



# CONVEX

**V**IRTUAL **E**XPERIENCE  
APRIL 26-28, 2021



**CIDM**

## Welcome to ConVEx!

I must admit we all hoped that this would be a “Welcome Back” letter – celebrating the return to an in-person event. Nevertheless, I am pleased to welcome you virtually and assure you that while the venue may be different than hoped, the variety and depth of our content and the quality of our speakers remains top-notch!

We learned a lot about virtual events in the last year, and continue to improve our offering, taking into account all the feedback we received about last year’s event. Previous attendees will notice a new interface from our streaming partner, ICV, and we’ve diversified the break-time sessions to cover a much broader spectrum of reasons that people get together beyond food and drink. However, the basic format remains the same, providing as many opportunities for you to get together in small groups as possible, while still giving you the opportunity to hide in the crowd if you want.

Although it is true of pretty much everything in life, I think it is especially important to remind you that what you take away from the event is directly proportional to what you put in. I strongly encourage you to watch the presentation recordings and then take advantage of having direct access to the speaker in a candid conversation to ask them your very specific, pointed questions. Join the Slack channel and say hi to old friends, post pictures of your pets, your morning libations, or afternoon snacks, share your observations, and ask questions of the community at large or speakers on the main stage. Interact with the exhibitors in the exhibit hall and in their Slack channels. Remember that we’re live almost 40 hours over the three days. We invite you to stretch your workday a bit and attend sessions that are outside of your normal worktime; pajamas are welcome attire.

Unlike in-person conferences, pets, children, and significant others are also welcome. In particular, we invite your whole family to watch Ben Zabin, an illusionist performing on the main stage Monday evening. Grab some snacks and be prepared to be amazed.

If I or any of my staff can do anything to make your experience better, I hope that you will let us know. Contact us through the support channel on Slack or send us an email. We all sincerely appreciate your trust in us to bring you an agenda and an experience worthy of your time and energy.

Enjoy!



## KEYNOTE PRESENTER *David Dylan Thomas*

David Dylan Thomas is the author of the book *Design for Cognitive Bias* from A Book Apart and is the creator and host of the Cognitive Bias Podcast. He has developed digital strategies for major clients in entertainment, healthcare, publishing, finance, and retail. He has presented at TEDNYC, SXSW Interactive, Confab, An Event Apart, LavaCon, UX Copenhagen, Artifact, IA Conference, Design and Content Conference, and the Wharton Web Conference on topics at the intersection of bias, design, and social justice.



*At ConVEx David will present:*

### **The Content Strategy of Civil Discourse: Turning Conflict into Collaboration**

April 26, 2021 from 11:00 – 12:30 EDT

In the current political climate, it seems like we’ve all but given up on productive, respectful discourse. However, there are simple design and content strategy choices we can make that encourage collaboration over conflict, even when dealing with hot-button issues. In this session we’ll look at real-world examples of how the way we phrase a question or design an interaction can have a huge impact on the quality of conversation, and the three rules they share.

### **“That’s great, but how do I convince my boss?”: Overcoming Bias to Advocate for Change**

April 28, 2021 from 17:30 – 19:00 EDT

It’s one thing to know what your organization should be doing, but that’s not always enough to convince the people who sign the checks. How do you get them on board? In this presentation, David will talk about the biases that drive organizations to make counterproductive and sometimes unethical choices, and what we can do about it. You’ll come away with a greater understanding of how to fight bias with bias to navigate some of the risk-averse, short-sighted, and poorly-incentivized habits organizations and clients often fall into.

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**Session:** Three Customer  
Experiences Improved by CCMS  
and Artificial Intelligence

ASK  
QUESTIONS



# Monday, April 26, 2021

Eastern	Main Stage	Everest	Matterhorn	Fuji	Kilimanjaro	Denali	Mauna Loa
10:00	<b>Meet and Greet Welcome</b>						
11:00	<b>The Content Strategy of Civil Discourse: Turning conflict into collaboration</b> David Dylan Thomas						
12:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
13:00	<b>Survival in Mergers</b> Stan Doherty, Oracle Peggy Sanchez, HPE Severin Foreman, Marvell Seth Park, NXP	<b>DITA Tours</b> Zoe Lawson, Synopsys	<b>Harvesting Semantic AI for Information Experience</b> Chip Gettinger, SDL	<b>Partnering to Develop An Industry-wide Standard for Inclusive Language</b> Larry Kunz, Extreme Networks	<b>Practical Tips for a Successful Content Transformation</b> Kevin Bruckner & Lindsay Baer, IBM	<b>Creating Cohesive Writing Teams</b> Rich Gebhardt & Tricia Kinman, Mastercard	<b>Compassionate Technical Writing</b> Robert Perry, Salesforce
14:00	<b>Extended Break</b>	<b>Find creativity with Feng Shui by Precision Content</b>	<b>Absinthe - History, Myth, Faux Pas, and Some Clarity Around The Green Fairy</b> By Jorsek/easyDITA	<b>Mad Libs &amp; Match Game! by Data Conversion Laboratory</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>
15:00	<b>User Experience</b> Scott Abel, The Content Wrangler Robert Perry, Salesforce Richard Pfeiffer, Genesys	<b>There and Back Again: An early adoption of DITA 2.0</b> Scott Hudson, ServiceNow	<b>PDFs from DITA: So many paths to the cheese</b> Leigh White, IXIASOFT Corinna Kinchin, Datazone	<b>What Counts in Technical Writing in 2021?</b> Berry Braster, Eteplan	<b>Scaling Smart Content Across the Enterprise</b> Gretyl Kinsey, Scriptorium	<b>Video Content Is Not As Hard As It Seems!</b> Shane Rose, 3M	
16:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
16:30	<b>2020 Retrospective: Challenges, Successes, and the "New Normal"</b> Vlad Khanin, NextGen Anna Schlegel, NetApp Lisa Hultman, ServiceNow						
18:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
18:30	<b>DITA 2.0 Panel</b> Scott Hudson, ServiceNow Kris Eberlein, OASIS DITA TC Chair Zoe Lawson, Synopsys	<b>DITA-Powered Knowledge Base Made Easy</b> Vi Kellersohn, Oberon		<b>Inside Out or Outside In?</b> Liz Fraley & Janice Summers Single Sourcing Solutions	<b>Seeing Double: How and when to reuse content</b> Amber Swope, DITA Strategies	<b>Structuring Your Images for a Seamless Content Experience</b> Regina Lynn Preciado, Content Rules	<b>Design Thinking: Creating Customer-Friendly Technical Content—Powered by Empathy</b> Richard Pfeiffer, Genesys
19:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
20:00	<b>Ben Zabin Virtual Illusionist</b>						

Sessions are color coded to help you find your favorite path through ConVEx.	Mainstage	Content Strategy	DITA	Management	Test Kitchens
	Social Events	Media	Technology	User Focus	Writing Standards

**Monday, April 26, 2021**

### *Insights and Inspirations*

**11:00-12:30 ET**

#### **The Content Strategy of Civil Discourse: Turning conflict into collaboration**

David Dylan Thomas

In this session we'll look at real-world examples of how the way we phrase a question or design an interaction can have a huge impact on the quality of conversation, and the three rules they share.

