant, TRACOM

11:30am - Noon

It's About the Content!

**How to Future-proof Your Content**

Sarah Beckley, Senior Content Strategist, Razorfish

eBooks, Apps and Mobile

**Best Practices for Development of iPad Content-Rich Solutions**

Jim Nasr, CEO, Armedia

Corporate Publishing

**Case Study: Every Company is a Publisher-The General Mills Story**

Jeff Nowak, Founder / Chief

Product Demonstrations

**New Tools to Hone Your Writing and Sharpen Your Competitive Edge (Acrolinx)**

Noon - 1:30pm			Content Officer, Rocket Man Digital		PG Bartlett, SVP Product Management, Acrolinx
1:30pm - 3:00pm	<b>Lunch</b> Mini-Workshops <b>I Know It's Here Somewhere: Finding Content on Mobile Devices</b> Cheryl Landes, Chief Findability Strategist, Tabby Cat Communications Charles Cooper, VP, The Rockley Group	Mini-Workshops <b>Writing Every Page is Page One Topics</b> Mark Baker, President, Analecta Communications Inc.	Mini-Workshops <b>Distributed Teams Writing With One Voice</b> Laura Creekmore, President, Creek Content	Mini-Workshops <b>Creating Interactive eBooks with any Content</b> Cindy Coleman, Co-Founder, Take Pride Learning	
1:30pm - 2:00pm	It's About the Content! <b>SEO Isn't Just for Web Geeks</b> PG Bartlett, SVP Product Management, Acrolinx	eBooks, Apps and Mobile <b>A Mighty Content Strategy for a Tiny Nonprofit Helps Millions of People with Breast Cancer Every Year</b> Michele Zwiebel, Director of Programs and Content, Breastcancer.org Derek Olson, Vice President, Foraker Labs	Corporate Publishing <b>Positioning Content for Success – A Metrics Driven Strategy</b> Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro Rebecca Schneider, President, Azzard Consulting	Product Demonstrations <b>Your Interactive eBook Options in 30 Minutes Inkling, iBooks Author, Adobe DPS, or a Custom HTML5 Solution? (Aptara)</b> Maria Bartoszewicki, Director, Interactive eBooks, Aptara	
2:00pm - 2:30pm	It's About the Content! <b>Enterprise SEO and Content Strategy - Working Together to Stop the Pain</b> Jonathon Colman, Principal Experience Architect, REI	eBooks, Apps and Mobile <b>Generating Revenue Across Multiple Screens</b> Christopher Ward, Director of Sales, Quadralay Corp.	Corporate Publishing <b>How Things Work: a Manager's Guide to Creating Intelligent Content</b> Michael Boses, Co-Founder, Contelligence Group	Product Demonstrations <b>Real-time Review and Collaboration with Agile Product Development (SDL)</b> Chip Gettinger, VP, XML Solutions, SDL Andrew Thomas, Director of Product Marketing, SDL, Content Management Technologies	
2:30pm - 3:00pm	It's About the Content! <b>Marketing Copy and Claims Repository: Fixing the Weakest Link in Content Marketing Operations</b> Michael Moon, CEO, GISTICS	eBooks, Apps and Mobile <b>Mobile Content Marketing - Madness or Money?</b> Robert Rose, Chief Troublemaker, Big Blue Moose	Corporate Publishing <b>Content Measurement</b> Tom Comerford, Senior consultant, Suprertext LLC	Product Demonstrations <b>HTML5 Tablet and Mobile Output for "Everyone": icon based tools for Corporate Publishing (Adobe)</b> Maxwell Hoffmann, Product Evangelist, Tech Comm,	

