

LavaConnection

The Daily Newsletter of the LavaCon Content Strategy Conference

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23rd LavaCon Comes to Atlanta

by Chuck Martin

After two years in San Diego and Portland, the 23rd LavaCon Content Strategy Conference settled in Atlanta for 2025, combining the best information about content strategy and management with good ol' southern hospitality.

Conference organizer Jack Molisani said he chose the city because he was looking for a location in the south with a "hotel big enough" and had "great air connections," the latter because people were coming from as far away as India and Saudi Arabia. He also said that he saw this 23rd LavaCon as having the "strongest ever" lineup of speakers.

Today and Tuesday will begin and with featured speaker presentations bookending the day's breakout sessions. Wednesday, which is a half day, starts the day with breakout sessions, before ending with a final wrap up and closing panel.

An Exhibit Hall Monday and Tuesday features dozens of vendors offering technical communication and content strategy products and services. Lunch and afternoon breaks on Monday and Tuesday give you extra time to visit the Exhibit Hall. Several vendors offer special conference-related discounts, offers, or giveaways. Visit vendor booths for details.

Lunchtimes offer more than just food. Today, for example, attendees can spend a few minutes relaxing with some therapy dogs in the Grand Ballroom Foyer.

Evenings are not forgotten. Tonight is a networking reception, followed by the always-popular Storytelling Event, at Gibney's Pub, less than 2 blocks away.



Schedule Updates

Monday:

- The 9:20am feature speaker LJ Marinello has been changed to Joe Gollner speaking on the "Art of Content Leadership."

Tuesday:

- The Richard Kung presentation at 1:15pm in the Tools and Technology track has been changed to Noz Urbina presenting on "The Role of Metadata in Managing Content in Unified Portals & AI-readiness"

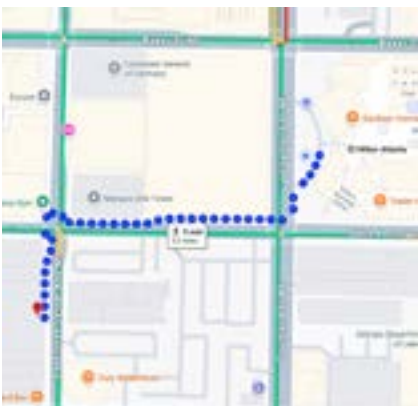
Wednesday:

- The John Gilmore and Brandon McCasland presentation at 10:30am in the Customer Experience and Governance track has been changed to Carol Hattrup presenting on "Write So Your Colleagues Won't Hate You: The R.E.A.D.E.R.S. Method"

Conference Notes and Tips

Here are some things useful to know for your time at LavaCon:

- Conference WiFi: SSID: **Hilton-Meeting** Password: **lava25** (case sensitive; beware your autocorrect when entering the password)
- Today is therapy dogs in the Grand Ballroom foyer at lunchtime.
- In your bag is a postcard. Write yourself a reminder about your experience and address it **to yourself** and turn it in at the Registration desk. You'll receive it in 4 weeks.
- In your badge are some slips of paper to recognize any staff, particularly hotel staff, that you'd like to recognize. Write their name and department on the slip and give it to someone at the Registration desk. If you run out, if you find many people deserving recognition, more slips are available at the Registration desk.
- Tonight there are two conference-related events:
 - Network Reception from 5:00 to 6:30 in the Exhibit Hall
 - Live Storytelling from 8:00 to 10:00 at Gibney's Pub (see map to left)



Monday Breakout Sessions At-a-Glance

This section summarizes today's breakout session schedule.

Track	Content Marketing and Content Strategy	Customer Experience and Governance	Content Development and Content Ops	Artificial Intelligence and Machine Learning	Tools and Technology
Room	204-205	206-207	Grand Ballroom	208-210	212-213
10:15-11:00	Get People to Do What You Want: The Magic of Influencing Without Authority	Healing a Broken Customer Experience	Content Strategy 101: Why Content Strategy Is Important and How You Can Make a Case for It	From Chaos to Context: Making AI Work for Enterprise Content	How to Choose the Right Content Management System for All
11:15-12:00	Mastering the PESO Model: Unifying Content Strategy and AI for Maximum Marketing Impact	Content in Color: How Strategists and Architects use Design to Bring Ideas to Life	The Leadership Multiplier: Systems to Scale Yourself and Your Team	Forecasting the Future: Generative AI's Role in Compliant Content Creation	What to Expect When You're Expecting (a CCMS)
1:15-2:00	The AI-First Marketing Team Blueprint	Expanding Self-Service for a Better Customer Experience	Documentation as Infrastructure: Scaling Strategy, Speed, and Trust at Broadcom	Honey, I Shrunk our Content Performance with GenAI	Automating Large Scale Rewriting Using Gen AI
2:15-3:00	Critical Persuasion: A D&D-Themed Guide to Rolling for Influence Without Authority	From Vision to Implementation: Adoption Techniques for Enterprise Content Teams	Panel Discussion: The Role of Structured Content and DITA in Agentic AI & RAG	Top Five Ways to Harness the Power of AI Co-Pilots	Using Learning Environment Modeling™ (LEM) to Design and Document Learning Experiences

Monday's Sponsor Events and Specials

Many LavaCon sponsors offer conference-specific specials and events. Here's what to look for today:

- Heretto has crowd favorite "Content" tees, sweatshirts and baseball caps. To pick one out, you gotta stop by the booth to 1. Record an audio short for our special LavaCon episode of Behind the Docs and 2. Take our super quick DITA survey.
- Conference attendees get 15% off all Scriptorium products. Use coupon code LavaCon2025 at checkout. One use per user, expires on October 31st, 2025.

Sponsors at All Levels

A conference such as LavaCon cannot exist without the support of its sponsors.

Adobe is the conference's Exclusive Diamond sponsor. Adobe has been part of the creative and technical communication communities for decades, offering not only products such as Photoshop and Illustrator, but products that many of us use, such as FrameMaker and Acrobat.

A newer sponsor is Sapphire Sponsor Markup AI, a newly founded spinoff of Acrolinx, a company created to "deliver content guardrails directly into the tools and workflows where your content lives."

MadCap Software is another Sapphire Sponsor. Long a stalwart of (Windows) desktop content development, they recently released a SaaS version, Flare Online.

Heretto, which rebranded a few years ago from easyDITA, is another Sapphire Sponsor. Heretto positions itself as a complete content operations stack.

Fluid Topics is one of several Platinum Sponsors. Fluid Topics helped establish a new product category: Content Delivery Platforms.

Scriptorium is another long-time sponsor, this year at the Platinum level. Scriptorium provides expert services to transform content operations for global companies.

Ingeniux is another Platinum Sponsor.

Sunday Poem

- a group poem by the attendees of the Sunday poetry workshop, titled "How to Get to LavaCon"

the flight became R-rated
when a leprechaun dropped an F-bomb.

Uninterested in the delay, the plane
burped us out, so I sprouted my annual wings
and took flight. I pointed my nose

to the wafting odor of churros at Tin Lizzy's.
The leprechaun said, Avoid churros.
I want them for myself; they're my rainbow.

The rainbow at the end of the tunnel
is dotted with the eyes
of 1,000 LavaCon people.

Why is it raining? What are we looking for?
I fold my wings and land
next to the softness of llamas.