



Content Strategy Applied **USA**

Content Across Screens

Oct 17-18, 2013
San Jose, CA

Hosted by



DAY 1 | SCHEDULE AT A GLANCE

THURSDAY | OCTOBER 17

8:30 am - 9:30 am | Welcome & Keynote

Townhall ABC Welcome to Content Strategy Applied

Scott Abel & Lucie Hyde

Townhall ABC Assertive Strategy: Content Amid Constraints

Margot Bloomstein

9:30 am - 10:15 am | Breakout 1

Fireside ABC An Evolved Approach to Site Architecture and Healthy Web Ecosystems

Matt Hobbs

Townhall ABC eHealth Case Study: Embedding a Culture of Content Strategy

Savitha Varadan

10:15 am - 10:30 am | Break

10:30 am - 11:15 am | General Session

Townhall ABC Mobile Panel

Moderated by Scott Abel

11:15 am - 12:00 pm | General Session

Townhall ABC Creating Compassion in Design

Diane Murphy

12:00 pm - 1:15 pm | Lunch

1:15 pm - 2:00 pm | Breakout 2

Townhall ABC How to Create a Content Strategy that Works

Amanda Mahan

Fireside ABC Preparing for the Future: Content Strategy & Omnichannel

Kevin Nichols & Rebecca Schneider

2:00 pm - 2:45 pm | General Session

Townhall ABC The Multi-screen Ecosystem and Its Impact on Design

Erik Ojakaar

2:45 pm - 3:00 pm | Break

3:00 pm - 3:45 pm | Breakout 3

Fireside ABC Content = Communication: What is Plain Language and Why Should We Care?

Deborah Bosely

Breadbowl There's Only One Screen: How to Plan for Users, Not Devices

Sarah Krznarich & Anna Hrach

3:45 pm - 4:30 pm | Breakout 4

Fireside ABC Responsive Content: A Content-centric Approach to Responsive Design

Lindy Roux

Breadbowl When to Tell Your Story, When Not to Tell Your Story: A Case Study

Michael Haggerty-Villa

4:30 pm | Closing Remarks | Fireside ABC

5:00 pm - 7:00 pm | Party! | PayPal Café

DAY 2 | SCHEDULE AT A GLANCE

FRIDAY | OCTOBER 18

8:30 am - 9:30 am | Welcome & Keynote

Roundtable One Mobile Moment

Sara Wachter-Boettcher

9:30 am - 10:15 am | Breakout 1

Roundtable How Language Shapes Products

Caryn Cardello

Breadbowl Quick Tips On Creating Localizable Content

Sabine Rioufol

10:15 am - 10:30 am | Break

10:30 am - 11:15 am | Breakout 2

Roundtable The Power of Social Disruption

Stephanie Henry

Breadbowl Using Empathy and Emotion Across Screens – the Heart and Soul of Content

Jason Belcher

11:15 am - 12:00 pm | Breakout 3

Breadbowl Here, There, Everywhere: Multi-screen Content Strategy

Kristine Kelly

Roundtable Please Don't Make Another Boring Corporate Video

Bryan Wright

12:00 pm - 1:00 pm | Lunch | Sign up for the 3:30pm Shopping Showcase at the Information Desk

