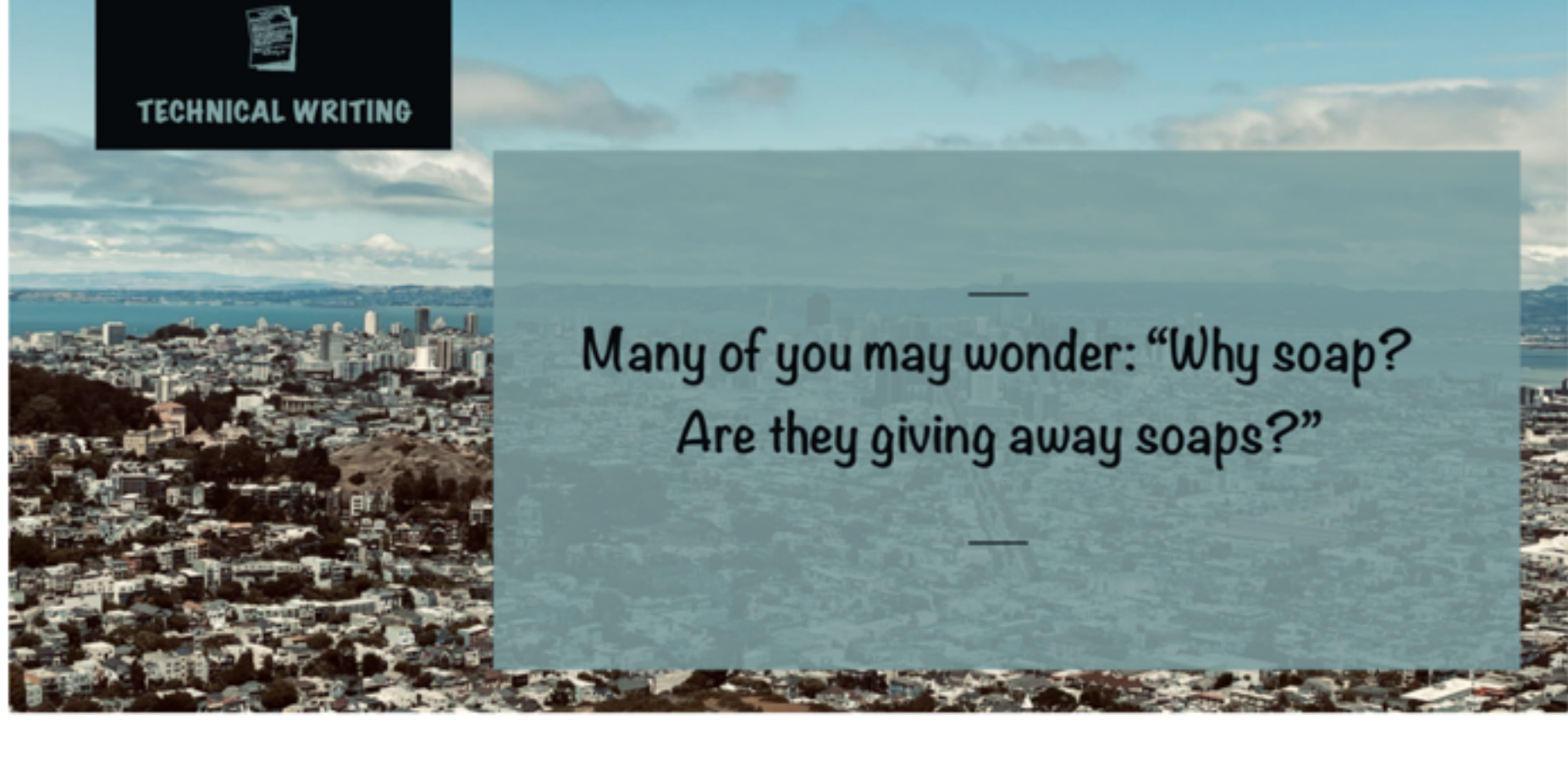


# Soap! Conference — Reflections through the Years



Soap! is an annual conference for content developers who are eager to tackle stumbling challenges the ever-evolving digital era brings to us. This is a can't-miss event where seasoned speakers from all around the world, each a professional in the content development niche, guides the attendees through three days of inspiring conference talks, interesting workshops, and networking sessions.

But it was 2020, the year the whole Earth stood still — so did the soap! event. 2 years passed, and the very much missed soap! conference atmosphere has finally come back this summer, on June 1–3 in Krakow, Poland. The conference venue was the same — a truly exceptional place just right in front of the Wawel Royal Castle — [Manggha Museum of Japanese Art and Technology](#).