3:00pm - 3:30pm	Coffee Break				
	<b>Stop by the Technology Showcase</b>				
3:30pm - 5:00pm	Mini-Workshops <b>Jump Start Your Mobile Project</b> Marta Rauch, Principal Information Developer, Team Lead, Oracle Cindy Church, Senior Curriculum Developer, Oracle Gail Chappell, Technical Writer, VMware	Mini-Workshops <b>Zentangle 101</b> Andrea Ames, Information experience strategist and architect, IBM	Mini-Workshops <b>Worth a Thousand Words: Visualization 101 for Verbal Professionals</b> Tosca Fasso, Director, Content & Digital Strategy, SUBTXT	Mini-Workshops <b>Discovery Well Done = Right Delivery. Right Content. Right User. Right Context.</b> Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro Rebecca Schneider, President, Azzard Consulting, Inc.	
3:30pm - 4:00pm	It's About the Content! <b>Sweetening the Deal of Corporate Publishing</b> Margot Bloomstein, Principal, Brand & content strategist, Appropriate, Inc.	eBooks, Apps and Mobile <b>How eBooks Really Work</b> Joshua Tallent, Founder/CEO, eBook Architects	Corporate Publishing <b>Technology Is Not the Problem</b> Paul Perrotta, Director of Shared Content Services, Information Experience, Juniper Networks	Product Demonstrations <b>Top XMetaL Secrets! (JustSystems)</b> Tom Magliery, XML Technology Specialist, JustSystems Canada, Inc.	
4:00pm - 4:30pm	It's About the Content! <b>Incorporating Natural Language Search into a Heavily Controlled Vocabulary</b> Mindy Carner, Taxonomy Specialist, UNICEF	eBooks, Apps and Mobile <b>Clipper Magazine Case Study: Taking Advertising Sales Support Mobile</b> Amy Hynes, Digital Project Manager, Clipper Magazine	Corporate Publishing <b>Enabling Contextually Relevant Enterprise Intelligent Content</b> Joe Gelb, President, Suite Solutions	Product Demonstrations <b>Engineers, SMEs, Contributors: Including Them In The Documentation Review Process (IXIASOFT)</b> Jean-Francois Ameye, VP, Support and Services, IXIASOFT	
4:30pm - 5:00pm	It's About the Content! <b>Content is NOT King. It's Gold!</b> Russell Sparkman, CEO, FusionSpark Media, Inc.	eBooks, Apps and Mobile <b>Documenting a Device that Fits in Your Pocket. Simple Enough, Right?</b> France Baril, Documentation architect, Architextus Jennifer Bown, Content Strategist, Nutshell Communications	Corporate Publishing <b>Learning on Demand - How the Evolution of Technology is Shaping the Future of Learning</b> Reuben Tozman, Chief Learning Officer, edCetra Training Inc	Product Demonstrations <b>A Tale of Content Management: Today's Publishing Factory (RSuite CMS)</b> Christopher Hill, Vice President, Product Management, RSI Content Solutions	
5:00pm - 6:30pm	Networking and Cocktails <b>Let's Get Social • Technology Showcase</b>				
6:00pm - 7:00pm	Transportation				

**Grab The Free Shuttle To The Hilton Financial Center -- Departs Mission Bay at 6:00pm, 6:30pm and 7:00pm**

## **February 8, 2013**

7:00 am - 8:00 am

Transportation

**Grab The Free Shuttle To The Mission Bay Conference Center at UCSF - Departs 7am, 7:30am and 8am from Hilton Financial Center**

7:00am - 8:15am

**Continental Breakfast • Technology Showcase**

8:15am - 8:30am

**Welcome to Intelligent Content 2013 Day Two**

Ann Rockley, CEO, The Rockley Group

8:30am - 9:00am

Keynote Presentation

**Don Draper Is Dead: Pitching in a Global, Mobile World**

Michael Weiss, Managing Director, figure18

9:00am - 9:30am

Featured Presentation

**Demystifying Distribution of Content-as-a-Service**

Adam DuVander, Executive Editor, ProgrammableWeb

9:30am - 10:00am

Featured Presentation

**Set Your Content Free : How to Support Hundreds of Devices at Once**

Daniel Jacobson, Director of Engineering, Netflix API, Netflix

10:00am - 10:30am

Coffee Break

**Stop by the Technology Showcase**

10:30am - 11:00am

Featured Presentation

**Adapt or Die: Managing Increasing Content Velocity**

Sarah O'Keefe, President, Scriptorium Publishing

Product Demonstrations  
**Using Taxonomies in Your Documentation Process**  
Jean-Francois Ameye, VP,  
Support and Services,  
IXIASOFT

10:30am - Noon

Mini-Workshops

**Content Typing Made Easy**

Rahel Anne Bailie, Content  
Strategy Consultant,  
Intentional Design Inc.

Mini-Workshops

**Planning Your Global**

**Content Strategy**  
Val Swisher, CEO , Content  
Rules

Mini-Workshops

**Designing Componentized Content**

Jennifer Fell, Consultant, Self

Mini-Workshops

**Content is Currency --  
Developing Powerful  
Content for Web and  
Mobile**

Jon Wuebben, CEO, Content  
Launch

11:00am - 11:30am

Featured Presentation

**Content: Mobile and Video - Cisco Technical Communications**

Eeshita Grover, Senior Manager, Documentation, Cisco

Product Demonstrations  
**New Tools to Improve  
Findability (Acrolinx)**  
PG Bartlett, SVP Product  
Management, Acrolinx