1:00 pm - 1:45 pm | Breakout 4

Breadbowl The Same Page: Sketching for Customer-Centric Content Strategy

Deb Aoki

Roundtable 7 Steps to Scale and Succeed at Cross-regional Content Planning

Pam Didner

1:45 pm - 2:30 pm | Breakout 5

Breadbowl Context, Baby! Context! User Journeys for Responsive Design

Rebekah Cancino

Roundtable Evolution of an Empowered Content Team

Eunice Louie

2:30 pm - 2:45 pm | Break

2:45 pm - 3:30 pm | General Session

Roundtable Content Strategy Panel

Moderated by Scott Abel

3:30 pm - 4:15 pm | Breakout 6

Info Desk PayPal: Shopping Showcase

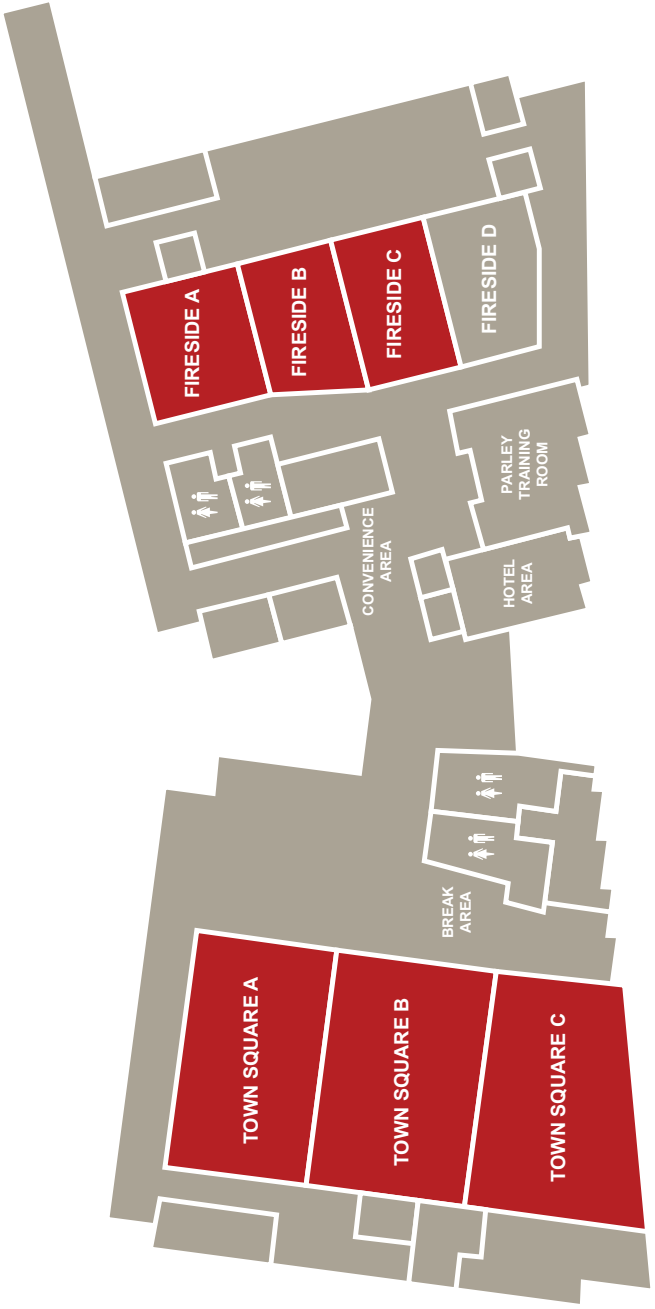
Cindy Liu

Roundtable Corporate Speak vs. Natural Language: Finding and Aligning Your Voice

PG Bartlett

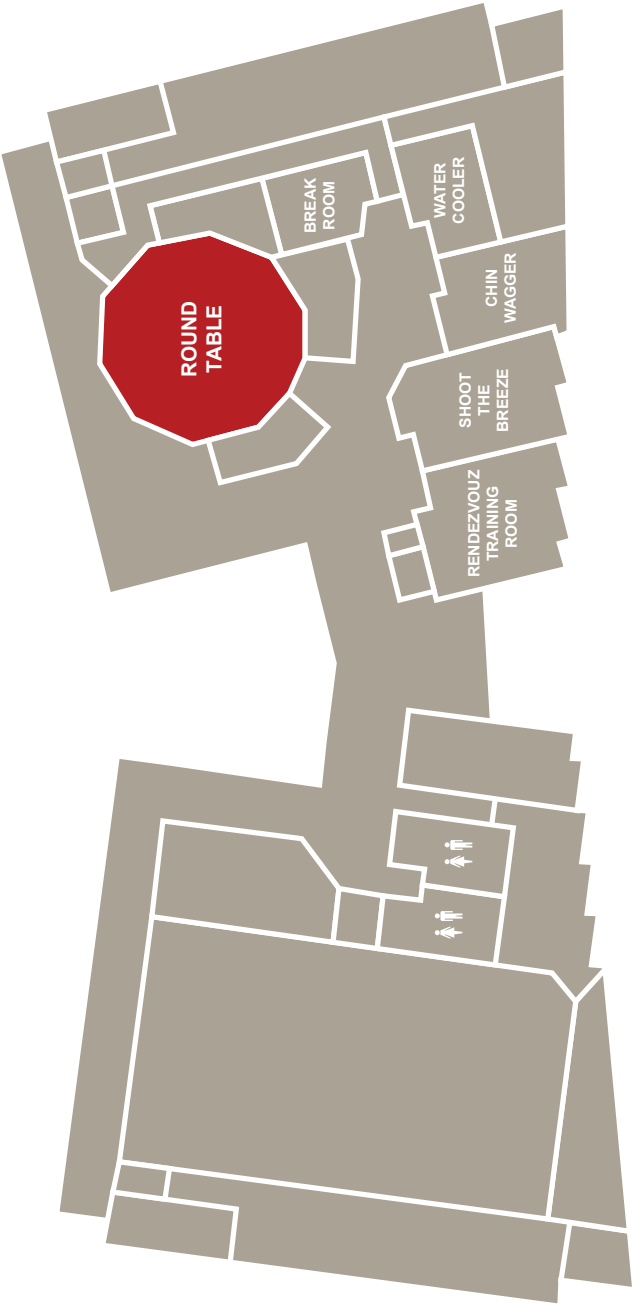
4:15 pm | Closing Remarks | Roundtable

➔ MAIN LEVEL



The **Breadbowl** room is located opposite the cafe in the main PayPal lobby and requires an escort. Please meet at the Information Desk to be guided to your session.

➔ SECOND FLOOR



➔ INTRODUCTION

Hello and Welcome to CSA USA 2013!

Lucie Hyde, Director of Global Content, eBay

I'm extremely excited to welcome you to the first ever Content Strategy Applied USA conference. Given the mobile revolution that's happened since CSA started in the UK three years ago, it seems only fitting that the focus of our first US session of the conference is all about adaptive, responsive content that will work on any device. Sounds a bit like what we do in our roles as writers, subject matter experts, brand specialists, marketers, technologists, and more: always adapting and responding to whatever product and content challenge is at hand.

Our host this year is blogger, content strategist and influencer Scott Abel, who will guide us through the content strategy minefield in our two days together, as well as lead two panel discussions.

We're also thrilled to welcome our keynote speakers: Margot Bloomstein, author of *Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Engagement* and principal of Appropriate, Inc., and Sara Wachter-Boettcher, a Philadelphia independent content strategist, writer, editor, and the author of *Content Everywhere*.

