

# Content Across Screens

The Conference on Content Strategy  
Best Practices and Success Stories

**Nov. 17–18, 2014 San Jose, CA**



**CSA  
USA**

Includes case studies, panel discussions,  
and lessons learned from some of the  
world's biggest brands.



**Content Strategy  
Applied USA**2014

## **Monday, November 17, 2014 - Day One**

8:00 am - 8:45 am

**Registration and Breakfast**  
TOWN HALL LOBBY

8:45 am - 9:00 am

**Welcome & Housekeeping**  
TOWN SQUARE A/B/C/D  
Scott Abel, CEO and Chief Content Strategist, The Content Wrangler  
DeAnn Wright, Manager, Geo Expansion and Help Content, eBay

9:00 am - 9:30 am	<b>[Opening Keynote] Scalable Content Strategy: Nice Thought or Viable Vision?</b> TOWN SQUARE A/B/C/D Colleen Jones, Principal, Content Science		
9:30 am - 10:00 am	<b>[Featured Presentation] Onramp: Making the Case for Author Experience</b> TOWN SQUARE A/B/C/D Rick Yagodich, Principal Consultant, Excolo		
10:00 am - 10:30 am	<b>Interview: Content Design — Working Together for an Elegant User Experience</b> TOWN SQUARE A/B/C/D Dave Lippman, Vice President and Executive Creative Director of Design, Commerce Experience, eBay Marketplaces DeAnn Wright, Manager, Geo Expansion and Help Content, eBay		
10:30 am - 11:00 am	<b>Morning Refreshment Break</b> TOWN HALL LOBBY		
11:00 am - 11:40 am	<b>The OmniChannel Challenge</b> TOWN SQUARE A/B/C/D Kevin Nichols, Director, Global Practice Lead, Content Strategy, Sapient/Nitro Marc Defigueiredo, Director, Internet Sales, Verizon Wireless	<b>[Case Study] Do More with Less Using Content Pillars</b> FIRESIDE A/B Amy Higgins, Content Marketing & Social Media Manager – SMB, Concur	<b>Visual Content Marketing: Emerging Trends and Case Study</b> FIRESIDE C/D Adam Helweh, Founder and CEO, Secret Sushi Creative Janet Fouts, CEO, Tatu Digital Media Steve Farnsworth, Chief Marketing Officer, The @Steveology Group
11:50 am - 12:30 pm	Miguel Lunaparra, Creative Director, Global Experience Design, Sony Corporation of America Rebecca Schneider, President, Azzard Consulting, Inc.	<b>Closing the Gap on the Adaptive Content Challenge</b> FIRESIDE A/B Don Day, Principal Consultant, ContelligenceGroup.com	
12:30 pm - 2:00 pm	<b>Lunch</b> TOWN HALL LOBBY		
2:00 pm - 2:45 pm	<b>[Featured Presentation] The Complete A-to-Z Guide to Personal Branding</b> TOWN SQUARE A/B/C/D Barry Feldman, Owner, Feldman Creative		
2:45 pm - 3:10 pm	<b>Afternoon Refreshment Break</b> TOWN HALL LOBBY		
3:10 pm - 4:00 pm	<b>Governance as Matchmaker: Charting the Relationship Roadmap to Omni-Channel Success</b> TOWN SQUARE A/B/C/D Carrie Hunter, Founder, CMHunter Content Management Inc.	<b>Separation Anxiety: Taking Messenger from a Feature to a Standalone App</b> FIRESIDE A/B Marissa Phillips, Content Strategy Manager, Facebook	<b>Managing the Politics of Content</b> FIRESIDE C/D Hilary Marsh, Chief Strategist, Content Company, Inc.
4:10 pm - 4:50 pm	<b>Designing for Content: An Interview with UX Maven John Maeda</b> FIRESIDE A/B/C/D John Maeda, Partner (KPCB) / Chair of Design Advisory Council (eBay) Scott Abel, CEO and Chief Content Strategist, The Content Wrangler		
5:00 pm - 6:30 pm	<b>Speechless Live and Wine &amp; Cheese Reception sponsored by PayPal</b> TOWN SQUARE A/B/C/D		
6:30 pm	<b>Networking Dinners at Local Restaurants</b>		

