

technical communication
tcworld



China 2018, Shanghai, May 15 – 16

PROGRAM OVERVIEW
**4th International
Conference
on Technical
Communication**

CONFERENCE VENUE

Grand Ballroom, 2F, Park Tower, Radisson

Blu Hotel Shanghai New World
上海新世界丽笙大酒店园景楼
2楼大宴会厅





Day 1 @ Radisson Blue Hotel

	ROOM 1 SIMULTANEOUS INTERPRETATION	ROOM 2 SIMULTANEOUS INTERPRETATION	ROOM 3
08:15-09:00	Registration 入场登记		
09:00-09:05	Opening Remarks 开幕致辞 Dr. Michael Fritz & Xiuchun Zhang		
09:05-09:50	en Keynote: AI for Content or Content for AI? AI服务于内容还是内容服务于AI? Prof. Hans Uszkoreit, Director and Chief Scientist, AITC and DFKI		
09:50-10:35	en Smart Conversational Agent for Lenovo Customer Care 联想客服智能会话代理 Dr. Feiyu Xu, Vice President of Lenovo and Head of AI Lab at Lenovo Research, Lenovo		
10:35-11:00	Break and Visit to the Exhibition 茶歇		
11:00-11:45	en On the Road to Success with iiRDS 通往iiRDS的成功之路 Dr. Michael Fritz, CEO, iiRDS Consortium, tcworld GmbH and tekem e.V.	Presentation zh 基于模型的产品技术文档集成制作与网络化发布 Model-Based Integrated Generation and Online Release of Technical Documentation for Products Prof. Xiaodong Shao, Xidian University	Presentation
11:50-12:35	en Planning a Global Content Strategy AI时代的全球内容战略 Shaowen Huyan, Business Solution Consultant, SDL	Presentation zh 技术传播职业发展交流 Career Panel Weibo Wu, Alibaba Group Hongxia Guo, Goldwind Technology Mei Li, Tongji University	
12:35-14:00	Lunch and Visit to the Exhibition 午餐		
14:00-14:45	en Hi, I'm Tina. I'm your Digital User Assistant. “初次见面，请多关照！”数字用户助手 Tina Ekaterina Mitova, Senior User Assistance Developer, SAP	en How to Develop “User Manual AI Chatbot” through the Case of Bank AI Chatbot 如何开发“用户手册AI Chatbot”：银行AI Chatbot 案例分享 Seokhwan Shin, Vice President, Saltux	Presentation zh 开发以客户为中心的文档 Developing Customer-Centric Document Lingling Yu, Information Architect, HUAWAI
14:50-15:35	en How Data Queries will Dramatically Increase Your Content Reuse? 如何显著提升内容重用率？ 数据查询另辟蹊径！ Jang F.M. Graat, CEO, Smart Information Design	en Content Digitalization Journey – From Static to Customized Information (APPs/AR/VR/MR) 内容数字化历程 - 从传统静态信息到数字化终端的定制化交付 (APPs/AR/VR/MR) Johnas Rundgren, General Manager, Semcon China Guokai Wang, Senior Document Engineer, Semcon	Presentation zh Workshop
15:35-15:50	Break and Visit to the Exhibition 茶歇		
15:50-16:35	en Picture Perfect: Visualization Techniques for Monitoring Content Quality 把理想照进现实：监视内容质量的可视化技术 Brian Bühling, Managing Director, Dakota System	zh 罗氏诊断的技术文档管理 Technical Documentation Management in Roche Diagnostics Jianhong Hu, Documentation Manager, Roche Diagnostics	Presentation zh Presentation 集团企业文档管理体系框架 Enterprise Document Management System Framework Guohui Dai, Department Leader
16:40-17:25	en Unifying the Software and Doc Development in the Same Process 软件和文档的同步开发 Li Huang, Technical Writer	en The State of Structured Content Management in 2018 – the Good, the Bad and the Ugly 2018年结构化内容管理现状：亮点、缺陷、痛点 Stefan Gentz, Global TechComm Evangelist, Adobe	Presentation zh Presentation 通过用户旅程图优化内容体验 Optimize Content Experience with User Journey Maps Quan Zhou, Associate Professor, Metropolitan State University
17:30-18:15	en IEC 82079-1 – The Standard for Technical Documentation 浅谈IEC 82079-1：技术文档标准 Jessica Block, Technical Writer, Amazon	en How to Successfully Manage Western Writing Teams in China 如何在中国成功管理西方写作团队 Joshua Hughman, Director of Global Communications, CSOFT International	Presentation zh Presentation Workshop
18:45-22:00	Networking Event 社交晚宴		