Last, but not least, there's you – the real stars of the show! Network, swap stories, compare notes. After all, that's what this conference is all about.



Our host, Scott Abel

Scott Abel, aka The Content Wrangler, is an internationally recognized content strategist and social networking choreographer whose strengths lie in helping global organizations improve the way they author, maintain, and deliver information.

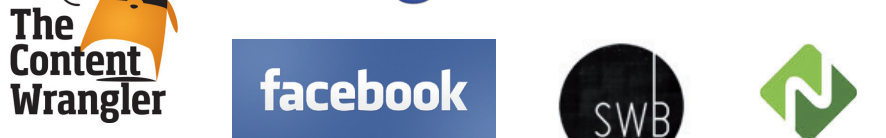
In addition to his popular business blog, *The Content Wrangler*, Scott maintains several online communities on Facebook and LinkedIn, and is a popular and influential technology blogger on Twitter.

Scott also manages the social networking activities for several software and services firms in the high technology and digital mobile publishing arenas.



ACKNOWLEDGEMENTS

We're excited to have these companies represented at Content Strategy Applied USA:



Visit the Content Strategy Applied USA website at www.contentstrategyapplied.com for comprehensive speaker information.

➔ DAY 1 | SCHEDULE DETAILS

MORNING KEYNOTE | 8:30 am - 9:30 am

Townhall ABC

Assertive Strategy: Content Amid Constraints

Margot Bloomstein, Principal, Appropriate, Inc.

We live in a world where people jump from Red Bull-branded satellites in the name of good content. But is it really good—and is it right for our brands? Content strategy gives content marketing the tools to be sane and sustainable. Margot will discuss how a more sustainable future means addressing the limits of budget, time, and creativity with content management, strategy, governance, and more. That's the stuff that keeps logos off satellites and our content creators off high ledges.



BREAKOUT 1 | 9:30 am - 10:15 am

Fireside ABC

An Evolved Approach to Site Architecture and Healthy Web Ecosystems

Matt Hobbs, Senior Content Strategist, National Builder Supply

In this presentation, Matt will outline a scalable approach to building a healthy, well-structured ecosystem of content, layering in web content, social tools, user experience, and structured data.



