



## 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!

### Thursday, May 8, 2014

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|--------------|-------------------------------------------------------------------------------------------------------------------------------------|
| 7:30-9:00am  | <b>Registration</b><br>Empire Lobby (2nd Floor Pre-Event & Registration Area)                                                       |
| 8:00-9:00am  | <b>Breakfast in the Technology Showcase</b><br>Walnut Room / Empire Room (2nd Floor)                                                |
| 9:00-9:30am  | <b>Intelligent Content for Life Sciences and Healthcare</b><br>Empire Room (2nd Floor)<br>Ann Rockley, President, The Rockley Group |
| 9:30-10:00am | <b>Beyond The Pill: The Promise of Connected Health</b>                                                                             |

	Empire Room (2nd Floor) Buddy Scalera, SVP Multichannel Content Strategy, Ogilvy CommonHealth Worldwide Matt Balogh, SVP Digital Services, Ogilvy CommonHealth Worldwide		
10:00-10:30am	<b>Meet The Technology Providers</b> Empire Room (2nd Floor)		
10:30-11:30am	<b>Morning Break - Technology Showcase</b> Walnut Room / Empire Room (2nd Floor)		
11:30-12:15pm	<b>Best Practices: Cutting Through the Confusion &amp; Avoiding the Pitfalls of Creating Files for SPL &amp; ACA6004</b> Carmel Room (2nd Floor) Howard Shatz, Project Manager, Data Conversion Laboratory	<b>Designing Content for Life, Health, and Safety</b> Cypress Room (2nd Floor) Ray Gallon, Owner/Consultant, Culturecom	<b>The \$400 Million Prize: XML Cost Savings in the Medical Device Industry</b> Chart Room (2nd Floor) Marc Miller, President, Crimson Life Sciences
12:30-2:00pm	<b>Lunch</b> Starlight Room (21st Floor)		
2:00-2:45pm	<b>Structured Content Experiences from Labeling and Medical Writing: Strategies Toward Successful Implementation of Content Re-use</b> Carmel Room (2nd Floor) Bernie Coney, Director Regulatory Solutions, Virtify, Inc	<b>Making Virtual Healthcare Avatars Intelligent through Semantic / Somatic Content</b> Cypress Room (2nd Floor) Nardo Manaloto, Chief Innovation Officer, Geppetto Avatars	<b>Taking it to the Street: Personalized Engagement Anytime. Anywhere.</b> Monterey Room (2nd Floor) Michael Jackson, Director, Healthcare Strategy, Adobe Systems, Inc.
3:00-3:45pm	<b>Delivering Service Efficiency through the Implementation of a Unified Global Information and Learning Strategy</b> Carmel Room (2nd Floor) Nicholas Rowlands, Information Systems Architect, Elekta Limited	<b>Trend: Global Reuse of Medical Information and Improved Customer Experiences</b> Cypress Room (2nd Floor) Paul Trotter, Founder & CEO, Author-it.com	<b>How Global Life Sciences Leaders Solve the Customer Experience Puzzle</b> Chart Room (2nd Floor) Chip Gettinger, VP Solutions, SDL
3:45-4:30pm	<b>Afternoon Break - Technology Showcase</b> Walnut Room / Empire Room (2nd Floor)		
4:30-5:15pm	<b>Transforming the Application of Cancer Staging with Intelligent Content</b> Carmel Room (2nd Floor) Rob Hanna, CIP IMCC, Chief Information Architect, Ascan Information Architects Limited Laura Meyer, Education and Product Development Administrator, American Joint Committee on Cancer	<b>Flat Earth Theory and How to Inspire Change in Your Healthcare Organization</b> Cypress Room (2nd Floor) Buddy Scalera, SVP Multichannel Content Strategy, Ogilvy CommonHealth Worldwide	<b>Automating Adobe InDesign in the Healthcare Sector</b> Monterey Room (2nd Floor) Charles Cooper, Vice President, The Rockley Group, Inc.
			<b>Finding Flexibility in a Rigid World</b> Chart Room (2nd Floor) Suzanne Mescan, VP Marketing, Vasont Systems Nicole Zepper, Document Production Specialist, Medtronic Neuromodulation

