

# LavaConnection

The Daily Newsletter of the LavaCon Content Strategy Conference

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## Content Governance Joins AI as Important LavaCon Theme

by Chuck Martin

There is a growing theme evident in this year's LavaCon presentations, and it's not AI. But it is a theme inescapably intertwined with AI.

Speaker after speaker touched on content governance. The theme of governance includes concepts such as content needing to be properly maintained, well versioned, and strictly provenanced.

For example, the opening featured speaker, Rob Hanna, talked about broken trust, saying "once we break people's trust in content, they won't even bother to look at it anymore."

Then Megan Gilhooly stated about governance, risk, and compliance "With the regulations out there, and with AI, we have to build privacy into our solutions."

Later in the day, Jeff Coyle tied governance to quality in his breakout session, saying "Quality isn't negotiable. Quality is trust, depth, and usefulness."

Yet over and over, the message also was that the best people to govern content are also the people who are best for creating content and best for structuring and tagging content for AI: the technical writers and documentation developers and content strategists who invested in attending LavaCon.

Tuesday gave conference attendees a last chance to talk with the more than 2 dozen sponsor vendors. Heretto gave away an espresso machine during the afternoon break, and Fluid Topics hosted a wine tasting following the day's sessions.

And then there were llamas. Two of them, to be specific. A line wound around the foyer

long before the eagerly awaited soft and cuddly creatures, all waiting for a few moments of bliss.

The evening ended with good food, good company, merriment, and karaoke just a block away from the conference venue.

Today the conference wraps up with three morning breakout slots, and then a final recap and closing panel.



### Schedule Updates

#### Wednesday:

- The Manny Silva presentation at 8:30am in the Artificial Intelligence & Machine Learning track was moved to Tuesday.
- 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"

### See You In North Carolina!

The LavaCon Content Strategy Conference looks forward to seeing you next year in North Carolina.

Registration for next year's conference is currently BOGO: Buy one, get one. Bring a colleague. Bring a friend. And bring your chocolate and your love for llamas.



## Wednesday 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                                                                     |
| 8:30-9:15   | Am I The AI Luddite? Questioning the Use of AI in Content Creation              | Legal, Compliance, and Risk, Oh My! How to Shift Your Relationship from "Oh No!" to "Oh Yeah!" | Quantifying Quality: Navigating the Challenges of Measuring Content Impact        |                                                                              | Are You for Real? Fighting Fake Content and Maintaining Trust with C2PA     |
| 9:30-10:15  | Bridging Continents: Managing Product Content Teams Across Cultures and Borders | AI-Assisted Authoring: Hype vs. Reality Ensuring Consistency and Compliance                    | The Content Multiplier Effect: Reuse for Learning, Support, and AI-Ready Delivery | You Can Tune a Piano— You Can Also Tune a Prompt                             | Do You Need a CCMS to Deliver Enterprise Content With Quality and Velocity? |
| 10:30-11:15 |                                                                                 | <b>Write So Your Colleagues Won't Hate You: The R.E.A.D.E.R.S. Method</b>                      | From Chaos to Clarity: Automating the Hidden Costs Out of Content Operations      | The AI-Powered Editor: Using Smart Prompts to Restructure and Refine Content | Mastering the Developer Experience!                                         |

## 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)
  - 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.
  - Today is a half day (except for the post-conference workshops), and no lunch is provided.



### Sunday Poem

- Kim Nylander, who was in the Sunday poetry workshop, created this poem titled "LavaCon Submissions"

LavaCon RFP sent  
Clench my fist around the dice  
Shake, release, sputter  
Spin—  
    The llama shakes its head  
    Splattering water, mud in  
    Rorschach blots along the wall  
To land  
    Natural 20  
All gates open  
Gaming group herd free to roam  
Downtown hooves squishing a known path  
In the aftermath of a chewy, humid dawn  
A once-fallow field sprouting grain  
Granola for the picking  
For a well-written character  
Paper thinned with nubs of erased edits