**16:30-18:00 ET**

#### **2020 Retrospective: Challenges, Successes, and the “New Normal”**

Vlad Khanin, NextGen, Anna Schlegel, NetApp, and

Lisa Hultman, ServiceNow

Perhaps we've analyzed and talked about the pandemic to death, but we'd be ignoring the elephant in the room, if we didn't acknowledge that 2020 changed the way we work. Panelists share their perspectives on the changes made, for better or worse, and provide insights and suggestions for building on the new foundations laid.

### *Trade Tips and Trends*

**13:00-14:00 ET**

#### **Survival in Mergers**

Stan Doherty, Oracle, Peggy Sanchez, HPE,

Severin Foreman, Marvell and Seth Park, NXP

Mergers and acquisitions give a company an opportunity to grow market share, often times eliminating competition in the process. But there is no question that they also wreak havoc as multiple cultures collide and people maneuver to find their place. Our panel of experts have all treaded these perilous waters and have advice to share.

**15:00-16:00 ET**

#### **User Experience**

Scott Abel, The Content Wrangler, Robert Perry, Salesforce,

and Richard Pfeiffer, Genesys

The panel discusses how we can develop a keener sense of empathy for our users and influence areas of customer experience outside our direct control.

**18:30-19:30 ET**

#### **DITA 2.0**

Scott Hudson, ServiceNow, Kris Eberlein, OASIS DITA TC Chair,

and Zoe Lawson, Synopsys

Members of the DITA TC committee share what you can expect in the forthcoming release and provide tips for how you can be ready when it is ready.

### *Candid Conversations*

**13:00-14:00 ET**

#### **DITA Tours**

Zoe Lawson, Synopsys

We're very familiar with DITA to PDF or HTML. However there are other types of user content, such as in-app tours that can be sourced from DITA as well. People are starting to look for transforms beyond the standard.

#### **Harvesting Semantic AI for Information Experience**

Chip Gettinger, SDL

New semantic AI technologies and best practices are emerging to automate taxonomy tagging processes. These investments provide rich benefits for improvements with customers and employees information experiences in discovery and search.

#### **Partnering to Develop An Industry-wide Standard for Inclusive Language**

Larry Kunz, Extreme Networks

In this session, you'll learn how Extreme Networks is making its content inclusive and how I'm working with colleagues throughout the profession to develop a public list of inclusive terms. I also look forward to leading a discussion about how best to promote inclusive language and gain buy-in from everyone who creates content.

#### **Practical Tips for a Successful Content Transformation**

Kevin Bruckner & Lindsay Baer, IBM

The audience will learn practical tips on how to create new and transform existing content for more visual mediums.

#### **Creating Cohesive Writing Teams**

Rich Gebhardt & Tricia Kinman, Mastercard

Managers need to learn how to facilitate cohesive writing teams. This can be achieved through purposeful hiring, thoughtful task assignment, collaborative approaches to daily work, and consistent communication. Join the discussion on how two managers at Mastercard build team cohesion in a challenging embedded environment.

#### **Compassionate Technical Writing**

Robert Perry, Salesforce

Technology is constantly changing and can be challenging at times. Technical writers can help bridge the gap and bring about a better understanding of not only the technology but how to use that technology to make a positive difference in the world.

**Monday, April 26, 2021**

### *Candid Conversations*

**15:00-16:00 ET**

#### **There and Back Again: An early adoption of DITA 2.0**

Scott Hudson, ServiceNow

DITA 2.0 a march into Mordor, or sailing into the Grey Havens? Gain insights into why you should adopt DITA 2.0, and some of the pitfalls to watch out for! This presentation covers content model analysis, DITA constraints, tool integration, and migration approaches. DITA implementers will be able to apply these techniques toward their own implementations.

#### **PDFs from DITA: So many paths to the cheese**

Leigh White, IXIASOFT and Corinna Kinchin, Datazone

Groups who are considering a new or different PDF solution will benefit from a clear illustration of the effort involved in performing a common design task using three common PDF design and production tool sets. They will be better prepared to choose the solution that best fits their budget, skill set, and goals.

#### **What Counts in Technical Writing in 2021?**

Berry Braster, Etteplan

Writers and managers will learn what trends in technical writing are important in 2021, and what approaches to take and strategies to follow in order to improve and optimize content accordingly.

#### **Scaling Smart Content Across the Enterprise**

Gretyl Kinsey, Scriptorium

Attendees will learn about the cost-saving advantages of smart content, get practical advice for expanding a smart content strategy from one department to many others across an organization, find out how to communicate the big-picture benefits of that expansion to managers and executives, and see examples of common challenges companies face when implementing enterprise content strategies.

#### **Video Content Is Not As Hard As It Seems!**

Shane Rose, 3M

Creating engaging video content can seem challenging, but in this session, you will learn that it is not as difficult as you may think. This session will help you develop a game plan for introducing video into your organization's content strategy.

### *Candid Conversations*

**18:30-19:30 ET**

#### **DITA-Powered Knowledge Base Made Easy**

Vi Kellersohn, Oberon

This presentation will show the added value DITA content brings to a dynamic delivery Knowledge Base. Participants will learn web based editors remove the burden of XML tagging, dynamic delivery enables fast and intelligent browser search, and how your entire KB system can be automated for fast and accurate information access from any device.

#### **Inside Out or Outside In?**

Liz Fraley & Janice Summers, Single Sourcing Solutions

The perspective you write from changes how you write. Oftentimes, we write from Inside the company and we delve into explaining features and showing how the technology works for users. What's missing is the user and what matters to them. They are viewing your carefully written documents from the outside in. Learn how to change your perspective!

#### **Seeing Double: How and when to reuse content**

Amber Swope, DITA Strategies

Information architects will learn (1) how to analyze deliverables to identify reusable content and (2) how to choose a DITA mechanism by studying reuse characteristics.

#### **Structuring Your Images for a Seamless Content Experience**

Regina Lynn Preciado, Content Rules

In this session, learn why structured images are crucial to your enterprise content strategy. Structured images are easy to find, easy to use, and most importantly, in high demand by your customers. Images are an essential part of delivering a curated output or personalized experience to your customers.

#### **Design Thinking: Creating Customer-Friendly Technical Content—Powered by Empathy**

Richard Pfeiffer, Genesys

This presentation will help you shift your mindset from a focus on technical features to one that generates great experiences. Learning the principles of Design Thinking will enable you to deepen your cognitive empathy with your readers and give you new techniques you can apply to projects of any kind.