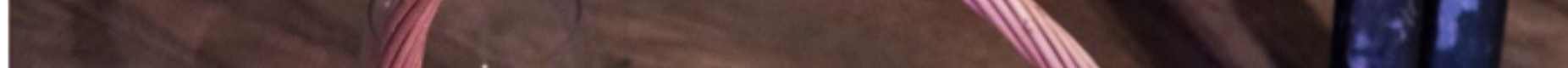
I've had an incredible chance to attend the conference three times, the latter one remotely — soap! conference organizers generously provided a free pass for 2 conference days to those participants joining from Ukraine. We can't thank enough for such an incredible support from our Polish friends. 💙💛



Before diving deep into the great conference atmosphere and unleashing the mystery of the “post-pandemic reflections” — the main theme of the conference as well as my own reflections on the conference atmosphere itself — allow me to decipher the actual name of the conference. Many of you may wonder: “*Why soap?*” “*Are they giving away soaps?*”

Well, YES, you do get a cool pink soap for asking a question right after a speaker has delivered a speech.

Here is the photo proof. 😊



## Strategy

## Opportunity

## Advancity

## Professionalism

The combination of these 4 values lie at the core of this conference.

Being armed with the pre-history and bearing in mind that this conference is not about soaps, shampoos, or whatever, let's dive deep into my reflections about the conference years, as I weave a story of how I have fallen in love with the soap! event.

## Year 2016

For the first time ever, I joined soap! conference back in 2016 and was so happy to learn that additionally to the two conference days the event expanded with an extra day — Content Education Summit.

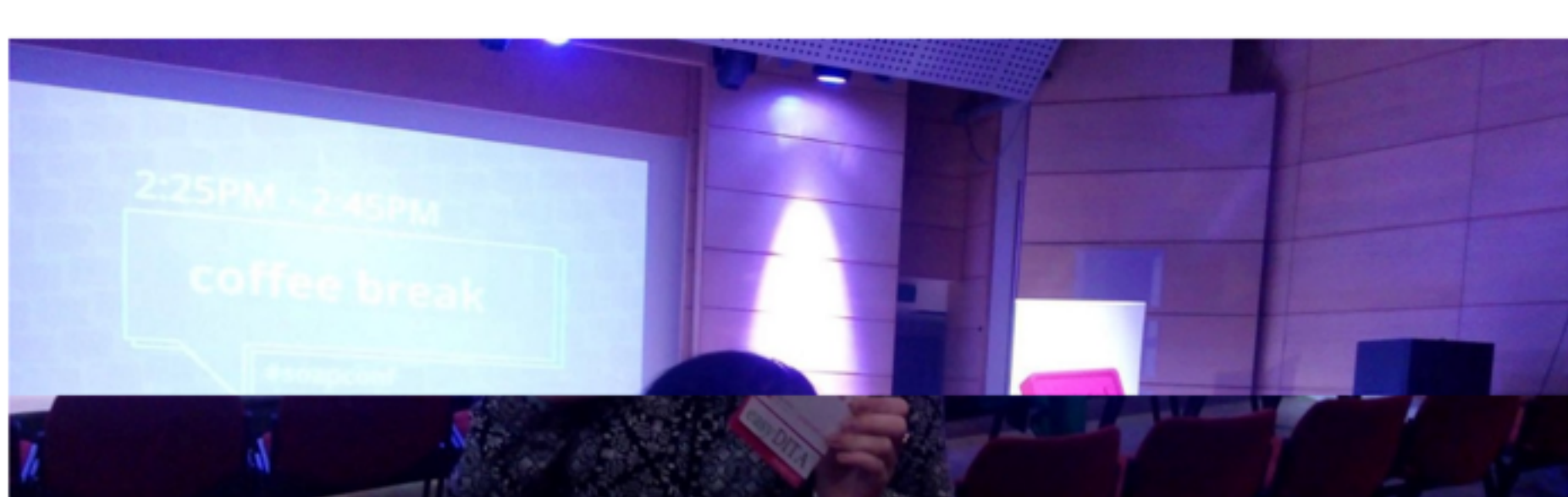


During the Content Edu Summit, 5 amazing workshops took place:

- **Personal Productivity Workshop** by Piotr Nabielec
- **Designing for Your Audience — How to Create Impactful Infographics** by Marta Olszewska
- **Change Design** by Jadwiga Sitnicka and Daria Hemmerling
- **Words and pixels go better together** by Rachel Gertz and Travis Gertz
- **(U)X Marks the Spot: Creating Experience Maps** by Ania Tutak.

This was an unprecedented opportunity to expand the attendees' background through group discussions, hands-on tasks, and practical insights.

That year's soap! conference featured 17 thought-provoking presentations from the experienced speakers focusing on techniques, tools, people, solutions, and stories that helped understand & create the “us” approach in which people who work on one product need to realize that they have one common goal: make users happy by building the best product possible.



## Year 2018

My second visit to Krakow, Poland. It was a solo trip, the highlight of which was the soap! conference. There were 10 workshops with over 60 participants. The innovative and disruptive ideas were generated at the [Krakow Technology Park](#) — a supercool technology incubator that helps IT sector grow in Malopolska Region.

Participants were not only given an in-depth information in an area of their interests, but also a hands-on experience and practical implementation of the acquired knowledge.

