ICC Intelligent Content Conference

SCALABLE CONTENT STRATEGIES, EXCEPTIONAL CONTENT EXPERIENCES

The Intelligent Content Conference site has moved.
Please visit **www.intelligentcontentconference.com**
for information on this year's event. Hope to see you there!

PRE-CONFERENCE WORKSHOPS - WEDNESDAY, FEBRUARY 26, 2014

7:30am-8:30am	**Breakfast and Registration**
	Poolside Foyer
8:30am-4:30pm	Preparing Your Content for Machine Translation
	San Jose Room
	Lori Thicke, Founder, LexWorks
	Val Swisher, Founder and CEO, Content Rules, Inc.

8:30am-4:30pm   The Tricks of the Trade: How to Write Like the Professionals
                  Santa Clara Room
                  Anelia Varela, Creative Director, The Writer
                  Dacia Faison Roe, Language Consultant, The Writer
8:30am-4:30pm   Build-a-Website-in-a-Day: A Mob Programming Extravaganza
                  Carmel Room
                  Linda Francis, Partner, 360c
8:30am-4:30pm   Radical Productivity: The Future is Smarter Workflow
                  Monterey Room
                  Robby Slaughter, Principal, AccelaWork
8:30am-4:30pm   Write Tight(er): A Time-Saving, Pain-Free Technique for Selling Yourself and Your Products Through Your Words
                  San Carlos Room
                  Marcia Riefer Johnston, President, Marcia Riefer Johnston, Inc.
8:30am - 4:30pm   Content Strategy in a Day
                  San Juan Room
                  Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.
8:30am - 4:30pm   Content is Architecture: Information Architecture in a World Where Every Page is Page One
                  San Martin Room
                  Mark Baker, President, Analecta Communications Inc.
5:30pm-7:30pm   **Meet and Greet Wine Reception**
                  No location

CONFERENCE DAY ONE - THURSDAY, FEBRUARY 27, 2014

7:00-8:00am   **Breakfast and Registration**
                  Bayshore Foyer
8:00-8:30am   **Welcome To Intelligent Content 2014 - Ann Rockley and Scott Abel**
                  Cascade / Sierra Ballroom
8:30-9:00am   Unlocking Your Content's Potential (and Driving Business)
                  Cascade / Sierra Ballroom
                  Joe Pulizzi, Founder, Content Marketing Institute
9:00-9:30am   Creating Buzz With Video: The Intelligent Content Video App
                  Cascade / Sierra Ballroom
                  Scott Abel, President & CEO, The Content Wrangler
                  Helen Mitchell, ceo and co-Founder, busivid
9:30-10:15am   Breaking Down Barriers: Moving the Discipline of Content Strategy Forward to Support Intelligent Content
                  Cascade / Sierra Ballroom
                  Ann Rockley, President, The Rockley Group
                  Buddy Scalera, SVP Content Strategy, Ogilvy CommonHealth Worldwide
                  Kristina Halvorson, Content Strategist, Brain Traffic
                  Cleve Gibbon, CTO, Cognifide
                  Joe Pulizzi, Founder, Content Marketing Institute

10:15-10:45am	**Meet The Exhibitors - Coffee Break in the Technology Showcase** Donner / Siskiyou Ballroom			
	Content Engineering Track Oak Room	**Content Strategies Track** Fir Room	**Measurement and Analysis** Pine Room	**Content Matters Track** Cedar Room
10:45-11:30am	So You Want to be a Content Engineer? Oak Room Joe Gollner, Managing Director, Gnostyx Research Inc.	Technology: What You Don't Know Can Kill Your Content Fir Room Laura Creekmore, President, Creek Content	Big Data: Metrics, Myths, and Power Pine Room Jennifer Fell, Consultant, Self	Content Architecture At Work Cedar Room Cleve Gibbon, CTO, Cognifide
10:45-11:30am	Intelligent Content: from Your Experts to Your Customers Silicon Valley Room Jean-Francois Ameye, Product Specialist, IXIASOFT			
11:30-12:15pm	The Journey from Intelligent Content to Business Value Oak Room Dave Wieneke, Digital Strategy Practice Lead , ISITE Design	Diagnosing and Solving Content Problems Fir Room Theresa Putkey, Information Architect, Key Pointe Usability Consulting, Inc Kathy Wagner, Co-Founder, Content Strategy Inc.	Creating a Corporate Personality: Measuring Success Pine Room Andrew Bredenkamp, Founder & President, Acrolinx	Form Follows Content: Designing for Results Across All Shapes & Sizes Cedar Room Andrew Harvard, User Experience Designer, Intuitive Company
11:30-12:15pm	Rabid Fans: The Secret Behind a Great Cult Following Silicon Valley Room Andrew Thomas, Director, Product Marketing, SDL			
12:15-1:45pm	**Lunch** Sprigs			
	Content Engineering Track Oak Room	**Content Strategies Track** Fir Room	**Measurement and Analysis** Pine Room	**Content Matters Track** Cedar Room
1:45-2:30pm	Using Taxonomy for Customer-Centric Dynamic Publishing Oak Room Joe Gelb, President, Suite Solutions	The Many Facets of Content Strategy Fir Room Sarah O'Keefe, President, Scriptorium Publishing	[CANCELLED] Mining for Search Terms: Conversations are the Motherlode! Pine Room Cheryl Landes, Chief Findability Strategist, Tabby Cat Communications	How Chunky Do You Need To Be?: Finding The Balance Between Content Strategy and Content Management Cedar Room Christopher Ward, Director, Product and Experience Strategy, SUBTXT Tosca Fasso, Director, Content & Digital Strategy, SUBTXT
1:45-2:30pm	Creating Stickier Content Products by Leveraging Web Data Silicon Valley Room Matt Jacobson, Senior Vice President of Channels, Connotate			
2:45-3:30pm	Connecting Intelligent Content with Micropublishing and Beyond Oak Room Don Day, Principal Consultant, Contelligence Group LLC	Personalization, Omnichannel and Content Strategy: These Three Are One Fir Room Kevin Nichols, Director and Global	Oreos and Milk: 5 Reasons Why Content Strategy and Content Engineering Go Together Pine Room Colleen Jones, Principal, Content	Dealing with Top User Tasks in 'Static' and 'Mobile' Contexts Cedar Room Christiaan Lustig, Top Task Management and Online Strategy