Tuesday, April 27, 2021

Eastern	Main Stage	Everest	Matterhorn	Fuji	Kilimanjaro	Denali	Mauna Loa
3:00	<b>Let's Blur the Lines Between Content and Technology!</b> Anu Singh, Fiserv						
4:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
5:00	<b>Localization for an International Audience</b> Dominique Trouche, WhP Roy Wijnen, Etteplan Sara Whitwell, SDL	<b>Transclusion Through the Ages</b> Frank Wegmann, SoftwareAG	<b>Step-By-Step Guide to Developing Schematron Rules</b> Octavian Nadolu, oXygen	<b>Manage a High Performing Content Team: Lessons from Formula1</b> Ghaus Rabbani, Dell Technologies	<b>Understanding and Developing Information Flow for Better Documentation</b> Rik Page, Bluestream	<b>Managing Change in a VUCA World</b> Emily Hannon-Luijbregts, Seimens	<b>Customer Site Visit – Obsessed, We Don't Give Up!</b> Vishal Prasad, Cisco
6:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
6:30	<b>Metrics</b> Patrick Bosek, Jorsek Magda Caloian, Vestas Joe Gelb, Zoomin	<b>DITA Projects - Lessons from the trenches</b> Radu Coravu, oXygen	<b>Improving Print Output from Structured Content</b> Simon Taylor, PTC	<b>Reimagining Process Documentation Experience and Fostering Adoption</b> Debarshi Gupta Biswas, Cognizant	<b>Intent-based IA: A methodical approach to designing information</b> Vishal Palliyathu, Cisco	<b>How Mature Is Your (Digital) Content?</b> Pim Bekker, Etteplan	<b>DITA Topics to Microcontent: Doubling down on reuse</b> Chris Despopoulos, Turbonomic
7:30	<b>Extended Break</b>	<b>Baileys Mudslide and Guinness Mug Cake with Miramo</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>
8:30	<b>How Intelligent Is Your Content?</b> Michael Iantosca, Avalara						
10:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
10:30	<b>CX Friend or Foe? How content goals drive CX</b> Megan Gilhooly, Zoomin Jill Sheffield, Mastercard Tony Morales, ServiceNow Jennifer Kaufman, NetApp	<b>Collaboration Between Designers and Content Developers in Creating z/OS Solutions</b> Barbara Neumann, IBM	<b>Improving Your Documentation Project With "Docs as Code"</b> Alexandru Jitianu, oXygen	<b>Increasing Brand Recognition via Content While Saving Benjamins</b> Pam Noreault, SDL	<b>Suddenly, Everyone's A Tech Writer</b> Helen St. Denis, Stilo	<b>Authoring, Collaboration and CX – the Three Key Experiences that Paligo Delivers</b> Paligo Test Kitchen	<b>MiramoPDF Workshop</b> Miramo Test Kitchen

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Tuesday, April 27, 2021

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12:00	<b>DITA Publishing</b> Brianna Stevens, Comtech Services Radu Coravu, oXygen Leigh White, IXIASOFT Eliot Kimber, Contrext	<b>Contours of DITA 2.0</b> Kris Eberlein, Eberlein Consulting	<b>Implementing DITA-Git Based Authoring Toolchain</b> Vlad Khanin, NextGen Healthcare Frank Miller, Ryffine	<b>Developer Help Based on Training Courses</b> Ekaterina Androsova, Acumatica	<b>A Fit for Microcontent</b> Joyce Lam & Kathryn Torriano, Precision Content	<b>I Bet You Cannot Do That! Adobe's CCMS</b> Adobe Test Kitchen	<b>Generating Revenue from DITA</b> Bluestream Test Kitchen
13:00	<b>Extended Break</b>	<b>The Knitting Circle with Zoë Lawson</b>	<b>Rise and Stretch with IXIASOFT</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>
14:00	<b>The Power of Inclusive Language Practices</b> Toni Mantych, ServiceNow Larry Kunz, Extreme Networks Sarah Leritz-Higgins, Siemens Angela Browne, SAP						
15:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
16:00	<b>Alternative Technologies</b> Tom Berry, ServiceNow Carlos Evia, Virginia Tech Frank Miller, Ryffine Chris Gales, Splunk	<b>A Tale of Two Transformations</b> Jonathan Chandler, Intralox Val Swisher, Content Rules	<b>Getting a Fresh Perspective on Technical Writing</b> George Eckel, ServiceNow	<b>Worst Case Scenario: Losing your job during a pandemic</b> Dana Aubin, Comtech Services	<b>A Path Through Chaos: Introducing the content orchestration model</b> Kit Brown-Hoekstra & Cruce Saunders, [A]	<b>Exploring PTC Illustration Tools</b> PTC Test Kitchen	<b>Owning Your Company's Most Visited Website: Rabbit holes and joyrides</b> Kirstin Maurer, Teradata Fabrice Lacroix, Antidot
17:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
17:30	<b>Agile Methodology</b> Debra Kahn, DK Consulting Ted Wolff, Danfoss Becky Dimock, IBM	<b>Scaling Videos for Documentation and Training By Reusing DITA Content</b> Ben Colborn, Nutanix Mark Hellinger, Videate, Inc.	<b>My Experience with Upgrading a Component Content Management System (CCMS)</b> Maria Yenerich, NXP	<b>Start At the Start: With your writers</b> Angela Browne, SAP	<b>The Rise of ContentOps: More than a semantic fad</b> Toni Mantych, ServiceNow	<b>The Art of Minimalism</b> Janice Summers & Liz Fraley, Single-Sourcing Solutions	<b>SEO for Docs: Find the needle, skip the haystack</b> Kirstin Maurer, Teradata

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# Tuesday, April 27, 2021

## *Insights and Inspirations*

**3:00-4:30 ET**

### **Let's Blur the Lines Between Content and Technology!**

Anu Singh, Fiserv

As technical communicators and content strategists, we must leverage technologies that learn and enrich the product experiences and balance experiential learning by providing a quick access to the right, easy to understand, information—just when a user needs it, intelligently. This is the new Technical Content Industry 4.0, and from the language of the product origination, we are shifting to the language of users. Alexa is learning!

**8:30-10:00 ET**

### **How Intelligent Is Your Content?**

Michael Iantosca, Avalara

Michael explains Intelligent Object Retrieval using structured knowledge assets. Knowledge assets, such as taxonomy, ontology, knowledge graphs, combined with cognitive AI services and Intelligent Content, are required to achieve adaptive, pro-active, and autonomous content built upon a single intelligent content architecture. As a bonus, attendees will gain access to Michael's full fifty-page paper that dives into much greater detail. Join Michael as he provides a visionary glimpse of the future.

**14:00-15:30 ET**

### **The Power of Inclusive Language Practices**

Toni Mantych, ServiceNow, and Larry Kunz, Extreme Networks,

Sarah Leritz-Higgins, Siemens, and Angela Browne, SAP

Learn how companies are adjusting their content practices to support diversity, equity, and inclusion. Hear about common challenges in creating inclusive language and how to address them. Understand how using inclusive language—at home and at work—can increase the reach and impact of our words and content .

## *Trade Tips and Trends*

**5:00-6:00 ET**

### **Localization for an International Audience**

Dominique Trouche, WhP, Roy Wijnen, Etteplan, and Sara Whitwell, SDL

The panel discusses how to integrate considerations into the design and development process rather than as an afterthought that may require awkward and expensive retrofitting.