## ON YOUR OWN

### Tuesday, November 18, 2014 - Day Two

8:00 am - 8:45 am	<b>Registration and Breakfast</b> TOWN HALL LOBBY		
8:45 am - 9:00 am	<b>Welcome &amp; Housekeeping</b> TOWN SQUARE A/B/C/D Scott Abel, CEO and Chief Content Strategist, The Content Wrangler DeAnn Wright, Manager, Geo Expansion and Help Content, eBay		
9:00 am - 10:30 am	<b>[Opening Keynote] How to Convince Your Boss to Go All-In with Content Marketing</b> TOWN SQUARE A/B/C/D Arnie Kuenn, CEO, Vertical Measures		
10:30 am - 11:00 am	<b>Morning Refreshment Break</b> TOWN HALL LOBBY		
11:00 am - 11:40 am	<b>The Shortcut to Oz: Lessons Learned on 3 Content Journeys</b> TOWN SQUARE A/B/C/D Alex Hunter, Sr. Content Designer, PayPal Lauren Moler, Content Strategist, PayPal Jessica Pease, Content Strategist, PayPal	<b>Content Strategy Across Geographies and Platforms</b> FIRESIDE A/B Melinda Flores, Associate Director of Content Strategy, VSA	<b>Next Level of Collaboration: The Future of Content &amp; Web Design</b> FIRESIDE C/D Rebekah Cancino, Director of Content Strategy, Sitewire
11:50 am - 12:30 pm	<b>Influencing the Influencers: Building a Contributor Network from the Ground Up</b> TOWN SQUARE A/B/C/D Kim Higdon, Content Marketing Manager, Off Madison Ave	<b>Don't Fear the Sweeper: Scaling Content for Large eCommerce Sites</b> FIRESIDE A/B Matt Hobbs, Senior User Experience Manager, National Builder Supply	
12:30 pm - 2:00 pm	<b>Lunch</b> TOWN HALL LOBBY		
2:00 pm - 2:45 pm	<b>Out of the Silos and Into the Farm</b> TOWN SQUARE A/B/C/D Marli Mesibov, Content Strategist and UX Consultant, Freelance	<b>Start with Empathy: Content Strategy and Design Thinking</b> FIRESIDE A/B Karin Ikavalko, Content Strategist, PayPal Catherine Walker, Design Lead, PayPal	<b>Unlocking the Story: Engaging with Clients to Find the Key</b> FIRESIDE C/D Keri Majjala, Brand Content Strategist, Financial Engines
2:45 pm - 3:10 pm	<b>Afternoon Refreshment Break</b> TOWN HALL LOBBY		
3:10 pm - 3:50 pm	<b>Global Content Marketing Made Simple</b> TOWN SQUARE A/B/C/D Pam Didner, Global Content Marketing Strategist, Author and Speaker	<b>What is Plain Language, and Why Should Content Strategists Care?</b> FIRESIDE A/B Dr. Deborah Bosley, Owner of and Principal, The Plain Language Group	<b>Content Strategy Fundamentals: Deconstructing the Content Matrix and Future-Proofing Your Content</b> FIRESIDE C/D Marlowe Sarah Beckley, Manager of Content Strategy, SapientNitro
4:00 pm - 4:40 pm	<b>Connecting the Content Marketing Dots...Content, Channels and Culture</b> TOWN SQUARE A/B/C/D		

4:45 pm - 5:00 pm

Laurie Paleczny, President, Dash Digital Group		
<b>Closing Thoughts</b> TOWN SQUARE A/B/C/D Scott Abel, CEO and Chief Content Strategist, The Content Wrangler DeAnn Wright, Manager, Geo Expansion and Help Content, eBay		