Townhall ABC

eHealth Case Study: Embedding a Culture of Content Strategy

Savitha Varadan, Editor in Chief, eHealth

When fast-growing private enterprises need to redesign, rebrand, and launch new products, all while complying with strict government regulations, content strategy comes to the rescue.

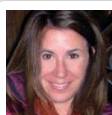


DAY 1 | SCHEDULE DETAILS

MOBILE PANEL | 10:30 am - 11:15 am

Townhall ABC Moderated by Scott Abel

Industry experts share their thoughts and visions about the past, present and future of mobile content strategy and design.



Michelle Haag

Director, User
Experience Design,
eBay



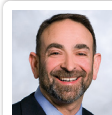
Paul Wotel

Senior Content
Designer, PayPal



Jeff Cowan

Senior Director of
Creative Services,
OpenText



Paul Perrotta

Director of Shared
Content Services,
Juniper Networks

GENERAL SESSION | 11:15 am - 12:00 pm

Townhall ABC

Creating Compassion in Design

Diane Murphy, Content Strategist, Facebook

Case study: By partnering with experts in real-world conflict resolution, we were able to get the guidance needed to develop a strong design and clear messaging around removing a picture from our site. We specifically approached both the design and content with a goal to create a framework that would encourage compassion and empathy between users.



DAY 1 | SCHEDULE DETAILS

BREAKOUT 2 | 1:15 pm - 2:00 pm

Townhall ABC

How to Create a Content Strategy that Works



Amanda Mahan, Creative Director, Digital & Social Content, Clorox

In this presentation, you'll learn the unique Clorox Company content strategy methodology that can work with any brand to bring compelling, engaging content to your consumers. A deep dive into everyone's favorite dressing, Hidden Valley Ranch, will show how bad content sometimes happens to good marketers - and how to avoid those pitfalls with a collaborative, consistent approach to content strategy and creation.

Fireside ABC

Preparing for the Future: Content Strategy and Omnichannel



Kevin P Nichols, Director, Sapient/Nitro



Rebecca A Schneider, President, Azzard Consulting

How do you go about creating a content strategy for the omnichannel experience? What the heck is omnichannel, anyway? This session will define omnichannel, why it is different from multi-channel, and provide detail on what omni means for content strategy. We'll provide a framework to help participants understand the content elements of omni and how to develop a content strategy for the omnichannel experience. We'll also cover how to evaluate content within the omni context.

GENERAL SESSION | 2:00 pm - 2:45 pm

Townhall ABC

The Multi-screen Ecosystem and Its Impact on Design

Erik Ojakaar, Sr. Manager, Mobile User Research, eBay

eBay has been serving up content and experiences on multiple screens longer than most. In that time, the company has learned how users have different expectations, goals, and behaviors depending on the device they are using, the time of day, and other contextual factors. Join Erik as he reviews consumer insights about the evolving multi-screen ecosystem and its impact on design.



DAY 1 | SCHEDULE DETAILS

BREAKOUT 3 | 3:00 pm - 3:45 pm

Fireside ABC

Content = Communication: What is Plain Language and Why Should We Care?



Deborah Bosley, Owner & Principal, Plain Language Group

This presentation will focus on the field of plain language and why it should be a critical component of content strategy.

Breadbowl

There's Only One Screen: How to Plan for Users, Not Devices



Sarah Krznarich & Anna Hrach, Directors of Content Strategy, Ethology

Responsive design has become a catch-all response to solving brands' mobile challenges. But are we unknowingly setting ourselves up to repeat history with style-over-substance websites? We'll discuss how we can stop looking at users based on their device and instead adopt a holistic content strategy to create one consistent experience.

BREAKOUT 4 | 3:45 pm - 4:30 pm

Fireside ABC

Responsive Content: A Content-centric Approach to Responsive Design



Lindy Roux, Digital Content Strategist, Siteworx

If you're planning a responsive website, the secret to getting it right is content prioritization, based on an understanding of the in-context needs of your key audiences. Lindy will show how Siteworx helped Time Warner Cable to execute a responsive site, and demonstrate an approach to responsive design that is both content- and user-centric.