**6:30-7:30 ET**

### **Metrics**

Patrick Bosek, Jorsek, Magda Caloian, Vestas, and Joe Gelb, Zoomin

The panel discusses which metrics provide a holistic view of your operations, including both internal and external performance considerations.

**10:30-11:30 ET**

### **CX Friend or Foe? How content goals drive CX**

Megan Gilhooly, Zoomin, Jill Sheffield, Mastercard,

Tony Morales, ServiceNow, and Jennifer Kaufman, NetApp

Megan hosts this panel of top Support and Content leaders to discuss goals that hit or missed the CX mark.

**12:00 – 13:00 ET**

### **DITA Publishing**

Brianna Stevens, Comtech Services, Radu Coravu, oXygen,

Leigh White, IXIASOFT, and Eliot Kimber, Contrext

This expert panel gives writers advice about how to still get the most out of their stylesheets to create consistent, attractive, and usable outputs.

**16:00-17:00 ET**

### **Alternative Technologies**

Tom Berry, ServiceNow, Carlos Evia, Virginia Tech, Frank Miller, Ryffine,

and Chris Gales, Splunk

The panelist will discuss what alternative technologies are being adopted, their strengths and weaknesses, and how they should fit into a modern, enterprise-wide content strategy.

**17:30-18:30 ET**

### **Agile Methodology**

Debra Kahn, DK Consulting, Ted Wolff, Danfoss, and Becky Dimock, IBM

The panel discusses ways documentation teams can adapt to this high-speed development environment and make the Agile process work for them, rather than the team working for the process.

# Tuesday, April 27, 2021

## *Candid Conversations*

**5:00-6:00 ET**

### **Transclusion Through the Ages**

Frank Wegmann, SoftwareAG

A very basic but important concept in documentation is dissected in the presentation, taking the audience back to the beginnings and on a journey through different implementations, thereby emphasizing modern realizations and how this impacts the ease of use that transclusion can be put forward in documentation work nowadays.

### **Step-By-Step Guide to Developing Schematron Rules**

Octavian Nadolu, oXygen

In this tutorial, you will learn how to create ISO Schematron schemas, use XPath to express your constraints, and validate your XML files using an ISO Schematron schema and create a report.

### **Manage a High Performing Content Team:**

#### **Lessons from Formula 1**

Ghaus Rabbani, Dell Technologies

The presentation aims to elevate the public perception of content teams. It will draw parallels between the incredibly intricate organization of an F1 team and the content services organization. It attempts to romanticize the everyday jobs of content teams, which should provide managers a framework to create a work environment that commands excellence.

### **Understanding and Developing Information Flow for Better Documentation**

Rik Page, Bluestream

The presentation aims to encourage people to look at the broader opportunities for DITA. To examine the full life-cycle of data and explore how the technology they are already working with can greatly impact the business.

### **Managing Change in a VUCA World**

Emily Hannon-Luijbregts, Seimens

During this session, we'll discuss the basics of surviving in this ever-changing world and why change management will be one of the most important skills you can cultivate next year as a leader.

### **Customer Site Visit – Obsessed, We Don't Give Up!**

Vishal Prasad, Cisco

This presentation focuses mainly on showcasing how and what the different opportunities a technical writer has apart from their daily work that can improve their documents' quality. This presentation will be a fun eye-opener for the audience to start thinking from a different perspective and understand that there isn't any stopping.

## *Candid Conversations*

**6:30-7:30 ET**

### **DITA Projects - Lessons from the trenches**

Radu Coravu, oXygen

In this presentation I want to look in those places where the DITA standard meets the tools and the practitioners (where the rubber meets the road) and discuss about: content storage, DITA vocabulary, content reuse, and more.

### **Improving Print Output from Structured Content**

Simon Taylor, PTC

This session will show how it is possible to have both automated and good-looking output with the option to add finishing touches to take it to the next level.

### **Reimagining Process Documentation Experience and Fostering Adoption**

Debarshi Gupta Biswas, Cognizant

The presentation uncovers compelling success strategy for a large process documentation engagement starting with a consultative documentation needs analysis, process documentation maturity identification leveraging industry best practices, and techniques of stakeholder mapping.

### **Intent-based IA: A methodical approach to designing information**

Vishal Palliyathu, Cisco

It introduces a new design methodology that walks the audience through primary and secondary affordances – powerful ideas that helps demystify contemporary IA paradigms and helps them leverage their existing documentation libraries to better hand-hold customers into a seamless Intent-based Information Architecture.

### **How Mature Is Your (Digital) Content?**

Pim Bekker, Etteplan

Based on real examples I will show/question step by step what the impact is when moving away from traditional books into digital publications using a content delivery platform (CDP). Publishing content to a CDP gives you so many more possibilities. I like to have an interactive session with the audience and discuss the digitization journey.

### **DITA Topics to Microcontent: Doubling down on reuse**

Chris Despopoulos, Turbonomic

This presentation will briefly review the architecture of our online help app and show how we integrated the transform services in the product. We will then look at metadata we use in our topics to control what we serve as microcontent.



**Tuesday, April 27, 2021**

### ***Candid Conversations***

**10:30-11:30 ET**

#### **Collaboration Between Designers and Content Developers in Creating z/OS Solutions**

Barbara Neumann, IBM  
Our team in Content Design and Development collected all z/OS software information in one place that is needed to understand and utilize System Recovery Boost. We also reused the information seamlessly in the z/OS content library. In addition, we also provided an interactive starting point and access to a variety of resources for the customer system programmers.

#### **Improving Your Documentation Project With “Docs as Code”**

Alexandru Jitianu, oXygen  
We will analyze a working Docs as Code setup that will be freely available on GitHub afterward so attendees will be able to fork it, work with it, gain a deeper understanding and apply these concepts into their own documentation projects. Although any text-based document format works, for the purpose of this presentation, a mixed DITA and Markdown project will be used in the demo setup.

#### **Increasing Brand Recognition via Content While Saving Benjamins**

Pam Noreault, SDL  
This session will provide content creators with five solid ways to increase brand recognition, via content, which directly results in money saved. Pam promises to share success metrics, along with real-life stories, where this approach has proven success.

#### **Suddenly, Everyone’s A Tech Writer**

Helen St. Denis, Stilo  
We can look at technical communication from the outside, in. Most of the things that folks have had to write up for others during this pandemic actually have documentation already. Thinking about why we still need these additional resources might help us communicate better in our professional capacity.

### ***Candid Conversations***

**12:00-13:00 ET**

#### **Contours of DITA 2.0**

Kris Eberlein, Eberlein Consulting  
Join Kris Eberlein, chair of the OASIS DITA Technical Committee, for an overview of DITA 2.0. She’ll cover what’s included (and what’s not), how to prepare for DITA 2.0, and thoughts about migration paths from DITA 1.x to DITA 2.0.