		Practice Lead of Content Strategy, Sapient Nitro, SapientNitro	Science Philip Wisniewski, EVP, Client & Market Development, Kanban Solutions	Consultant, Sabel Online

2:45-3:30pm — Don't Bore Me / Don't Talk Down to Me: How Poor Language Turns Away Prospects and Customers
Silicon Valley Room
PG Bartlett, SVP Product Management, Acrolinx

3:30-4:15pm — **Afternoon Coffee Break in the Technology Showcase**
Donner / Siskiyou Ballroom

4:15-5:00pm

Introducing oManual: Easily Created & Collaborative, Structured Content on Mobile Oak Room Dorothy J. Hoskins, Solution Architect/XML Content Analyst, Atypon Systems, Inc.	Governance, or The Elephant in the Project Room Fir Room Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.	How Workflow Metrics Change for Intelligent Content Pine Room Shawn Prenzlow, Content Strategist, The Reluctant Strategist	Panel Discussion — Web Laws of Nature: The Role of Data and Darwinism in Digital Publishing Cedar Room Mikal E. Belicove, Entrepreneur magazine columnist & Forbes.com contributor Lincoln Millstein, Senior Vice President, Hearst Corporation Scott Abel, President & CEO, The Content Wrangler Skip Besthoff, CEO, InboundWriter

4:15-5:00pm — Get Smart about Intelligent Content: A Checklist for Change
Silicon Valley Room
Steve Walker, Senior Director, Experis Global Content Solutions, Experis

5:15-5:45pm — WikiProject Medicine: Breaking Down Barriers to Save Lives
Cascade / Sierra Ballroom
Val Swisher, Founder and CEO, Content Rules, Inc.

6:00-7:30pm — **Networking Cocktail Reception w/ Special Appearance by Matt Alber**
Donner / Siskiyou Ballroom

7:30pm - ? — **Dinner On Your Own**
No location

CONFERENCE DAY TWO - FRIDAY, FEBRUARY 28, 2014

7:00-8:15am — **Breakfast**
Donner / Siskiyou Ballroom

8:15-9:00am — [Case Study] Content Marketing Meets Intelligent Content Engineering: The Making of "The Language of Content Strategy"
Cascade / Sierra Ballroom
Scott Abel, President & CEO, The Content Wrangler
Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.
Noz Urbina, Content Strategist, Urbina Consulting

9:00-9:30am — Content Strategy on the Digital Frontier: Why Technology and Humanity Must Work Together

	Cascade / Sierra Ballroom		
	Barry Slaughter Olsen		
9:30-10:00am	Build Your Digital Brand: How to Win the Battle for Attention		
	Cascade / Sierra Ballroom		
	Loni Stark, Director of Product & Industry Marketing, Digital Marketing, Adobe		
10:00-10:45am	**Meet The Exhibitors - Coffee Break in the Technology Showcase**		
	Donner / Siskiyou Ballroom		

