



SCALABLE CONTENT STRATEGIES, EXCEPTIONAL CONTENT EXPERIENCES

The Intelligent Content Conference site has moved.
Please visit www.intelligentcontentconference.com
for information on this year's event. Hope to see you there!

February 6, 2013

Noon - 6:00pm

Registration - Hilton Financial Center San Francisco

Noon - 5:00pm

Technology Showcase Set-up

5:00pm - 7:00pm

Welcome Night Reception - Rouge et Blanc Wine Bar 334 Grant Avenue

7:00pm - 9:00pm

Birds of a Feather Dining Together

February 7, 2013

7:00am - 8:00am	Transportation Grab The Free Shuttle To The Mission Bay Conference Center at UCSF - Departs 7am, 7:30am and 8am from Hilton Financial Center			
7:00am - 8:15am	Registration Registration and Continental Breakfast			
8:15am - 8:30am	Welcome to Intelligent Content 2013 Scott Abel, Chief Content Strategist, The Content Wrangler Ann Rockley, CEO, The Rockley Group			
8:30am - 9:00am	Keynote Presentation The Implications of Intelligent Content for eBooks Robert Glushko, Adjunct Professor, University of California, Berkeley			
9:00am - 9:30am	Featured Presentation Enhanced eBooks: Social, Networks, and Connectivity Matthew Cavnar, VP of Business Development, Vook			
9:30am - 10:00am	Featured Presentation Content Worth Sharing: What Marketers Can Learn From Cartoons Tom Fishburne, Founder/CEO, Marketoon Studios			
10:00am - 10:45am	Coffee Break Technology Showcase Opens • Fisher Banquet Room			
10:45am - 11:30am	It's About the Content! Intelligent Content Starts with an Intelligent Content Strategy: A Case Study Rahel Anne Bailie, Content Strategy Consultant, Intentional Design Inc.	eBooks, Apps and Mobile The Future of Tablet and Mobile Publishing Paul Canetti, CEO, Maz Digital	Corporate Publishing An Integrated Content LifeCycle for a Multichannel World Noz Urbina, Senior Consultant, Mekon	Product Demonstrations Publish Anywhere, Anytime (Adobe) Kapil Verma, Sr. Product Manager, Adobe systems
10:45am - Noon	Mini-Workshops Gamifying eBook Publishing Kit Brown-Hoekstra, Principal, Comgenesis, LLC Marta Rauch, Principal Information Developer and Team Lead, Oracle	Mini-Workshops Write Tight(er): The Workshop Marcia Johnston, President, Marcia Riefer Johnston, Inc.	Mini-Workshops What Not To Do Paul Perrotta, Director of Shared Content Services, Information Experience, Juniper Networks	Mini-Workshops Leading the Change Stefan Gentz, Senior Consultant, TRACOM
11:30am - Noon	It's About the Content! How to Future-proof Your Content Sarah Beckley, Senior Content Strategist, Razorfish	eBooks, Apps and Mobile Best Practices for Development of iPad Content-Rich Solutions Jim Nasr, CEO, Armedia	Corporate Publishing Case Study: Every Company is a Publisher-The General Mills Story Jeff Nowak, Founder / Chief	Product Demonstrations New Tools to Hone Your Writing and Sharpen Your Competitive Edge (Acrolinx)