#### **Implementing DITA-Git Based Authoring Toolchain**

Vlad Khanin, NextGen Healthcare and Frank Miller, Ryffine  
This presentation is a story of how NextGen Healthcare, with help from Ryffine has implemented DITA-Git based infrastructure after successfully presenting and getting approval on our business case.

#### **Developer Help Based on Training Courses**

Ekaterina Androsova, Acumatica  
The audience will learn about an untraditional approach to providing help and educating developers. The audience will also learn how to construct a training course which contains theoretical part, step-by-step guides, and examples.

#### **A Fit for Microcontent**

Joyce Lam & Kathryn Torriano, Precision Content  
We discuss what happens when a microcontent strategy is poorly executed, how to define success, and how to reach those objectives. We discuss what happens when a microcontent strategy is poorly executed, how to define success, and how to reach those objectives.

**Tuesday, April 27, 2021**

### ***Candid Conversations***

**16:00-17:00 ET**

#### **A Tale of Two Transformations**

Jonathan Chandler, Intralox and Val Swisher, Content Rules  
Attendees will learn valuable tips for how to make a move to modular content a success. You’ll take away an accurate description of what a successful transformation looks like in the real world and the benefits of open-mindedness, flexibility, and patience.

#### **Getting a Fresh Perspective on Technical Writing**

George Eckel, ServiceNow  
This seminar gives technical writers new tools and ways of thinking derived from UX and content-writing principles. You’ll learn how to user-test your documentation the way a researcher would. You’ll learn how content writers think so you can think about technical writing from a fresh perspective.

#### **Worst Case Scenario: Losing your job during a pandemic**

Dana Aubin, Comtech Services  
Sharing my experiences with LinkedIn, networking online, and remote interviews will help anyone currently looking for a job or anyone who looks for a job in a post-Covid world. One of the biggest changes is letting everyone know you’re looking instead of the old advice to not let anyone know.

#### **A Path Through Chaos: Introducing the content orchestration model**

Kit Brown-Hoekstra & Cruce Saunders, [A]  
Join us as we journey from chaos to concerto, exploring the ways you can implement the Content Orchestration Model in your digital transformation.

#### **Owning Your Company’s Most Visited Website: Rabbit holes and joyrides**

Kirstin Maurer, Teradata and Fabrice Lacroix, Antidot  
Switching to modern delivery methods brings big changes. Join us as we share our journey and lessons learned after moving our vast enterprise content from PDF downloads to web-based dynamic delivery. Learn how our requirements grew, and how Teradata and Fluid Topics worked together to address them.

### ***Candid Conversations***

**17:30-18:30 ET**

#### **Scaling Videos for Documentation and Training By Reusing DITA Content**

Ben Colborn, Nutanix and Mark Hellinger, Videate, Inc.  
By attending this presentation, the audience will expand their notions of the benefits of structured content and possibilities for delivering it to customers.

#### **My Experience with Upgrading a Component Content Management System (CCMS)**

Maria Yenerich, NXP  
The presentation will benefit those who are considering a CCMS upgrade from a Software as a Service (SaaS) provider. Based upon NXP’s experience with an upgrade, I will share how our next planned upgrade will be planned, resourced, and tested based upon our lessons learned.

#### **Start At the Start: With your writers**

Angela Browne, SAP  
Tools and technology promise progress and efficiencies. But in order to be really successful in any change, transformation, or innovation, you have to start at the start, with the people who do your writing. During this session, I’ll share some stories—both of success and failure—about how our team has been transforming along with our content.

#### **The Rise of ContentOps: More than a semantic fad**

Toni Mantych, ServiceNow  
As content practitioners, we tend to be intensely attuned to changes in terminology and usage. We also tend to scrutinize such changes to discern what’s really behind them, what they “mean,” and what their impact is.

#### **The Art of Minimalism**

Janice Summers & Liz Fraley, Single-Sourcing Solutions  
Join us as we examine the various modalities of minimalism and use their works as inspiration in our practices of Professional and Technical Writing. We’ll talk about techniques you can adopt that may help simplify the art of balancing between too little and too much.

#### **SEO for Docs: Find the needle, skip the haystack**

Kirstin Maurer, Teradata  
In this presentation, we’ll share practical ways to measure and manage findability for large volumes of enterprise content. We will cover different aspects of SEO, including technical and content improvements. Being a long-time DITA shop, we will also talk about how we implemented SEO in DITA.

Tuesday, April 27, 2021

**Test Kitchens**

**10:30-11:30 ET**

**Authoring, Collaboration and CX – the Three Key Experiences that Paligo Delivers**

Paligo

This is your opportunity to take a look inside the industry's most lightweight and user-friendly component content management system (CCMS). Unlike traditional solutions, Paligo is fast, easy to collaborate in, and makes documentation management a breeze.

**10:30-11:30 ET**

**MiramoPDF Workshop**

Miramo

This Test Kitchen includes our demo highlighting just how easy it is to customize your PDF output, followed by a Q&A session – email your PDF formatting challenges in advance of the workshop to support@datazone.com and we will give a live demonstration of how it can be handled by MiramoPDF.

**12:00-13:00 ET**

**I Bet You Cannot Do That! Adobe's CCMS**

Adobe

Join Bernard, Chad, and Stefan for this fast and fun stage play of 40 minutes walking through the core functionalities of Adobe's CCMS – XML Documentation for Adobe Experience Manager. Get a glimpse of the powerful feature set from legacy content migration to online and offline authoring, online review, translation, publishing. Stefan will challenge Bernard and Chad and try to bring them to their and the systems limit. Will he manage to do that?

**Test Kitchens**

**12:00-13:00 ET**

**Generating Revenue from DITA**

Bluestream

When technical documentation is just about "how to do something" there is little tangible monetary value. But when it is part of a comprehensive data flow of information from manufacturing systems through to fulfillment, that changes. Bluestream will show how enhanced integration and new functionality can increase the value of your documentation.

**16:00-17:00 ET**

**Exploring PTC Illustration Tools**

PTC

An overview and demonstration of PTC Arbortext IsoDraw and Creo Illustrate looking at linked, managed CAD data sources and BOM driven parts catalogs. Enabling illustrators for technical publications to utilize accurate 3D source material is a wonderful way to extend the digital thread.

