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Program

Agenda

8:00 AM	Registration & Exhibition	
9:00 AM	Opening and Welcome, Dr. Michael Fritz, CEO, tcworld GmbH, Germany 高建忠, 中国标准化协会秘书长	
9:15 AM	Keynote: Dynamic Publication of Intelligent Information Ulrike Parson, CEO, parson AG, Germany	
10:15 AM	Tea & Coffee Break	
10:30 AM	Creating Company Termbase – The Mindray Example Prof. Klaus Dirk Schmitz, University of Applied Sciences Köln, Germany Jin Liu, Sr. Technical Writer, Mindray Bio-medical Electronics Co., Ltd, China	
11:15 AM	Information Behavior and User Support Zhijun Gao, Lecturer, Peking University, China	
12:00 PM	Lunch Break & Exhibition	
	Room 1	Room 2
2:00 PM	Building the Next Generation of Dynamic Content Delivery Systems Brian Buehling, Managing Director, Dakota Systems, USA	互动环节
3:00 PM	Building an Information Development Team in China Keith Vicek, Sandra Yin & Edison Ni, Information Development Senior Engineer, Lenovo, USA & China	在DITA在线平台上用DITA写作——同济大学基于项目的TC教学探讨 李梅教授, 同济大学
3:45 PM	Intelligent Information in the Era of Conversation as a Platform Jianhua Dong, Sr. Content Project Manager, Microsoft, China	能力不设限, 跨界无边界 张丽莎, 中兴资深文档专家
4:30 PM	Tea & Coffee Break	
4:45 PM	From Static Books to Dynamic Semantic Publishing for Your Documentation Fabrice Lacroix, CEO, Antidot, France	被忽视的文档——元文档 李源泉, 伊顿电气亚太内容营销经理
5:30 PM	Overcoming Technical Communication Pain Points for Chinese Companies Going Global Joshua Hughman, Sr. Manager of Technical Communication, CSOFT International, UK	全球化内容营销 刘劲松, 北京恒易文有限公司文档部门经理
6:15 PM	Closing	

Agenda

	Room 1	Room 2
8:00 AM	Registration & Exhibition	
8:30 AM	Workshop: The Funktionsdesign® Method for Developer Documentation* Ulrike Parson, CEO, parson AG, Germany	赞助商研讨: 驾驭文档分类和元数据管理 范雷, Dakota亚太区运营经理
10:30 AM	Tea & Coffee Break	
10:45 AM	Workshop: Best Practices for Termbase Design Prof. Klaus Dirk Schmitz, University of Applied Sciences Köln, Germany	研讨: 如何找到学习DITA的捷径? ——从learningdita.cn悟到的道理 赖苑媛, 上海富拓软件系统有限公司文档经理 文丹, HPE资深文档工程师
12:30 PM	Lunch Break & Exhibition	
2:00 PM	Vendor Tool Presentation: Adobe Experience Manager: An Enterprise (Component) Content Management System Stefan Gentz, Worldwide TechComm Evangelist, Adobe, Germany	赞助商工具展示: 术语管理在技术写作中的运用 吴微微, SDL解决方案顾问
3:00 PM	Sponsored Workshop: FrameMaker 2017 – From 0 to 100 in 90 minutes Stefan Gentz, Worldwide TechComm Evangelist, Adobe, Germany	研讨: XML内容管理系统 金勇华, 上海美嘉林软件技术有限公司首席执行官
4:30 PM	Tea & Coffee Break	
4:45 PM	Workshop: Storyboarding: Learn to Run the Future of Documentation* Madhu Gundappa, ARM, India	研讨: 信息互动中的虚拟角色 李学昭, 华为信息架构师
6:15 PM	Closing	

*Please bring your own laptop to the workshop for hands-on exercises!