	Big Ideas Track	**Language, Context and Community**	**Content Marketing**	**How They Do It**
	Oak Room	Fir Room	Pine Room	Cedar Room
10:45-11:30am	The Biological Imperative for Intelligent Content	Operationalizing Global Content: How to Harness the Power of Culture in a Content System	The Content Marketing Technology Landscape	Dynamic Publishing of Sport Results for Olympic and Paralympic Games
	Oak Room	Fir Room	Pine Room	Cedar Room
	Noz Urbina, Content Strategist, Urbina Consulting	James Romano, Chief Executive Officer, Prisma International, Inc.	Robert Rose, Chief Strategist, Content Marketing Institute	Claudia Wunder, Consultant, Claudia Wunder Consulting
10:45-11:30am	From Paper to Pixels: Reaching all Display Devices for Tech Comm with New FrameMaker 12			
	Silicon Valley Room			
	Maxwell Hoffmann, Product Evangelist, Tech Comm, Adobe			
11:45-12:30pm	Content Strategy for Augmented Reality and Google Glass	Intelligent Content Meets Machine Translation -- Then What?	Intelligent Visual Content Strategy for Happy Marketers	Creating Metadata Strategies: Structuring Content for Success
	Oak Room	Fir Room	Pine Room	Cedar Room
	Marta Rauch, Senior Principal Information Developer, Oracle	Donald DePalma, Chief Strategy Officer, Common Sense Advisory	Buddy Scalera, SVP Content Strategy, Ogilvy CommonHealth Worldwide	Rebecca Schneider, President, Azzard Consulting
11:45-12:30pm	Building a Healthy Content and Commerce Relationship with CoreMedia LiveContext			
	Silicon Valley Room			
	Doug Heise, Global Director of Product Marketing, CoreMedia			
12:30-2:00pm	**Lunch**			
	Sprigs			

	Big Ideas Track	**Language, Context and Community**	**Content Marketing**	**How They Do It**
	Oak Room	Fir Room	Pine Room	Cedar Room
2:00-2:45pm	Collaborative Authoring, Use, and Maintenance of a Multidisciplinary "E-Textbook"	Balance and Compromise: Weaving Localization Into Content Strategy	Rethink B2B Marketing: Digital Campaign Case Study	Case Study: The Evolution of the National Cancer Institute's Content: How We're Embracing Future-Ready Content and Living to Tell the Story
	Oak Room	Fir Room	Pine Room	Cedar Room
	Robert Glushko, Adjunct Full Professor, School of Information, University of California at Berkeley	Lise Bissonnette Janody, Content Consultant, Dot-Connection	Michelle Killebrew, Marketing Program Director, Strategy & Solutions - Social Business, IBM	Lakshmi Grama, Senior Digital Strategist, National Cancer Institute, National Institutes of Health
				Lynn Cheryan, Senior Information Architect, Sapient Government Services
2:00-2:45pm	Content Management Through Mobile Devices - Astoria Software Explores How Content Management Can Work with Multiple Mobile Devices.			

	Silicon Valley Room Bill Gamboa, Director of Sales Engineering, Astoria Software			
3:00-3:45pm	Introducing oManual: Easily Created & Collaborative, Structured Content on Mobile Oak Room Kyle Wiens, CEO, iFixit and Dozuki, a division of iFixit	Closing the Translation Gap - Building a Business Driven Globalization Strategy For Content Fir Room Alan Porter, Content Marketing Manager, Caterpillar Inc.	Can Structure Be Sexy? Explorations of Lightweight DITA for Marketing Content Pine Room Michael Priestley, Technology Strategist, IBM Client Technical Content Experience Ruth Kaufman, Content Strategy Lead, IBM Corporate Marketing	Ivy, Intel's Virtual HR Agent Cedar Room Tobi Crabtree, Ivy Product Manager, Intel Corporation
3:00-3:45pm	oXygen: XML Authoring on Mobile Devices Silicon Valley Room George Cristian Bina, Managing Director, Syncro Soft			
3:45-4:15pm	**Afternoon Coffee Break in the Technology Showcase** Donner / Siskiyou Ballroom			
4:15-5:00pm	All Knowledge, Annotated. Oak Room Dan Whaley, CEO, Hypothes.is	The Bottom Line: Globalization and the Dependence on Intelligent Content Fir Room Bill Swallow, Content Strategy and Writing Consultant	How to Use Data & Analytics to Create a Measurable Marketing Plan Pine Room Laura Patterson, President, VisionEdge Marketing	Content Engineering At Nikon: How They Do That Cedar Room Philip Wisniewski, EVP, Client & Market Development, Kanban Solutions
4:15-5:00pm	High Quality, High Value Content: Using a Journalistic Approach to Dominate Your Industry with Content that People Want Silicon Valley Room Jon Wuebben, CEO, Content Launch			
5:15-5:45pm	An Unexpected Turn of Events: Intelligent Content in the Real World Cascade / Sierra Ballroom Dr. Anderson Payne, Special Advisor and Counselor, The White House			

POST-CONFERENCE EVENTS - SATURDAY, MARCH 1,2014

7:30-8:30am	**Breakfast on Your Own** Anywhere You Like
8:30-9:00am	**Catch the Bus to Computer History Museum** DoubleTree Hotel Lobby
9:00-12noon	Tour and Lunch at Computer History Museum Computer History Museum
12:00-12:30pm	**Leave the Computer History Museum and Return to the DoubleTree Hotel** Computer History Museum
1:00pm-6:00pm	**Consultants Only Summit** Silicon Valley Room
6:30pm-?	**Consultants Dinner and Night Out**

San Jose