# Best Practices Conference



*September 20-22, 2021*



Find more information about CIDM's Best Practices Conference at

<https://bp.infomanagementcenter.com/>

Wednesday, April 28, 2021

Eastern	Main Stage	Everest	Matterhorn	Fuji	Kilimanjaro	Denali	Mauna Loa
3:00	<b>Finding the Proverbial Needle In a Haystack</b> Dawn Stevens, Comtech Services						
4:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
5:00	<b>Maturity Models</b> Anu Singh, Fiserv Debarshi Biswas, Cognizant Dawn Stevens, Comtech Services	<b>Jumping Psychological (and Corporate) Hurdles When Moving to DITA</b> Jang Graat, Smart Information Design	<b>At the Speed of Light - Continuous Content Delivery</b> Fabrice Lacroix, Antidot Fluid Topics	<b>Outsourcing Technical Documentation: Best practices</b> Vasanth Vaidyanathan, KLA Corporation	<b>Digital Transformation at Varian: Turning a business imperative into an intelligent information strategy</b> Nicholas Rowlands, Varian	<b>Automation As An Additional Quality and Productivity Driver</b> Rudolf Matavka, STMicroelectronics	<b>New Ways for DITA Integration</b> Xpublisher Test Kitchen
6:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
6:30	<b>Definition of Quality (Editing)</b> Dana Aubin, Comtech Services Andrea Studzinski, Ping Identity Yoel Strimling, CEVA, Inc.	<b>DITA Isn't for Everyone (And Here's Why)</b> Keith Schengili-Roberts & Josh Anderson, Precision Content	<b>Every User Matters</b> Lawrence Orin & Joe Gelb, Zoomin	<b>Content Metrics in Context</b> Magda Caloian, Vestas	<b>Documentation Strategy for SaaS products</b> Vaijayanti Nerkar & Priya Shetye, BMC Software	<b>It's All About The 3 Cs! Exploit the full potential of your content</b> Torsten Machert, Congree	<b>Just a Friendly Reminder</b> Comtech Services Test Kitchen
7:30	<b>Extended Break</b>	<b>Baileys Mudslide and Guinness Mug Cake with Miramo</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>
8:30	<b>Unveiling the Free, Flexible World of Knowledge</b> Cruce Saunders, [A]						
10:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
10:30	<b>Tools &amp; Development: Courtship, Commitment &amp; Relationship Goals</b> Sarah O'Keefe, Scriptorium Val Swisher, Content Rules Liz Fraley, Single-Sourcing Solutions	<b>How to Power Up Your Content with a Content Strategy</b> Dominique Trouche, WHP	<b>Tell Me What You Want: Automated and contextualized release notes</b> Dawn Bunting & Stephanie Lee ServiceNow	<b>Writing for Reuse</b> Jean Tennille, NextGen Healthcare	<b>Design 101 for Tech Writers: UX Principles For Omnichannel Publishing</b> Nate Pacelli, Jorsek	<b>The Perfect Symphony – A Collaborative DITA Project Using oxygen</b> oxygen Test Kitchen	

Sessions are color coded to help you find your favorite path through ConVEx.	Mainstage	Content Strategy	DITA	Management	Test Kitchens
	Social Events	Media	Technology	User Focus	Writing Standards

# Wednesday, April 28, 2021

Eastern	Main Stage	Everest	Matterhorn	Fuji	Kilimanjaro	Denali	Mauna Loa
12:00	<b>Media</b> Roger Hadley, Fiserv Shane Rose, 3M Ben Colborn, Nutanix Kevin Bruckner, IBM	<b>More with Less:                      Our journey to eliminate boring work</b> Tom Berry & Dawn Bunting ServiceNow	<b>Three Customer Experiences Improved by CCMS and Artificial Intelligence</b> Eric Kuhnen, TransPerfect	<b>Case Study of Technical Content Improvement: Aspects, metrics, and results</b> Michael Tsurikov, NXP	<b>Understanding the Content Ecosystem to Map Microcontent</b> Rob Hanna & Peihong Zhu, Precision Content	<b>No Internet? No problem! Product Answers Everywhere!</b> Zoomin Test Kitchen	<b>Turn CCMS Topics into Video Experiences</b> GlobalLink Astoria and TXTOmedia Test Kitchen
13:00	<b>Extended Break</b>	<b>Content Strategy Networking with Scriptorium</b>	<b>The Game Zone</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>	<b>Extended Break</b>
14:00	<b>Quality Is Never an Accident</b> Dawn Stevens & Kathy Madison, Comtech Services						
15:30	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
16:00	<b>Searchability, Findability, and Discoverability</b> Kirstin Maurer, Teradata Mike Iantosca, Avalara Andreas Blumauer, PoolParty	<b>Diagrams As Code With PlantUML</b> Roger Hadley, Fiserv		<b>Creating Truly Reusable Content: The five dimensions of content standarization</b> Val Swisher, Content Rules	<b>How Do Workflow Tickets Fit in a Unified Content Strategy?</b> Debra Kahn, DK Consulting	<b>Harmonizer: The First Step in Identifying Content Redundancy</b> Data Conversion Laboratory Test Kitchen	<b>Authoring, Collaboration and CX – the Three Key Experiences that Paligo Delivers</b> Paligo Test Kitchen
17:00	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>	<b>Break Time</b>
17:30	<b>Endnote</b> <b>“That’s Great, But How Do I Convince My Boss?”: Overcoming Bias to Advocate for Change</b> David Dylan Thomas						

Sessions are color coded to help you find your favorite path through ConVEx.	Mainstage	Content Strategy	DITA	Management	Test Kitchens
	Social Events	Media	Technology	User Focus	Writing Standards

Wednesday, April 28, 2021

### *Insights and Inspirations*

**3:00-4:30 ET**

#### **Finding the Proverbial Needle In a Haystack**

Dawn Stevens, Comtech Services

In this rapid fire presentation, Dawn presents dozens of proven and speculative factors that you as a technical writer can address to optimize your content for findability.

**8:30-10:00 ET**

#### **Unveiling the Free, Flexible World of Knowledge**

Cruce Saunders, [A]

In this sweeping presentation, hear a vision for how to resurface latent value in organizations by reimagining how content is modeled and managed in a decoupled content supply chain.

**14:00- 15:30 ET**

#### **Quality Is Never An Accident**

Dawn Stevens & Kathy Madison, Comtech Services

In 2020 the Center for Information-Development Management (CIDM) surveyed its members to explore trends in establishing and following quality standards in technical publications. Join Dawn Stevens and Kathy Madison as they share and analyze the survey results.

**17:30-19:00 ET**

#### **“That’s Great, But How Do I Convince My Boss?”:**

#### **Overcoming Bias to Advocate for Change**

David Dylan Thomas

In this talk, David Dylan Thomas, author of Design for Cognitive Bias, will talk about the biases that drive organizations to make counterproductive and sometimes unethical choices, and what we can do about it. You’ll come away with a greater understanding of how to fight bias with bias to navigate some of the risk-averse, short-sighted, and poorly-incentivized habits organizations and clients often fall into.

### *Trade Tips and Trends*

**5:00-6:00 ET**

#### **Maturity Models**

Anu Singh, Fiserv, Debarshi Biswas, Cognizant, and Dawn Stevens, Comtech Services

The panel discusses the common critical behaviors found in highly effective information development teams and suggests strategies for improving those areas within your own teams.

**6:30-7:30 ET**

#### **Definition of Quality (Editing)**

Dana Aubin, Comtech Services, Andrea Studzinski, Ping Identity, and Yoel Strimling, CEVA, Inc.

The panel identifies and prioritizes the critical factors that influence the perception of quality, and discusses the best ways to achieve agreement on its definition.