5:30-6:00pm **Optimizing Customer Engagement in a Healthcare Regulatory World**  
 Empire Room (2nd Floor)  
 Paul Rockley, President, Paul Rockley Associates

6:00-7:00pm **Networking Reception**  
 Walnut Room / Empire Room (2nd Floor)

7:00pm-? **Dinner On Your Own**  
 San Francisco

## Friday, May 9, 2014

7:30-9:00am **Registration**  
 Empire Lobby (2nd Floor Pre-Event & Registration Area)

8:00-9:00am **Breakfast in the Technology Showcase**  
 Walnut Room / Empire Room (2nd Floor)

9:00-9:30am **Developing an Intelligent Content Strategy for Life Sciences and Healthcare**  
 Empire Room (2nd Floor)  
 Ann Rockley, President, The Rockley Group

9:30-10:00am **Adaptive Content, Responsive Design and Medical Information**  
 Empire Room (2nd Floor)  
 Charles Cooper, Vice President, The Rockley Group, Inc.

10:00-10:30am **Meet The Technology Providers**  
 Empire Room (2nd Floor)

10:30-11:30am **Morning Break - Technology Showcase**  
 Walnut Room / Empire Room (2nd Floor)

<p>11:30-12:15pm <b>Technical Quality Assurance in Structured Content</b>          Carmel Room (2nd Floor)          Richard Forster, Information Architect, Varian Medical Systems, Inc.</p>	<p><b>Leveraging Technology To Maximize Customer Engagement, Satisfaction, And Your Bottom Line</b>          Cypress Room (2nd Floor)          Steve Young, Founder of Body Solutions, Body Solutions</p>	<p><b>Your Content Can Be an Asset: Put Down That Hammer</b>          Monterey Room (2nd Floor)          Laura Creekmore, President, Creek Content</p>	<p><b>Semantic markup is THE game changer. Get to know the 7 Key Differentiators, learn from real world cases and apply semantic markup to your case</b>          Chart Room (2nd Floor)          Florian von Lepel, Global Head of Information Management, STAR Group</p>
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12:30-2:00pm **Lunch**  
 Starlight Room (21st Floor)

<p>2:00-2:45pm <b>New Tools for Writers can Improve Compliance &amp; Lower Translation Costs</b>          Carmel Room (2nd Floor)          Thomas Aldous, SVP Global Operations, Acrolinx</p>	<p><b>Healthcare and YouTube: Why and How</b>          Cypress Room (2nd Floor)          Alison Cerier, Interactive Content Strategist, Medtronic</p>	<p><b>Finding the Value in Social Networking for Health</b>          Monterey Room (2nd Floor)          John Hixson, Assistant Professor, University of California San Francisco</p>
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<p>3:00-3:45pm <b>The ROI of Intelligent Content</b>          Carmel Room (2nd Floor)</p>	<p><b>Persuading Scientists—Marketing to the World's Most Skeptical Audience</b></p>
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Mark Lewis, Content Engineer and DITA Educator, Quark

Cypress Room (2nd Floor)

Michael Long, Chief Strategist, The Linus Group

3:45-4:30pm

**Afternoon Break - Technology Showcase**

Walnut Room / Empire Room (2nd Floor)

4:30-5:15pm

**Stop the Insanity! Planning for a Unified Omnichannel Strategy**

Carmel Room (2nd Floor)

Lisa Trager, President/Consultant, Trager Strategy

**Managing the Tug-of-War of Content Decision Making Through Governance**

Cypress Room (2nd Floor)

Brande Martin, Content Manager, College of American Pathologists

5:30-6:00pm

**Closing Remarks**

Empire Room (2nd Floor)

Ann Rockley, President, The Rockley Group

Scott Abel, Chief Content Strategist, The Content Wrangler

7:00pm-?

**Dinner On Your Own**

San Francisco