

LavaConnection



Saturday workshop attendees watching Noz Urbina talk about Ontologies and AI.

AI is Everywhere, Including at LavaCon

by Chuck Martin

If the sun was shining in San Diego, if the morning fog hadn't made its presence known, the pre-conference workshops would have started under briefly darker skies because the city was in the path of an annular eclipse. The sunny energy of Dawn Stevens and Noz Urbina galvanized the early Saturday morning crowd nonetheless.

It looks like AI (artificial intelligence) has joined the content strategy show this year. Several workshops and keynotes, as well as a complete conference track, at least touch on or are dedicated to the topic.

Adobe's Stefan Gentz has AI as the subject of his conference-opening keynote, kicking off the 3-day conference for several hundred technical writers, content strategists, and others whose job it is to manage content.

On tap today once the three keynotes end are five packed tracks of content curated by conference organizer Jack Molisani to provide value for your future work. The tracks include two Content Strategy tracks in the Hillcrest rooms, two Tools and Technology tracks in the Torrey Hills and Golden Hill room, and an AI (artificial intelligence) and ML (machine learning) track in the Grand Ballroom.

LavaCon isn't about just work, although its focus is your work. Evening social events are planned to help you meet with and interact with your fellow attendees. It starts tonight with a Networking Reception in the Marina

Courtyard, followed by a storytelling event at Sidebar. Tomorrow features the famous LavaCon karaoke night, and a social closes a busy several days on Tuesday at 8pm.

The Exhibit Hall features not only several dozen tool vendors with solutions to help you develop, manage, and publish your content, but is where lunch happens today and Monday. Vendors are available all day, every day. There will also be therapy dogs in the Exhibit Hall today and a therapy llama there tomorrow.



A view from a (conference workshop) room.

Conference Shorts

Book Giveaways

Contiem is giving away 3 copies for the book *Taxonomies*, by Helen Lippell, across Sunday and Monday. Stop by their booth for a chance to win.

Scriptorium is giving away copies of the 2nd edition of *Content Transformation*.

In Your Swag Bag

There are two documents in your swag bag: the Final Program and a Sponsor Booklet highlighting all the vendors in the exhibit hall. Didn't get a Final Program? Stop by the registration desk, or visit the Program page at lavacon.org. The website is mobile responsive!

Business Cards

If you checked the box on the registration form asking us to print business cards for you, you can pick them up at the registration desk.

Plus-Ones Welcome

Are you here with a significant other? Plus Ones are welcome at all LavaCon networking and social events!

Recognize Good Customer Service?

There are slips of paper in the zipper section of your name badge wallet. Did someone at the hotel give excellent #CustomerService? Write their names down and drop them at the registration desk. They might win a \$100 Amazon gift card!

Schedule Updates: Sunday

- **11:15am - 12:00pm, Torrey Hills AB:** The speaker of *How Mayo Clinic Delivers Personalized Content Experiences* had to cancel. The session has been replaced with *Content 4.0—Human Knowledge in the Age of the Smart Machine* by Joe Gollner, Managing Director, Gnostyx Research Inc.
- **1:30pm - 2:15 pm, Grand Ballroom:** The speaker for *How Enterprise Content Teams are *Actually* Using AI* had to cancel. The session has been replaced with *Real-life AI-powered Content Experiences: Behind the Scenes* by Aditi Kashikar, Director, Documentation, Automation Anywhere and Gal Oron, CEO, Zoomin Software.

Session Summaries

To Move Forward, First Know Where you Are

Dawn Stevens, of Comtech Services, spent the morning leading workshop participants through the idea that to reach your goals, you have to know where you are starting from.



For example, you go to case studies to see how other companies have done it. You can

adopt their steps—but they started from a different place than where you are now.

But you need a baseline. If you don't know how long it takes to develop your content, if you don't know the cost of your development, if you can't codify your processes, then you don't know where you are.

Intro to AI Workshop: Excel with AI Before the AI Apocalypse

Noz Urbina delved into the world of ontologies in his morning workshop. The idea is that ontologies are your core concepts and their relationships with everything in the



world. When populated with data, ontologies for knowledge graphs. However, these relationships are not easy to set up in traditional content

management software. That's where ontology software comes in.

Ontologies support auto-tagging. Tags represent concepts and can be mined. Once relationships are defined to and between tags, AI can use the relationships to better understand the content it is ingesting.

Completing a Real Enterprise Content Strategy

According to Kevin P. Nichols and Rebecca Schneider of AvenueCX, enterprise content strategy is more than getting the right content to the right people at the right time. It has several well-defined characteristics, including being meaningful and engaging, aligning with business objectives, increases profits, and decreases costs.

It positions content as a business asset worthy of governance and is a commitment to position all organizational content for success to grow customer relationships.

Schneider listed several ways to counter excuses for not adopting an enterprise content strategy. Fundamentally, a better content experience is a better user experience, which brings in more business.

A good content strategy is like a swan on a lake. It may look smooth, but you don't see all the work going on underneath, behind the scenes.



Your content strategy should be based on our stakeholder interviews, your content inventory, and your competitive audit. It should emphasize practicality, focus on corporate strategy initiatives, implement a few shorter-term objectives, identify a performance strategy, create a governance structure, and identify immediate next steps.



Workshop attendees working through an exercise as a group.