**10:30-11:30 ET**

#### **Tools & Development:**

#### **Courtship, Commitment & Relationship Goals**

Sarah O’Keefe, Scriptorium, Val Swisher, Content Rules, and Liz Fraley, Single-Sourcing Solutions

Between them, the panelists have guided hundreds of companies in locating their perfect match. In this session, they give advice about the considerations and process needed when replacing or expanding a content ecosystem.

**12:00-13:00 ET**

#### **Media**

Roger Hadley, Fiserv, Shane Rose, 3M,

Ben Colborn, Nutanix, and Kevin Bruckner, IBM

The panel presents considerations for effective media use in your documentation.

**16:00-17:00 ET**

#### **Searchability, Findability, and Discoverability**

Kirstin Maurer, Teradata , Mike Iantosca, Avalara, and

Andreas Blumauer, PoolParty

Panelists discuss techniques for making your content more searchable, findable, and discoverable.

Wednesday, April 28, 2021

### *Candid Conversations*

**5:00-6:00 ET**

#### **Jumping Psychological (and Corporate) Hurdles When Moving to DITA**

Jang Graat, Smart Information Design

I will expose a number of common hurdles and clarify their psychological backgrounds, so that innovators can find the right types of arguments to convince their corporations of the benefits in using DITA the way it is supposed to work.

#### **At the Speed of Light - Continuous Content Delivery**

Fabrice Lacroix, Antidot Fluid Topics

In this session, we will unravel the intricate process of continuous content delivery and explore ways to optimize content production and release by rethinking tools and workflows. We will then put theory into practice with concrete examples of how bots can play a role in automatic content generation and publishing.

#### **Outsourcing Technical Documentation: Best practices**

Vasanth Vaidyanathan, KLA Corporation

Outsourcing technical documentation has become inevitable in today’s business. The presentation would help the audience to understand how to select vendors and effectively managing them to deliver your documents on time and with high quality. We will also understand usual pitfalls in the process and how to avoid them. Done well, outsourcing can be a win-win solution for you.

#### **Digital Transformation at Varian: Turning a business imperative into an intelligent information strategy**

Nicholas Rowlands, Varian

In this presentation we’ll share Varian’s Digital Transformation journey; how it started, how it progressed, how it impacted the business and our customers, how it survived challenges and continues to develop. Along the way, we’ll show you some of our achievements, some of the integrations with our tools, and share some ideas on our Digital Transformation roadmap.

#### **Automation As An Additional Quality and Productivity Driver**

Rudolf Matavka, STMicroelectronics

DITA not only improves quality and productivity through content reuse, but also because DITA content is much easier to generate automatically than the content of “traditional” publishing formats such as FrameMaker. Examples include the generation of ditaval, a map of keydefs, summary tables using indirect cross-references and conkeyref-transcluded items, conkeyref pushes (that today are not correctly resolved as we know), and control register tables.

### *Candid Conversations*

**6:30-7:30 ET**

#### **DITA Isn’t for Everyone (And Here’s Why)**

Keith Schengili-Roberts & Josh Anderson, Precision Content

This presentation focuses on the relative strengths and weaknesses of DITA in the current business environment. It will provide an overview of where DITA is today along with the challenges it faces. Viewers will gain a better understanding of where they and DITA fit in the current technical writing job market.

#### **Every User Matters**

Lawrence Orin & Joe Gelb, Zoomin

Participants will learn the critical elements to keep in mind as they design their content experiences, get insight into the tools available to them and see practical examples of how companies have implemented top notch accessible portals, while maintaining the highest standards of findability across all your product content. Armed with this knowledge you can help your company stand out.

#### **Content Metrics in Context**

Magda Caloian, Vestas

Technical communications teams need to measure the efforts and evaluate the success of their contribution to the business, and to take informed decisions, just like all other teams in the enterprise. Join the discussion on set-track-act-learn-repeat.

#### **Documentation Strategy for SaaS products**

Vaijayanti Nerkar & Priya Shetye, BMC Software

@BMC we implemented process changes to cater to the SaaS documentation a while back and are fine tuning it since then.

In this session we will walk you through the changes and touch upon the factors that one needs to consider while formulating the documentation strategy for an Enterprise SaaS product. We will also talk about the challenges and the unknowns that we overcame.

#### **It’s All About The 3 Cs! Exploit the full potential of your content**

Torsten Machert, Congree

Torsten Machert will be discussing in detail, how your company can benefit from fully exploiting the potential of your content creation technology landscape.

# Wednesday, April 28, 2021

## *Candid Conversations*

10:30-11:30 ET

### **How to Power Up Your Content with a Content Strategy**

Dominique Trouche, WhP

This presentation, which presents the Strategic Steering methodology, shows the importance of continuously improving your content practices. As content gets smarter, faster, and more , clicking on the TRANSLATE button is not enough.

### **Tell Me What You Want:**

#### **Automated and contextualized release notes**

Dawn Bunting & Stephanie Lee, ServiceNow

This presentation will highlight how ServiceNow identified customer needs, collected requirements, and used the structure of DITA and python scripting to massively improve release notes content.

### **Writing for Reuse**

Jean Tennille, NextGen Healthcare

Reuse mechanisms can help you automate references and other common content, but the foundation of an effective reuse strategy is carefully crafted content. The presentation will provide guidelines for writing for reuse and offer before and after examples of topics optimized for reuse.

### **Design 101 for Tech Writers:**

#### **UX Principles For Omnichannel Publishing**

Nate Pacelli, Jorsek

In this presentation, Nate Pacelli, Director of User Experience at Jorsek Inc, the makers of easyDITA, will provide helpful guidelines for your content’s omnichannel publishing.

12:00-13:00 ET

### **More with Less:**

#### **Our journey to eliminate boring work**

Tom Berry & Dawn Bunting ServiceNow

This presentation highlights how ServiceNow used shell scripts, Git, ANT, and Jenkins to increase efficiencies in their product content build tool chain.

### **Three Customer Experiences Improved by CCMS and Artificial Intelligence**

Eric Kuhnen, TransPerfect

This presentation provides details on how content is used in each customer-experience (CX) channel and how a CCMS and an AI engine improve the utility of content in that channel.

## *Candid Conversations*

12:00-13:00 ET

### **Case Study of Technical Content Improvement:**

#### **Aspects, metrics, and results**

Michael Tsurikov, NXP

This presentation offers some insight on how someone could approach the improvement of technical content. I will also present some relevant information-development metrics, which are generally hard to find and which I’ve always found very valuable.

### **Understanding the Content Ecosystem to Map Microcontent**

Rob Hanna & Peihong Zhu, Precision Content

This session will explore the enterprise content metamodel to understand how information behaves in a larger ecosystem and map out a universal content model across any enterprise.

16:00-17:00 ET

### **Diagrams As Code With PlantUML**

Roger Hadley, Fiserv

This session presents a solution in PlantUML, which is a standards-based language that renders diagrams from textual descriptions and is supported by oXygen XML Author DITA plugins.

