

MONDAY, APRIL 26, 2021

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

Eastern	Main Stage	Everest	Matterhorn	Fuji	Kilimanjaro	Denali	Mauna Loa
10:00	Meet and Greet Welcome						
11:00	The Content Strategy of Civil Discourse: Turning conflict into collaboration David Dylan Thomas						
12:30	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time
13:00	Survival in Mergers Stan Doherty, Oracle Peggy Sanchez, HPE Severin Foreman, Marvell Seth Park, NXP	DITA Tours Zoe Lawson, Synopsys	Harvesting Semantic AI for Information Experience Chip Gettinger, SDL	Partnering to Develop An Industry-wide Standard for Inclusive Language Larry Kunz, Extreme Networks	Practical Tips for a Successful Content Transformation Kevin Bruckner & Lindsay Baer, IBM	Creating Cohesive Writing Teams Rich Gebhardt & Tricia Kinman, Mastercard	Compassionate Technical Writing Robert Perry, Salesforce
14:00	Extended break	Architecting Space: Harnessing the Productive Power of Feng Shui by Precision Content	Absinthe - History, Myth, Faux Pas, and Some Clarity Around The Green Fairy by Jorsek/easyDITA	Mad Libs & Match Game! by Data Conversion Laboratory			
15:00	User Experience Scott Abel, The Content Wrangler Robert Perry, Salesforce Richard Pfeiffer, Genesys	There and Back Again: An early adoption of DITA 2.0 Scott Hudson, ServiceNow	PDFs from DITA: So many paths to the cheese Leigh White, IXIASOFT Corinna Kinchin, Datazone	What Counts in Technical Writing in 2021? Berry Braster, Etteplan	Scaling Smart Content Across the Enterprise Gretyl Kinsey, Scriptorium	Video Content Is Not As Hard As It Seems! Shane Rose, 3M	Tech docs - Your magic money tree Joe Gelb & Lawrence Orin, Zoomin
16:00	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time
16:30	2020 Retrospective: Challenges, Successes, and the "New Normal" Vlad Khanin, NextGen Anna Schlegel, NetApp Lisa Hultman, ServiceNow						
18:00	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time
18:30	DITA 2.0 Panel Scott Hudson, ServiceNow Kris Eberlein, OASIS DITA TC Chair Zoe Lawson, Synopsys	DITA-Powered Knowledge Base Made Easy Vi Kellersohn, Oberon	Developer Help Based on Training Courses moved to: Tuesday at 12:00 (Eastern)	Inside Out or Outside In? Liz Fraley & Janice Summers, Single Sourcing Solutions	Seeing Double: How and when to reuse content Amber Swope, DITA Strategies	Structuring Your Images for a Seamless Content Experience Regina Lynn Preciado, Content Rules	Design Thinking: Creating Customer- Friendly Technical Content—Powered by Empathy Richard Pfeiffer, Genesys
19:30	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time	Break Time
20:00	Ben Zabin Virtual Illusionist						
21:30	End of day						