11:30am - 1:00pm

**Lunch**

1:00pm - 2:30pm	<p>Mini-Workshops</p> <p><b>A Content Strategist's Toolbox for Resource and Budget Planning</b></p> <p>Shawn Prenzlów, Senior Content Strategist, Steyer Associates, Inc.</p>	<p>Mini-Workshops</p> <p><b>Working With HTML5 Themes and Enhancements</b></p> <p>Don Day, Co-Founder, Contelligence Group LLC</p>	<p>Mini-Workshops</p> <p><b>Preparing Your Content for Mobile</b></p> <p>Michele Zwiebel, Director of Programs and Content, Breastcancer.org</p> <p>Derek Olson, Vice President, Foraker Labs</p>	<p>Mini-Workshops</p> <p><b>When Worlds Collide: Improving the User Experience by Applying Progressive Information Disclosure</b></p> <p>Andrea Ames, Information experience strategist and architect, IBM</p>	
1:00pm - 1:30pm	<p>It's About the Content!</p> <p><b>Global Content Strategy Best Practices</b></p> <p>Val Swisher, CEO , Content Rules</p>	<p>eBooks, Apps and Mobile</p> <p><b>eBooks Readers as Browsers</b></p> <p>Jake Hartnell, Science Fiction Writer / Graduate Student, UC Berkeley</p>	<p>Corporate Publishing</p> <p><b>Creating a Governance Framework for Flexibility</b></p> <p>Laura Creekmore, President, Creek Content</p>		<p>Product Demonstrations</p> <p><b>XMetaL 8 Sneak Peek (JustSystems)</b></p> <p>Tom Magliery, XML Technology Specialist, JustSystems Canada, Inc.</p>
1:30pm - 2:00pm	<p>It's About the Content!</p> <p><b>Content Strategy EQ: How to Craft Your Content Story for Internal (and Executive!) Buy-in</b></p> <p>DJ Francis, VP, Content Strategy, Imagination</p>	<p>eBooks, Apps and Mobile</p> <p><b>The eReading Experience: What Product Wraps a Book and Why is it important?</b></p> <p>AJ Renold, Masters Student, UC Berkeley School of Information</p>	<p>Corporate Publishing</p> <p><b>Metadata's Beating Heart</b></p> <p>Thad McIlroy, Principal, The Future of Publishing</p>		<p>Product Demonstrations</p> <p><b>Customer Experience and Making it work for Dynamic Product Content (SDL)</b></p> <p>Chip Gettinger, VP, XML Solutions, SDL</p>
2:00pm - 2:30pm	<p>It's About the Content!</p> <p><b>Write What You Mean</b></p> <p>Laurel Prokop, President, CEO, Techstyle Group LLC</p>	<p>eBooks, Apps and Mobile</p> <p><b>The Road to Mobile Goes Through XML</b></p> <p>Richard Hamilton, Publisher, XML Press</p>	<p>Corporate Publishing</p> <p><b>Channel-Agnostic Content Strategy for Happy Marketers</b></p> <p>Buddy Scalera, SVP, Content Strategy and Media, Ogilvy</p> <p>CommonHealth Worldwide</p>		<p>Product Demonstrations</p> <p><b>Doing More With Less! (Adobe)</b></p> <p>Kapil Verma, Sr. Product Manager, Adobe systems</p>
2:30pm - 3:00pm	<p>Coffee Break</p> <p><b>Chocolates of the World Coffee Break in the Technology Showcase</b></p>				
3:00pm - 3:30pm	<p>Featured Presentation</p> <p><b>Global Intelligent Content - How Do We Make Content Reactive, Reflective and Personal?</b></p> <p>Steve Gotz, Commercial Development Manager, CNGL</p> <p>Paraic Sheridan, Associate Director, CNGL</p>				<p>Product Demonstrations</p> <p><b>Mobile Deliverability and HTML5... to the Rescue? (Aptara)</b></p> <p>Dan Dube, Vice President, Content Solutions, Aptara</p>
3:30pm - 4:00pm	<p>Featured Presentation</p> <p><b>Professional Publishing: Intelligent eBooks for Working Professionals</b></p> <p>Joe Gollner, Director, Gnostyx Research Inc.</p>				<p>Product Demonstrations</p> <p><b>A Tale of Content Management: Today's Publishing Factory (RSuite)</b></p>

**CMS)**  
Christopher Hill, Vice  
President, Product  
Management, RSI Content  
Solutions

4:00pm - 4:30pm

Featured Presentation

**Content Management with Teeth: Epiphanies from Shark Research**

Jason Holmberg, Principal Information Architect, EMC Corporation

4:30pm - 5:00pm

Featured Presentation

**Editing Content To Save Lives**

Andrew Bredekamp, President & Founder, Acrolinx

Val Swisher, CEO , Content Rules

Lori Thicke, Founder, Translators without Borders/LexWorks

5:00pm - 5:15pm

**Closing Thoughts and Conference Wrap-Up**

Ann Rockley, CEO, The Rockley Group

5:15pm - 6:30pm

Networking and Cocktails

**Closing Reception and Prize Drawing**

5:30pm - 6:45pm

Transportation

**Grab The Free Shuttle To The Hilton Financial Center - Departs Mission Bay at 5:30pm, 6:15pm and 6:30pm**

7:00 pm - ?

**Dinner on Your Own in San Francisco**

**February 9, 2013**

8:00am - 2:00pm

**Muir Woods National Monument and Golden Gate Bridge Adventure Tour**