### **Creating Truly Reusable Content: The five dimensions of content standarization**

Val Swisher, Content Rules

This presentation presents practical information on how to create reusable content. Rather than being theoretical or hypothetical, the information in this presentation will help attendees create content that can be reused successfully.

### **How Do Workflow Tickets Fit in a Unified Content Strategy?**

Debra Kahn, DK Consulting

Discover the inherent tensions in the Agile methodology, especially for content creators, and five ways in which these tensions point to the need for the Agile methodology and agility tools to accommodate contemporary content development needs.

# Wednesday, April 28, 2021

## *Test Kitchens*

5:00-6:00 ET

### **New Ways for DITA Integration**

Xpublisher

With our presentation we will show new ways of DITA usage for companies: the simple creation, control and publication with DITA through our editorial system.

6:30-7:30 ET

### **Just a Friendly Reminder**

Comtech Services

Between the DITA specification, the organization’s information model, and the organization’s writing style guide, an author has many types of rules to follow when creating quality structured content. Schematron allows organizations to create custom messages that remind authors of these different rules directly in the authoring environment. This open source standard can detect a huge variety of violations of a writing style guide or information model. Even more powerfully, it can suggest appropriate ways to fix the violation through the Quick-Fix addition and well written messages. Join Brianna to create some of these custom messages together.

10:30-11:30 ET

### **The Perfect Symphony – A Collaborative DITA Project Using oXygen**

oXygen

In this test kitchen, we won’t just focus on a single tool. Instead, we will take a step back and look at the larger picture with multiple tools from oXygen and other providers, all connected together to form a solution.

12:00-13:00 ET

### **No Internet? No problem! Product Answers Everywhere!**

Zoomin

In this Test Kitchen, we are excited to showcase our newly released offline generation, with great search, dynamic content addition, and dozens of features which bridge the gap between the online and the offline world to deliver a stellar user experience everywhere.

## *Test Kitchens*

12:00-13:00 ET

### **Turn CCMS Topics into Video Experiences**

GlobalLink Astoria and TXTOmedia

Our presentation will show how the power of videos increases the adoption of and utilization of CCMS Platforms. Specific Use Cases in the Pharma Medical Device and other verticals will be discussed in terms of instructional animated and live videos.

16:00-17:00 ET

### **Harmonizer: The First Step in Identifying Content Redundancy**

Data Conversion Laboratory

Harmonizer, by Data Conversion Laboratory, is a software application that analyzes document collections and incorporates artificial intelligence (AI) into its text analysis, using natural language processing (NLP) to identify redundant and near-redundant content in the collection. Even with the wide adoption of componentized content management and standards like XML and DITA, there is still plenty of opportunity for copies and near-copies of content to appear throughout repositories.

16:00-17:00 ET

### **Authoring, Collaboration and CX – the Three Key Experiences that Paligo Delivers**

Paligo

This is your opportunity to take a look inside the industry’s most lightweight and user-friendly component content management system (CCMS). Unlike traditional solutions, Paligo is fast, easy to collaborate in, and makes documentation management a breeze.



A membership organization facilitating the sharing of information about current trends, best practices, and developments within the information-development industry.

- Networking Opportunities
- Manager Roundtable Discussions
- Member Slack Workspace
- Face-to-Face and Online Conferences
- Best Practices Newsletters
- 4 Membership Levels (Bronze, Silver, Gold, Platinum)
- [www.InfoManagementCenter.com](http://www.InfoManagementCenter.com)

Comtech has been helping clients produce better technical content since 1978. Whether you're looking for consulting services or you need to train your team, Comtech can help.

- Content Strategy
- Information Modeling
- Taxonomy Development
- Process Maturity Assessment
- DITA Implementation (stylesheets, constraints, etc.)
- User Studies and Benchmarking Studies
- [www.Comtech-Serv.com](http://www.Comtech-Serv.com)



## Upcoming 2021 Workshops

### ***Creating an Effective Information Taxonomy***

Two-hour online sessions held weekly, every Thursday  
May 20 – July 8, 2021, 12 pm – 2 pm ET

<https://comtech-serv.com/training/taxonomy/>

### ***Advanced Reuse Strategies***

Two-hour online sessions held weekly, every Thursday  
May 20 – July 8, 2021, 12 pm – 2 pm ET

<https://comtech-serv.com/training/dita-reuse/>

### ***Developing Your Content Strategy***

Two-hour online sessions held weekly, every Wednesday  
August 11 – October 6, 2021, 12 pm – 2 pm ET

No Class on September 22, 2021

<https://comtech-serv.com/training/content-strategy/>

### ***Publishing for DITA***

Two-hour online sessions held weekly, every Thursday  
August 19 – October 7, 2021, 12 pm – 2 pm ET

<https://comtech-serv.com/training/dita-publishing/>

### ***Advanced Reuse Strategies***

Two-hour online sessions held weekly, every Thursday  
October 21 – December 16, 2021, 12 pm – 2 pm ET

No Class on November 25, 2021

<https://comtech-serv.com/training/dita-reuse/>

### ***Minimalism: Creating Information People Really Need***

Two-hour sessions held weekly, every Tuesday

November 2 – December 14, 2021, 12 pm – 2 pm ET

No Class on November 23, 2021

<https://comtech-serv.com/training/minimalism/>

### ***Editing Essentials for Writers and Editors***

Two-hour sessions held weekly, every Wednesday

November 3 – December 15, 2021, 12 pm – 2 pm ET

No Class on November 24, 2021

<https://comtech-serv.com/training/editing/>

Visit our website today at <https://comtech-serv.com/training/> for a list and description of all workshops. Also contact us directly at [workshops@comtech-serv.com](mailto:workshops@comtech-serv.com) to schedule a private online training for your team.



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# CIDM Membership Matters

## What are members saying about CIDM?

*CIDM is our go-to resource for expert advice on all matters of information development management.*

*We look forward to each issue of the Best Practices newsletter, in which a fellow CIDM member is invariably exploring an issue that we are also facing.*

*We want to maintain a growth mindset, and CIDM is part of the solution.*

*CIDM is an important forum for staying connected to industry leaders and peers in other organizations and provides vital information that help us to stay on top of best practices and trends.*

*They are consistently at the leading edge of our information services domain, and have an uncanny ability to assemble highly-relevant resources.*

*The connections I've made allow me to learn, share, and validate processes, practices, and ideas with stakeholders of the community.*

*I have been associated with CIDM for 20 years, and it continues to challenge and propel my thinking as an industry practitioner and a leader within my company.*

<https://www.infomanagementcenter.com/>

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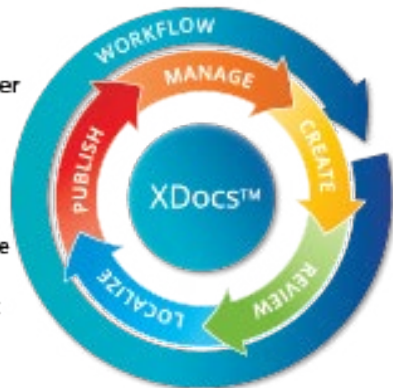


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