

LlamaConnection

The Daily Newsletter of the LavaCon Content Strategy Conference

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"LavAICon" Completes First Day in Atlanta

by Chuck Martin

With nearly every session at least touching on artificial intelligence (AI), the first day of LavaCon at the Downtown Hilton in Atlanta could justifiably be called "LavAICon."

After conference organizer Jack Molisani welcomed the nearly 400 in-person attendees and more than 100 virtual attendees, 2 of the 3 the opening featured speakers in the Downtown Atlanta Hilton Grand Ballroom spoke on:

- How to Thrive as a Content Leader in the World of AI
- The Future of Content Creation in the Age of AI

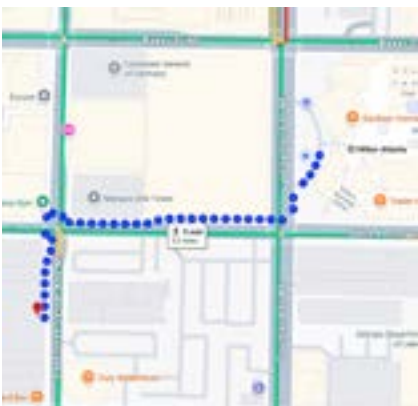
AI made appearances in many breakout sessions during the day, not just in the Artificial Intelligence and Machine Learning track. Several speakers explained how AI tools can help make content creators be more efficient in tier work, while stressing that AI will not and cannot replace writers.

At lunch, attendees crowded around, sat with, and got kissed by fluffy and friendly therapy dogs. Opportunities to network and to interact with the more than two dozen sponsor vendors occurred during the afternoon break and an evening network reception.

Today is the last day of the Exhibit Hall, capped with a 5:45pm wine reception "AI Uncorked" hosted by Fluid Topics at their booth.

Today is also the day for therapy llamas at lunch, which might make today LlamaCon.

The day will end with the always fun karaoke night, sponsored by RWS, at Gibney's Pub, less than 2 blocks away.



Schedule Updates

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"
- The "Blueprint Content Strategy" session by John Gilmore and Brandon McCasland will be presented on Wednesday as scheduled.

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 llamas 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.
- Looking for work? Grab a green dot at the Reception Desk and stick it on your badge.
- Today is the last day you can meet with vendor sponsors in the Exhibit Hall.
- Tonight there are two conference-related events:
 - Wine Reception "AI Uncorked" at 5:45 at the Fluid Topics booth
 - Karaoke Night, sponsored by RWS, from 6:30 at Gibney's Pub (see map to left)

Tuesday Breakout Sessions At-a-Glance

This section summarizes today's breakout session schedule. Changes are in **bold**.

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
9:45-10:30	What Marketing and Sales Can Teach the Rest of Us About Customer Experience	Beautiful Nonsense: The Wonderland of Hallucinations	Building the Case for Content Operations in Complex Organizations	Empowering Teams for Success with Building Agentic Experiences	Creating (Imperfect) Content for Perfectionists
10:45-11:30	How to Build an AI-supported Buyer's Journey	Building Trust: Measuring Human and Machine Performance on Technical Content	Making a Business Case for Content Tools: How to Advocate for the Right Tools and Secure Leadership Buy-In	RAGs to Riches: How Our Content Affects Retrieval Augmented Generation	Smart Content for Smart Learning: Transforming DITA Into LMS Courses
1:15-2:00	25 Tools in 25 Weeks: Solving Marketing Challenges with Human-Tested AI Solutions	Building a Content Strategy with a Small Team (or No Team at All)	Rethinking Content Metrics with AI: Proving Business Value and Driving Strategic Decisions	AI Content Strategy: Unifying Enterprise Teams, Redefining Authority	The Role of Metadata in Managing Content in Unified Portals & AI-readiness
2:15-3:00	Owning Your Brand Narrative in an AI-Driven World	Zero to Hero: Turning the Knowledge Management Kaleidoscope	Behind the Bot: Calculating the Cost of LLM-Powered Chat for Technical Content	A Tale of Ten Productivity Prompts	Docs-as-Code, DITA, or Unstructured Authoring?
3:45-4:30	The Four Pillars of Creating Findable and Usable Content	From Silos to Synergy: A Governance Framework for Building Bridges Across Teams	Use the Force of Your Words: The Jedi Path to Better Content	Speeding Through Compliance: How AI Helps Content Keep Pace with Change!	D(ocs) & D(evelopment): Finding the Perfect Party for Your Content Campaign

Tuesday'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.
- All entries in the above will be eligible for an espresso machine giveaway at the afternoon break. Must be present to win.
- Fluid Topics is hosting a wine reception, "AI Unleashed," at its booth at 5:45.

Sunday Poem

- Mike Stratton, who was in the Sunday poetry workshop, created this poem titled "Fork"

"Holy cow! - I. LOVE. THIS!"
The fork looks at me, says nothing.
But the chorizo says, "Marry me."
And even though LavaCon starts
in seven hours, even though
O'Hare's announcer blares
threats of missed flights,
even though I'm already happily married ...
I say it: "Yes. Yes, I will."
Can a technical writer
and a breakfast burrito make a life together?

The chef officiated.
The bride wore adobo (so did the groom).
We are LavaCon's first-ever honeymooners.

Sponsors at All Levels

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

RWS is a Sapphire sponsor this year. RWS offers Tridion Docs, the #1 intelligent content platform for technical knowledge.

Paligo is also a Sapphire sponsor. Paligo is the cloud-based CCMS built for smarter content reuse, seamless collaboration, and effortless multi-channel publishing.

Congree supports LavaCon at the Platinum sponsor level. Congree is the solution provider for consistent, efficient and quality-assured content creation.

Precision Content is another Platinum sponsor. Precision Content is a full-service technical communications solution provider helping medium- and large-scale organizations around the globe transform their content operations.

A Gold sponsor is Stilo, which provides exceptional tools to help organizations implement structured content solutions using XML.

Long-time CCMS authoring tool provider Author-It is another Gold sponsor.

Morningside equips the world's leading organizations with a full suite of end-to-end language solutions and is another Gold sponsor.

LX Studio, which partners with clients to co-create personalized, high-impact learning experiences, is a conference Silver sponsor.

Additional sponsors include TechSmith, Zaon Labs, TechWHIR-L, Multilingual Magazine, and the Component Content Alliance.