

LavaConnection

75



Drums Open Largest LavaCon Ever

by Chuck Martin

The largest number of registered attendees in the 21 year history of LavaCon were treated to a performance by the Asayake Taiko University drum troupe in the Manchester Hyatt Grand Ballroom in San Diego to open the 2023 conference.

It was an act hard to follow, but follow it conference organizer Jack Molisani did, introducing a lightning round of opening keynotes: Adobe's Stefan Gentz on making AI (artificial intelligence) work for your

enterprise content, Heretto's Scott Abel on content's impact on self-service customer experience, and Salesforce's Jo Ward on creating content experience beyond the app.

And yet the most popular experience of the day wasn't the drummers, wasn't the keynotes, wasn't the speaker tracks scattered across the hotel ballrooms, wasn't the lunch and opportunity to talk with dozens of tools and service vendors. The most popular experience of the day didn't speak a word. Because they don't speak at all.



Vendor News

Writerside is Released Today

JetBrains, the leading provider of professional software development tools, announces the launch of Writerside — its authoring and publishing solution for technical documentation — in Early Access Program.

"Come to the Writerside. We have cookies."

AirPods Max Giveaway

Heretto is giving away the AirPods Max. Come spin the wheels for your chance to win.

JBL Noise-Canceling Headphones Giveaway

Adobe is giving away a pair of JBL noise-canceling headphones. Enter at the Adobe booth. Drawing is Monday night.

AirPods Giveaway

TypeFi is giving away a set of Apple AirPods. Get your badge scanned at their booth for a chance to win. Drawing is Tuesday morning.

LavaCon 2024

Stop by the ProSpring booth for your chance to win a registration for LavaCon 2024 in Portland.

The three therapy dogs in the conference foyer were clearly the stars of the day. Even this reporter could not resist the allure of a pat and a skritch.

Schedule Updates: Monday

Last minute updates from the original printed program (some changes may also be reflected in the online schedule-at-a-glance at lavacon.org).

- **9:45am - 11:30am, Hillcrest CD:** The printed program contains the correct subject for Stefan Gentz's presentation: Elevate Your Content Strategy: Unleashing Seamless Integration and Innovative Publishing. The at-a-glance schedule on lavacon.org was updated incorrectly.
- **2:30pm - 3:15pm, Golden Hill AB:** Greg Chapple's *Enabling Contextual Delivery of Procedural Guidance* has been replaced by *A New Era of ECLM: The Platform & Ecosystem Strategy with Microsoft Integration*, by Martin Owen, CEO, and Emerson Welch, VP Global Marketing, Quark.

Session Summaries

Dirty DITA Deeds Done Dirt Cheap: A Case Against Structured Authoring and the Status Quo

The company was acquiring companies but not adding writers. So the problem wasn't as much a platform problem as a people problem. Writers weren't embedded in engineering. PMs, support, and others, as many as 900 people, could author and publish. It was a Wild West Wiki, a free-for-all. No governance or consistency. Content in duplicate and triplicate. Thousands of errors. People had stopped trusting the content.

A typical knowledge base structure is unorganized. It is necessary to organize content into topic hierarchies.

Although XML isn't DITA-based, it does have structure. Had to teach people why structure was important. One thing was consistency. Consistency reduces stress and promotes learning.

The Intersection of Content Strategy & Information Architecture: Story-telling from both perspectives

There are 3 roles: content strategist, management information architect, and delivery information architect.

Content strategy layer sets the goals, the targets, the scope and strategy. Goals can be broad. The scope depends on resources and set specific requirements.

Management IA looks at structure, which includes content modeling and metadata.

Delivery IA could be different from delivery IA, where things become more in focus.

How Measuring and Managing Content Quality Can Help You Prioritize Your Work

Different users have different goals. If publishing on a knowledge base or portal, different users--even prospective buyers--will come there. Goals of actual and potential users are different.



Need a framework to measure. 4 components: content quality, content importance, content efforts, and behavioral patterns.

What is content quality? It includes intrinsic quality, representational quality, contextual quality, and accessibility quality.

Content importance includes urgency, criticality, efficiency, multi-contextually, dependency, and repeatability. Cues of

high importance include many visits with significant time spent, repeat visits from the same user, user bookmarks topic, users navigate through an array of topics, or the source topic contains conditional content. The latter means the topic serves the needs of different audiences.

Using these cues alone may not help, and may mislead. This is where behavior patterns come in.

Content Quality is not an Accident – Defining and measuring KPIs for Enterprise Content Quality

One way that the quality of content has been measured in in the readability of the text.

Need something else. Readability scores can be high on unintelligible text.

What does it mean for linguistic quality? Controlled language. Rules for style, grammar, and spelling, plus a vocabulary.

A style guide is a formal description of a corporate language. The settings of a style guide are the KPIs. The settings of a style guide define the quality criteria.



Taking Facilitation and Training to the Next Level

Andrea Ames has seen a huge difference in her workshops since joining XCHANGE, "...OXE is A-MAZE-BALLS. Jon Berghoff's generosity and heart is boundless. If you want to elevate every meeting, event, convening—even individual conversation—that you have, you will experience (not just learn) how that is done in the most heart-centered way at OXE... Do it for yourself. Do it for everyone you interact with." (Andrea's session at 4:20pm on Monday will use these techniques, as will her post-conference design thinking workshop on Tuesday.)

Comgenesis, LLC, is excited to bring XCHANGE to you on 10 November 2023 at noon ET (refer to the flyer in your conference bag to sign up). Jon Berghoff, founder of XCHANGE, has generously agreed to give a FREE workshop to the LavaCon community. If you want to level up your facilitation and training game, come join us!