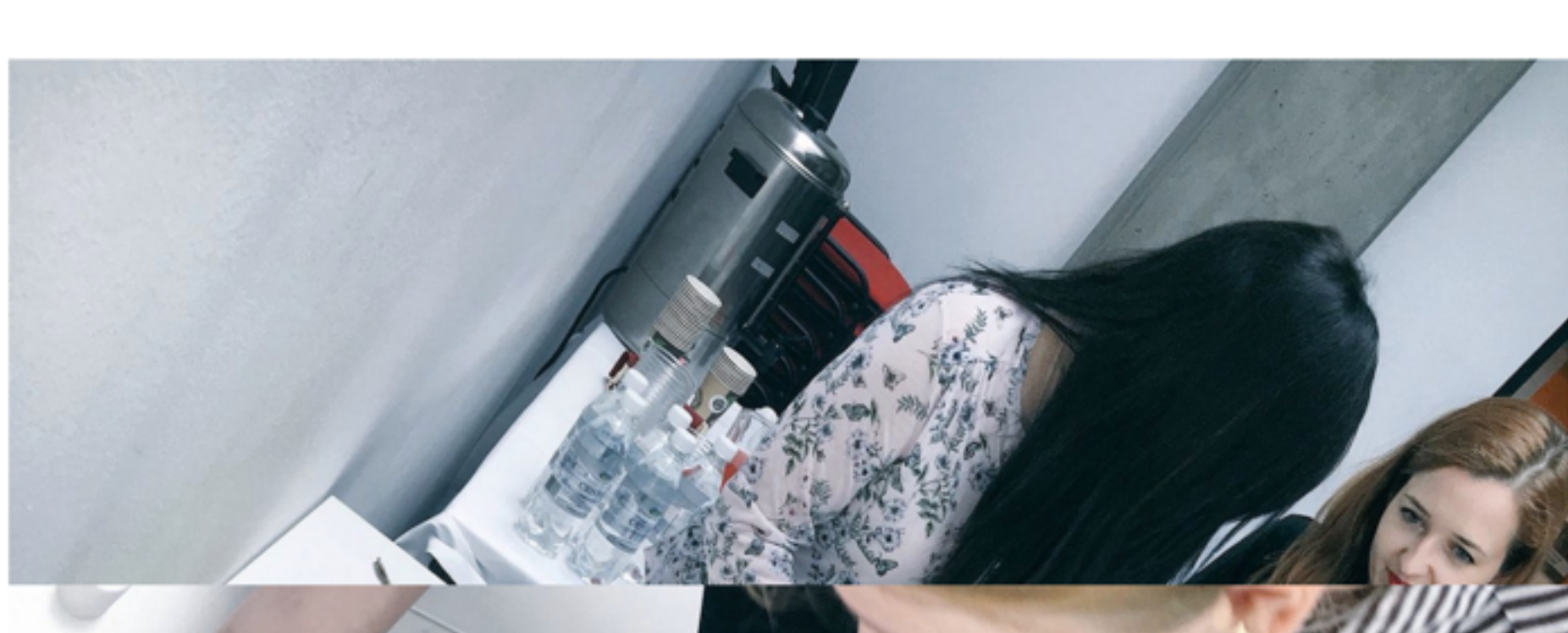
I had a great chance to attend two workshops: “**Innovate easily with the Design Thinking toolkit**” by [Gosia Pytel](#), a Design Thinking whiz from Northern Ireland, and “**UX copy tips for product people**” by [Yuval Keshtcher](#), a founder of Microcopy & UX writing from Israel.

With over 100 authors, information architects, project managers, designers, and content professionals coming from around 22 countries, the 2 conference days were a blast, to put it mildly. 23 talks that had been delivered related to the notion of “innovation and simplicity.”

*“We want product-related content that is simple to author, deliver, and manage. We also want product-related content that is easy to follow for users. How can we get there? Can innovation be the key? Can it help us gain simplicity? Or does it equal complexity? How can we balance both?” \**

[\\*soapconf.com](#)

Speakers discussed the notions of the Artificial Intelligence, Data Science, and Machine Learning as well as building supercool and smart chatbots to minimize the pages written, forget about what a PDF is, and strengthen strategies to further nurture your user's needs.



## Year 2022

The year of a happy come back! I was lucky to attend 2 days packed with around 20 talks related to the post-pandemic reflections as to where the content creation is shamed.

The trendiest items to discuss were the convergence of the TechComm and MarComm worlds, Content Operations and the importance of improving those in your organization, writing successfully for AI, and the Information 4.0 amidst the Fourth Industrial Revolution and how you can be prepared for that as a content creator.

Even though I joined online and missed an invaluable chance to talk with the like-minded people while being on coffee breaks or attending the after-parties — the atmosphere on this conference was still absolutely incredible, I genuinely felt it.

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When I think about the soap! conference, I feel gratitude, inspiration, and passion for what I've chosen to be my profession. I am incredibly grateful for people I've met, talked to, had fun with, for the acquired knowledge and guidance on where to head off to for new career adventures.

Don't hesitate to check out the [soap! conference](#) website for updates, and definitely encourage to join the next one — you'll get a lot of inspiration.



Oksana Pervenonok

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I am a seasoned content expert with solid background in TechComm and MarComm areas. Passionate about visual storytelling, sketchnoting, and illustrations.

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