Breadbowl

When to Tell Your Story, When Not to Tell Your Story: A Case Study



Michael Haggerty-Villa, Senior Content Strategist & User Experience Lead, Disney

A huge number of storytellers contribute to the experiences of Disney Parks. As we design online experiences to fit various devices, how do we make sure our story isn't overwhelmed by so many stakeholders? How do you manage too many cooks in your content kitchen? In this case study, we look at a project where a heavy dose of collaboration led to some strategic successes as well as, um, opportunities for growth.

CLOSING REMARKS | 4:30 pm

Fireside ABC **Scott Abel**, The Content Wrangler | Day 1 wrap-up & party information.

PayPal Café PAR-TAY! | 5:00pm-7:00pm | We'll have good food, drinks, music, & fun.

➔ DAY 2 | SCHEDULE DETAILS

MORNING KEYNOTE | 8:30 am - 9:30 am

Roundtable One Mobile Moment

Sara Wachter-Boettcher, Principal, SWB

Mobile creates a million challenges, but it's also been a boon for content specialists. It's shown how much content matters - and how hard it is to deal with changing devices and unpredictable screen sizes without considering key messages and communication priorities first. Suddenly, content strategists are in demand. By taking advantage of this moment - our moment - we can do more than fix today's mobile issues. We can give our digital initiatives focus, our projects purpose, and our organizations the ability to adapt.



BREAKOUT 1 | 9:30 am - 10:15 am

Roundtable How Language Shapes Products

Caryn Cardello, Content
Editor, LinkedIn

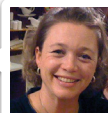
As LinkedIn has grown from a primarily job-focused site experienced on the desktop to a professional hub that spans devices, it's had to become more human to better coach, engage, and inform our members. But becoming more human also means wrestling with human pitfalls (what to do when your orthodontist endorses you for a skill?). The right content makes the difference.



Breadbowl Quick Tips on Creating Localizable Content

Sabine Rioufol, Manager, GeoExpansion,
eBay

The challenge facing a localization team is finding ways to appraise source content, sometimes out-of-context, and evaluate whether or not localization is appropriate. In this presentation, we will look at the 5 essentials that a content strategist should be aware of to ensure a seamless localization process.



➔ DAY 2 | SCHEDULE DETAILS

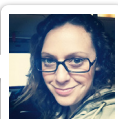
BREAKOUT 2 | 10:30 am - 11:15 am

Roundtable

The Power of Social Disruption

Stephanie Henry, US

Digital Content Editor, Benefit Cosmetics



It's not enough anymore to be consistently planning and publishing in social media. From second screen to hashtag-jacking, it's becoming increasingly important for social media teams to engage their audiences where and when they're active online.

Breadbowl

Using Empathy and Emotion across Screens - the Heart and Soul of Content

Jason Belcher, Sr. Product Content Manager, eBay



Jason's presentation will discuss how empathy can be used successfully in customer service content, and ways it can backfire. We address how creating good content is both an art and a science.

BREAKOUT 3 | 11:15 am - 12:00 pm

Roundtable

Please Don't Make Another Boring Corporate Video

Bryan Wright, Sr. Content Designer, PayPal

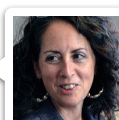


Breathe some life into your videos! I'll show you how to avoid boring your audience, how to get people listening, and how to tell a story your viewers can connect with. I'll discuss the mysterious questions you **MUST** ask before shooting a single frame, and I'll talk about my journey from content writer to video producer.

Breadbowl

Here, There, Everywhere: Multi-screen Content Strategy

Kristine Kelly, Head of Editorial & Content Strategy, Grant Thornton



Anyone with eyeballs can see that mobile browsing continues to climb. Make sure your content is as mobile - and accessible - as your audience by keeping it short and making it relevant.

→ DAY 2 | SCHEDULE DETAILS

BREAKOUT 4 | 1:00 pm - 1:45 pm

Breadbowl

The Same Page: Sketching for Customer-centric Content Strategy

Deb Aoki, Senior Information Experience Designer, Citrix

Often, content is the last thing considered in the product development process, when wireframes and finished mocks just need lorem ipsums replaced with “real content.” But how can content strategists get their voices heard earlier in the discussions? Learn how to leverage simple sketching and storytelling techniques to get a seat at the table earlier in the design process.