Day 2 @ Radisson Blue Hotel

	ROOM 1 SIMULTANEOUS INTERPRETATION	ROOM 2 SIMULTANEOUS INTERPRETATION	ROOM 3
08:30-09:00	Registration 入场登记		
09:00-09:40	<p>ja zh</p> <p>Utilizing Analysis Technologies for Usability Assessments in Transmitting Internet (Web) information 利用分析技术对互联网信息进行可用性评估 Kuroda Satoshi, President, ISE</p> <p>Presentation</p>	<p>en</p> <p>Technical Content for Industry 4.0 and the Internet of Things工业4.0和物联网之技术文档 Marcus Kessler, CEO, Schema</p> <p>Presentation</p>	<p>zh</p> <p>共同构建强大的内容体系：技术写作与市场营销写作的融合与挑战 Powerful Content Together--The Merge of Technical Writing and Marketing Writing Yuanyuan Li, Content Marketing Manager, Eaton ES APAC</p> <p>Presentation</p>
09:45-10:25	<p>en</p> <p>Chatbot and Technical Content. Beyond the Demo, Myth and Reality Chatbot和技术内容：从演示、构想到现实 Fabrice Lacroix, CEO, Antidot</p> <p>Presentation</p>	<p>en</p> <p>Embracing Content Strategy for Your Business and Your Users内容战略：为您的企业赢得用户芳心 Prof. Xiaoli Li, Associate Professor, University of Dayton Jianhua Dong, Content Strategy Manager, Alibaba Group Prof. Giuseppe Getto, Assistant Professor, East Carolina University</p> <p>Presentation</p>	<p>zh</p> <p>优化翻译工作流程，翻译XML文本时，高效处理格式和标签Optimization of the Translation Workflow and Efficiently Handling Formats and Tags When Translating XML Files Jofa Shang, COO, DataLSP</p> <p>Presentation</p>
10:25-10:45	Break and Visit to the Exhibition 茶歇		
10:45-11:25	<p>en</p> <p>Documentation Refactoring 文档重构 Wenrong Qin, Lead Writer, SIEMENS</p> <p>Presentation</p>	<p>en</p> <p>Simplifying Your Documentation— How Far Are You Willing to Go?简化文档之路，路能走多长？ Jack Wang, Senior User Assistance Developer, SAP</p> <p>Presentation</p>	<p>zh</p> <p>DITA 助力全球语言多格式发布 Global Content Publishing Enabled by DITA Ray Fan, Operations Manager, Digital Content</p> <p>Presentation</p>
11:30-12:10	<p>en</p> <p>Automated UX 自动化 UX Dimitar Simov, Product Experience Expert, SAP Labs</p> <p>Presentation</p>	<p>en</p> <p>Information Development: The Symbiotic Approach 信息开发：共生方法 Alex Lik, Technical Communication Manager & Founder, A-CLID Ltd.</p> <p>Presentation</p>	<p>zh</p> <p>最火的量子通信产品 -- 怎么把你推销出去 The Hottest Quantum Communication Products - How to Push You to the Public Yun Jia, Product Engineer, QuantumCTek</p> <p>Presentation</p>
12:10-13:30	Lunch and Visit to the Exhibition 午餐		
13:30-15:00	<p>en</p> <p>Creating DITA XML Content with FrameMaker 2017 使用FrameMaker 2017创建DITA XML内容 Stefan Gentz, Global TechComm Evangelist, Adobe</p> <p>Workshop</p>	<p>en</p> <p>Why You Should Customize DITA, and How to Do It Easily 为什么需要定制DITA，以及如何轻松完成DITA定制 Jang F.M. Graat, CEO, Smart Information Design</p> <p>Workshop</p>	<p>zh</p> <p>中国企业结构化转型实践案例 A Case Study of SMEs Converting to DITA-based Structured Authoring Li Deng, Shanghai Weihong Electronic Technology Co., Ltd., China Yang Liu, Hangzhou Hikvision Digital Technology Co., Ltd., China</p> <p>Workshop</p>
15:00-15:30	Break and Visit to the Exhibition 茶歇		
15:30-17:00	<p>en</p> <p>Design of Conversations 对话设计 Ekaterina Mitova, Senior User Assistance Developer, SAP Dimitar Simov, Product Experience Expert, SAP Labs</p> <p>Workshop</p>	<p>en</p> <p>The Measure of Success: Key Metrics for Monitoring Content Quality 衡量成功的关键：监测内容质量的关键指标 Brian Bühling, Managing Director, Dakota System</p> <p>Workshop</p>	<p>en zh</p> <p>Creating (Machine) Translation-Friendly Text for the Localisation Industry 为本地化行业书写（机器）翻译友好原文 Shumin Chen, Co-founder, Shufrans TechDocs, Singapore in collaboration with Talent of Content</p> <p>Workshop</p>
17:00-17:10	Closing Ceremony and Lottery 抽奖		





Organized by

In Cooperation with



Supported by

