

Thursday

9:00 am - 9:30 am

Management & Careers

Who Are We? A Mirror for Tech Comm and UA Professionals with **Joe Welinske**

Caldwell Lounge

9:30 am - 10:15 am

Tools & Technologies

Responsive Content: Single Sourcing for Desktop, Mobile, and Print with **Scott DeLoach**

Caldwell Lounge

10:30 am - 11:15 am

Management & Careers

Tech Comm, Meet Marketing. You'll Get Along Fine with **Bernard Aschwanden**

Caldwell Lounge

11:30 am - 12:15 pm

Content & Design

User Assistance in Modern Apps with **Everett McKay**

Caldwell Lounge

12:15 pm - 1:00 pm
Networking Lunch

1:00 pm - 1:45 pm

Tools & Technologies

A Guide to Contemporary PDF Design with MadCap Flare with **Nate Wolf**

G118

Tools & Technologies

CSS Best Practices with **Scott DeLoach**

G112

Management & Careers

Applying Information Architecture to Technical Documentation with **Christina Mayr**

Mayr

Caldwell Lounge

2:00 pm - 2:45 pm

Content & Design

Creating global content strategy for two Chinese universities with **Huilong Ding & Yingying Tang**

G112

Management & Careers

SEO, Content Auditing, and Content Management with **Giuseppe Getto**

Caldwell Lounge

Content & Design

The Art of Communication in Digital Marketing with **Bruce Gibbs**

G118

3:00 pm - 3:45 pm

Management & Careers

How to Position UA within UX with **Joe Welinske**

G118

Content & Design

Editing more than text with **Michelle Corbin**

Caldwell Lounge

Tools & Technologies

DITA for small teams: Lessons from the front lines with **Shane Taylor & Misti Pinter**

G112

4:00 pm - 5:00 pm

Tools & Technologies

Strategy Workshop on Authoring Tools with several experts

G126

5:30 pm - 7:00 pm
Optional Dinner and Networking
Location TBA

Friday

9:00 am - 9:45 am

General Interest

When Best Practices Aren't: User experience development in Social Justice contexts

Douglas M. Walls

G112

Content & Design

Beyond traffic reports: Using data, organizational messaging, and passion to reinvigorate your content strategy

Anna McHugh

Caldwell Lounge

Content & Design

Cutting-edge Design with MadCap Flare

Scott Deloach

G118

10:00 am - 10:45 am

Voice & Tone: Writing for Context and Emotional State

Jen Canter

G118

Content & Design

How to Write Ad Copy that Converts

Bruce Gibbs

G112

Management & Careers

Leading Strategies for Technical Writers to Influence Product Creation and Adoption

Katie Jones

Caldwell Lounge

11:00 am - 11:45 am

Content & Design

Accessible Design and Writing for Digital Content

Joe Welinske

Caldwell Lounge

Tools & Technology

Case Study: Real-world returns from structured authoring

Jake Campbell

G118

Management & Careers

The Challenges of Preparing Tech Comm Students for the Workforce

Lisa Veasey

G112

Social & Networking

11:45 am - 12:45 pm

Networking Lunch

Caldwell Lounge

General Interest

12:45 pm - 1:45pm

Quick Takes

Caldwell Lounge

2:00 pm - 3:00 pm

Tools & Technology

Move to Structure: Future Proof Content

Bernard Aschwanden

Caldwell Lounge

3:15 pm - 4:15 pm

Content & Design

UX persuasion with lighthouse examples

Everett McKay

Caldwell Lounge

4:30 pm - 5:00 pm

General Interest

Predictions for the Future of Tech Comm & UA plus Closing Remarks

Joe Welinske

Caldwell Lounge