Noon - 1:30pm			Content Officer, Rocket Man Digital		PG Bartlett, SVP Product Management, Acrolinx
1:30pm - 3:00pm	Lunch Mini-Workshops I Know It's Here Somewhere: Finding Content on Mobile Devices Cheryl Landes, Chief Findability Strategist, Tabby Cat Communications Charles Cooper, VP, The Rockley Group	Mini-Workshops Writing Every Page is Page One Topics Mark Baker, President, Analecta Communications Inc.	Mini-Workshops Distributed Teams Writing With One Voice Laura Creekmore, President, Creek Content	Mini-Workshops Creating Interactive eBooks with any Content Cindy Coleman, Co-Founder, Take Pride Learning	
1:30pm - 2:00pm	It's About the Content! SEO Isn't Just for Web Geeks PG Bartlett, SVP Product Management, Acrolinx	eBooks, Apps and Mobile A Mighty Content Strategy for a Tiny Nonprofit Helps Millions of People with Breast Cancer Every Year Michele Zwiebel, Director of Programs and Content, Breastcancer.org Derek Olson, Vice President, Foraker Labs	Corporate Publishing Positioning Content for Success – A Metrics Driven Strategy Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro Rebecca Schneider, President, Azzard Consulting		Product Demonstrations Your Interactive eBook Options in 30 Minutes Inkling, iBooks Author, Adobe DPS, or a Custom HTML5 Solution? (Aptara) Maria Bartoszewicki, Director, Interactive eBooks, Aptara
2:00pm - 2:30pm	It's About the Content! Enterprise SEO and Content Strategy - Working Together to Stop the Pain Jonathon Colman, Principal Experience Architect, REI	eBooks, Apps and Mobile Generating Revenue Across Multiple Screens Christopher Ward, Director of Sales, Quadralay Corp.	Corporate Publishing How Things Work: a Manager's Guide to Creating Intelligent Content Michael Boses, Co-Founder, Contelligence Group		Product Demonstrations Real-time Review and Collaboration with Agile Product Development (SDL) Chip Gettinger, VP, XML Solutions, SDL Andrew Thomas, Director of Product Marketing, SDL, Content Management Technologies
2:30pm - 3:00pm	It's About the Content! Marketing Copy and Claims Repository: Fixing the Weakest Link in Content Marketing Operations Michael Moon, CEO, GISTICS	eBooks, Apps and Mobile Mobile Content Marketing - Madness or Money? Robert Rose, Chief Troublemaker, Big Blue Moose	Corporate Publishing Content Measurement Tom Comerford, Senior consultant, Suprertext LLC		Product Demonstrations HTML5 Tablet and Mobile Output for "Everyone": icon based tools for Corporate Publishing (Adobe) Maxwell Hoffmann, Product Evangelist, Tech Comm,

3:00pm - 3:30pm	Coffee Break				
	Stop by the Technology Showcase				
3:30pm - 5:00pm	Mini-Workshops Jump Start Your Mobile Project Marta Rauch, Principal Information Developer, Team Lead, Oracle Cindy Church, Senior Curriculum Developer, Oracle Gail Chappell, Technical Writer, VMware	Mini-Workshops Zentangle 101 Andrea Ames, Information experience strategist and architect, IBM	Mini-Workshops Worth a Thousand Words: Visualization 101 for Verbal Professionals Tosca Fasso, Director, Content & Digital Strategy, SUBTXT	Mini-Workshops Discovery Well Done = Right Delivery. Right Content. Right User. Right Context. Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro Rebecca Schneider, President, Azzard Consulting, Inc.	
3:30pm - 4:00pm	It's About the Content! Sweetening the Deal of Corporate Publishing Margot Bloomstein, Principal, Brand & content strategist, Appropriate, Inc.	eBooks, Apps and Mobile How eBooks Really Work Joshua Tallent, Founder/CEO, eBook Architects	Corporate Publishing Technology Is Not the Problem Paul Perrotta, Director of Shared Content Services, Information Experience, Juniper Networks	Product Demonstrations Top XMetaL Secrets! (JustSystems) Tom Magliery, XML Technology Specialist, JustSystems Canada, Inc.	
4:00pm - 4:30pm	It's About the Content! Incorporating Natural Language Search into a Heavily Controlled Vocabulary Mindy Carner, Taxonomy Specialist, UNICEF	eBooks, Apps and Mobile Clipper Magazine Case Study: Taking Advertising Sales Support Mobile Amy Hynes, Digital Project Manager, Clipper Magazine	Corporate Publishing Enabling Contextually Relevant Enterprise Intelligent Content Joe Gelb, President, Suite Solutions	Product Demonstrations Engineers, SMEs, Contributors: Including Them In The Documentation Review Process (IXIASOFT) Jean-Francois Ameye, VP, Support and Services, IXIASOFT	
4:30pm - 5:00pm	It's About the Content! Content is NOT King. It's Gold! Russell Sparkman, CEO, FusionSpark Media, Inc.	eBooks, Apps and Mobile Documenting a Device that Fits in Your Pocket. Simple Enough, Right? France Baril, Documentation architect, Architextus Jennifer Bown, Content Strategist, Nutshell Communications	Corporate Publishing Learning on Demand - How the Evolution of Technology is Shaping the Future of Learning Reuben Tozman, Chief Learning Officer, edCetra Training Inc	Product Demonstrations A Tale of Content Management: Today's Publishing Factory (RSuite CMS) Christopher Hill, Vice President, Product Management, RSI Content Solutions	
5:00pm - 6:30pm	Networking and Cocktails Let's Get Social • Technology Showcase				
6:00pm - 7:00pm	Transportation				