Roundtable

7 Steps to Scale and Succeed at Cross-regional Content Planning

Pam Didner, Global Integrated Marketing Manager, Intel

The internet is the first true global marketing conduit able to turn any company into a global company. Your marketing content must be localized for maximum effectiveness while staying scalable for efficiency. Pam Didner will illustrate how to develop a global content strategy that engages and converts regionally while making marketing operations manageable.



BREAKOUT 5 | 1:45 pm - 2:30 pm

Breadbowl

Context, Baby! Context! User Journeys for Responsive Design

Rebekah Cancino, Communication Director, Forty

Designing experiences across screens takes consideration of users' needs and situation. By mapping and understanding the customer journey, we can plan content from the smallest canvas-out, and create the right user and organization experiences, regardless of the device.



Roundtable

Evolution of an Empowered Content Team

Eunice Louie, Editorial Lead, Google

Having a hard time getting people to understand the value of content in your organization? In this session, we'll give you some ideas on how to raise the visibility of your content team within your organization to make it easier for you to secure the resources you need to get your job done.



DAY 2 | SCHEDULE DETAILS

CONTENT STRATEGY PANEL | 2:45 pm - 3:30 pm

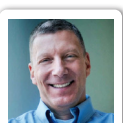
Roundtable Moderated by Scott Abel

Join our panel of industry experts as they discuss the challenges of developing and writing content in a shifting online world.



Val Swisher

President, Content Rules



PG Bartlett

SVP Product Management, Acrolinx



Stacey King Gordon

President, Suite Seven



Sandra Chinoporos

Sr. Content Strategist, Global Content eBay

BREAKOUT 6 | 3:30 pm - 4:15 pm

Information Desk

Shopping Showcase

Cindy Liu, Senior Editor, PayPal



Sign up to experience eBay's vision for connected commerce, designed to bring mobile to life. As the writer for this showcase, I'll help walk you through the vignettes, highlighting fun facts from a content perspective. (Tour limited to 15 people.)

Roundtable

Corporate Speak vs. Natural Language: Finding & Aligning Your Voice



PG Bartlett, SVP Product Management, Acrolinx

This presentation is about language that reeks - and how to take out the #&%@\$\$. People have read so much nonsense that they're becoming immune to marketing. Powerful words like "powerful" have lost their power - thanks to the drone of corporate language. Let's take out the buzzwords and jargon. Write shorter, simpler sentences. Talk human instead of corporate. And let's show your bosses how better language is better for business.

CLOSING REMARKS | 4:15 pm

Roundtable **Scott Abel**, The Content Wrangler

Day 2 wrap-up and final raffle winners announced.

➡ THE WAY TO SAN JOSE

Whether you're into shopping, surfing, dining, wine tasting, or museum hopping, San Jose has it all. Here are some of our favorite spots:



Santana Row

Known as "the row" by locals, this place is perfect for upscale shopping (Gucci!) and dining. This is where to go to people-watch and relax with friends over drinks. They even have an amazing spa or 2 (9 spas to be exact).



Valley Fair Mall

Shop till you drop! All the major retailers are here: Nordstrom, Macy's, Ann Taylor, Sephora, Apple, Louis Vuitton, Tiffany, Burberry, etc. Wear comfy shoes, 'cuz there are over 217 stores. It's across the street from Santana Row.



Winchester Mystery House

This extravagant maze of Victorian craftsmanship took 38 years to build. Its 160 rooms are marvelous, baffling, and eerily eccentric, to say the least. This is also across the street from Santana Row.



Tech Museum

No visit to Silicon Valley is complete without a stop here. From robots to earthquakes to moon landings, the Tech's got it all. It's close to most of the downtown hotels and a quick light rail ride from PayPal.



Rosicrucian Egyptian Museum

Mummies! Seriously cool, this museum houses one of the largest collections of Egyptian artifacts on exhibit in North America.



Santa Cruz Boardwalk

Drive about 30 minutes and you're at the beach. Come a day early to have enough time to really enjoy it. Rollercoasters!



Santa Cruz Mountains wineries

Napa isn't the only place in Northern California for great wine. Drive just a few miles from the office and you can be sipping wine from David Bruce, Ridge, Savannah Channele, Byington, Thomas Fogarty, and other great vineyards.

NOTES AND WHAT-NOT

NOTES AND WHAT-NOT



That was fun!