Grab The Free Shuttle To The Hilton Financial Center -- Departs Mission Bay at 6:00pm, 6:30pm and 7:00pm

February 8, 2013

7:00 am - 8:00 am

Transportation

Grab The Free Shuttle To The Mission Bay Conference Center at UCSF - Departs 7am, 7:30am and 8am from Hilton Financial Center

7:00am - 8:15am

Continental Breakfast • Technology Showcase

8:15am - 8:30am

Welcome to Intelligent Content 2013 Day Two

Ann Rockley, CEO, The Rockley Group

8:30am - 9:00am

Keynote Presentation

Don Draper Is Dead: Pitching in a Global, Mobile World

Michael Weiss, Managing Director, figure18

9:00am - 9:30am

Featured Presentation

Demystifying Distribution of Content-as-a-Service

Adam DuVander, Executive Editor, ProgrammableWeb

9:30am - 10:00am

Featured Presentation

Set Your Content Free : How to Support Hundreds of Devices at Once

Daniel Jacobson, Director of Engineering, Netflix API, Netflix

10:00am - 10:30am

Coffee Break

Stop by the Technology Showcase

10:30am - 11:00am

Featured Presentation

Adapt or Die: Managing Increasing Content Velocity

Sarah O'Keefe, President, Scriptorium Publishing

Product Demonstrations
Using Taxonomies in Your Documentation Process
Jean-Francois Ameye, VP,
Support and Services,
IXIASOFT

10:30am - Noon

Mini-Workshops

Content Typing Made Easy

Rahel Anne Bailie, Content
Strategy Consultant,
Intentional Design Inc.

Mini-Workshops

Planning Your Global

Content Strategy
Val Swisher, CEO , Content
Rules

Mini-Workshops

Designing Componentized Content

Jennifer Fell, Consultant, Self

Mini-Workshops

**Content is Currency --
Developing Powerful
Content for Web and
Mobile**

Jon Wuebben, CEO, Content
Launch

11:00am - 11:30am

Featured Presentation

Content: Mobile and Video - Cisco Technical Communications

Eeshita Grover, Senior Manager, Documentation, Cisco

Product Demonstrations
**New Tools to Improve
Findability (Acrolinx)**
PG Bartlett, SVP Product
Management, Acrolinx

11:30am - 1:00pm

Lunch

1:00pm - 2:30pm	<p>Mini-Workshops</p> <p>A Content Strategist's Toolbox for Resource and Budget Planning</p> <p>Shawn Prenzlów, Senior Content Strategist, Steyer Associates, Inc.</p>	<p>Mini-Workshops</p> <p>Working With HTML5 Themes and Enhancements</p> <p>Don Day, Co-Founder, Contelligence Group LLC</p>	<p>Mini-Workshops</p> <p>Preparing Your Content for Mobile</p> <p>Michele Zwiebel, Director of Programs and Content, Breastcancer.org</p> <p>Derek Olson, Vice President, Foraker Labs</p>	<p>Mini-Workshops</p> <p>When Worlds Collide: Improving the User Experience by Applying Progressive Information Disclosure</p> <p>Andrea Ames, Information experience strategist and architect, IBM</p>	
1:00pm - 1:30pm	<p>It's About the Content!</p> <p>Global Content Strategy Best Practices</p> <p>Val Swisher, CEO , Content Rules</p>	<p>eBooks, Apps and Mobile</p> <p>eBooks Readers as Browsers</p> <p>Jake Hartnell, Science Fiction Writer / Graduate Student, UC Berkeley</p>	<p>Corporate Publishing</p> <p>Creating a Governance Framework for Flexibility</p> <p>Laura Creekmore, President, Creek Content</p>		<p>Product Demonstrations</p> <p>XMetaL 8 Sneak Peek (JustSystems)</p> <p>Tom Magliery, XML Technology Specialist, JustSystems Canada, Inc.</p>
1:30pm - 2:00pm	<p>It's About the Content!</p> <p>Content Strategy EQ: How to Craft Your Content Story for Internal (and Executive!) Buy-in</p> <p>DJ Francis, VP, Content Strategy, Imagination</p>	<p>eBooks, Apps and Mobile</p> <p>The eReading Experience: What Product Wraps a Book and Why is it important?</p> <p>AJ Renold, Masters Student, UC Berkeley School of Information</p>	<p>Corporate Publishing</p> <p>Metadata's Beating Heart</p> <p>Thad McIlroy, Principal, The Future of Publishing</p>		<p>Product Demonstrations</p> <p>Customer Experience and Making it work for Dynamic Product Content (SDL)</p> <p>Chip Gettinger, VP, XML Solutions, SDL</p>
2:00pm - 2:30pm	<p>It's About the Content!</p> <p>Write What You Mean</p> <p>Laurel Prokop, President, CEO, Techstyle Group LLC</p>	<p>eBooks, Apps and Mobile</p> <p>The Road to Mobile Goes Through XML</p> <p>Richard Hamilton, Publisher, XML Press</p>	<p>Corporate Publishing</p> <p>Channel-Agnostic Content Strategy for Happy Marketers</p> <p>Buddy Scalera, SVP, Content Strategy and Media, Ogilvy</p> <p>CommonHealth Worldwide</p>		<p>Product Demonstrations</p> <p>Doing More With Less! (Adobe)</p> <p>Kapil Verma, Sr. Product Manager, Adobe systems</p>
2:30pm - 3:00pm	<p>Coffee Break</p> <p>Chocolates of the World Coffee Break in the Technology Showcase</p>				
3:00pm - 3:30pm	<p>Featured Presentation</p> <p>Global Intelligent Content - How Do We Make Content Reactive, Reflective and Personal?</p> <p>Steve Gotz, Commercial Development Manager, CNGL</p> <p>Paraic Sheridan, Associate Director, CNGL</p>				<p>Product Demonstrations</p> <p>Mobile Deliverability and HTML5... to the Rescue? (Aptara)</p> <p>Dan Dube, Vice President, Content Solutions, Aptara</p>
3:30pm - 4:00pm	<p>Featured Presentation</p> <p>Professional Publishing: Intelligent eBooks for Working Professionals</p> <p>Joe Gollner, Director, Gnostyx Research Inc.</p>				<p>Product Demonstrations</p> <p>A Tale of Content Management: Today's Publishing Factory (RSuite)</p>

CMS)
Christopher Hill, Vice
President, Product
Management, RSI Content
Solutions

4:00pm - 4:30pm

Featured Presentation

Content Management with Teeth: Epiphanies from Shark Research

Jason Holmberg, Principal Information Architect, EMC Corporation

4:30pm - 5:00pm

Featured Presentation

Editing Content To Save Lives

Andrew Bredekamp, President & Founder, Acrolinx

Val Swisher, CEO , Content Rules

Lori Thicke, Founder, Translators without Borders/LexWorks

5:00pm - 5:15pm

Closing Thoughts and Conference Wrap-Up

Ann Rockley, CEO, The Rockley Group

5:15pm - 6:30pm

Networking and Cocktails

Closing Reception and Prize Drawing

5:30pm - 6:45pm

Transportation

Grab The Free Shuttle To The Hilton Financial Center - Departs Mission Bay at 5:30pm, 6:15pm and 6:30pm

7:00 pm - ?

Dinner on Your Own in San Francisco

February 9, 2013

8:00am - 2:00pm

Muir Woods National Monument and Golden Gate Bridge Adventure Tour