Program

AI	人工智能（AI）及新技术在技术传播中的应用 AI in Technical Communication
EDU	技术传播者的教育、职业发展与未来 Education and career development
DMD	内容开发、管理和交付 Content development, management, and delivery
BV	技术传播的商业价值 Business value
SD	软件文档 Software documentation
GLT	出海、全球化、国际化、本地化与翻译 Globalization, internalization, localization, and translation
UX	用户体验（UX）、用户界面（UI）设计和互动文档 User experience
RS	技术传播的法规与标准 Regulations and standards
SMA	内容战略、内容营销与数据分析 Content strategy, marketing, and data analysis

5月22日周四 Thursday, May 22

时间 Time	宴会厅（同传） Ballroom	会议室1+2（AI同传） Meeting Room 1+2	会议室3 Meeting Room 3	会议室4（AI同传） Meeting Room 4
9:45-10:00		开幕致辞，宴会厅	Opening Remarks, Ballroom	
10:00-10:40	Paperless with the Identification Link? 无纸化未来：基于识别链接的数字化转型 Marcus Hoffmann, Siemens AI	大语言模型在信息获取场景中的应用与探索 姚成霞，唐杰，华为 Application and Exploration of Large Language Models in Information Retrieval Scenarios AI	工作坊：基于产品全生命周期下场景化需求的信息设计实践探索（上） Workshop: Exploring Information Design Practices for Scenario-Based Requirements Based on the Product Lifecycle（Part 1） 乐灵芝，欧阳康百，常清 汇川技术 DMD	
10:40-11:10		茶歇与参观展览	Tea break and visit to exhibition	
11:10-11:50	工业级多模态翻译智能体：无限上下文窗口与动态领域适配驱动的全局一致性翻译范式重构 Industrial-grade Multimodal Translation Intelligence: Infinite Context Window and Dynamic Domain Adaptation-driven Reconstruction of the Global Consistent Translation Paradigm 曾辉，甲骨易 GLT	基于AI的交付文档领域知识库建设的探索和实践 Exploration and Practice of Building a Knowledge Base Construction in the Field of AI-based Delivered Documents 薛静，中兴通讯 AI	工作坊：基于产品全生命周期下场景化需求的信息设计实践探索（下） Workshop: Exploring Information Design Practices for Scenario-Based Requirements Based on the Product Lifecycle (Part 2) 乐灵芝，欧阳康百，常清 汇川技术 DMD	Roundtable: Latest Trends in International Standardization 圆桌会议： 国际标准的最新趋势 Michael Fritz, Gabriela Fleischer, Marcus Hoffmann, Chen Jun, Susanne Lohmüller, Yongmei Gao RS
12:00-12:40	Proofreading by AI - a topic for the future? AI校对——这会是未来的一个话题吗？ Thomas Schmidhuber AI	融合AR/VR技术的产品交互文档探索 Exploring Interactive Product Documentation Integrated with AR/VR 张念涛，中兴通讯 UX		
12:40-14:00		自助午餐与参观展览	Lunch break and visit to exhibition	
14:00-14:40	大型语言模型 (LLM) 在本地化行业的研究与应用 Research and Application of Large Scale Language Models (LLM) in the Localization Industry 刘海明，新宇智慧 GLT	海外产品族的资料体系化建设 Systematic Documentation Building for Overseas Product Families 刘连凤，浙江大华 DMD	工作坊：全球化企业的技术传播新基建—数字化内容底座×多模态交互×多语言智能×内容合规的实践路径 Workshop: New Infrastructure for Technical Communication in Globalized Enterprises - A Practical Path to Digital Content Pedestal x Multimodal Interaction x Multilingual Intelligence x Content Compliance 刘勇，爱福爱特 DMD	工作坊：简明技术英语（ASD-STE100）实战演练 Workshop：ASD-STE100 Boot Camp 杨习曼，张菲，飞利浦 RS
14:50-15:30	技术文档多语言本地化最佳实践探索 Exploring Best Practices for Multilingual Localization of Technical Documentation 于占国，甲骨易 GLT	AI辅助技术文档撰写与应用的实践探索—以海康澜智大模型为例 Practical Exploration of AI-Assisted Technical Documentation Writing and Application: A Case Study of Hikvision LanZhi Large Model 孙艺，海康机器人 AI		
15:30-16:00		茶歇与参观展览	Tea break and visit to exhibition	
16:00-16:40	Panel: Unleashing the Future: How AI is Revolutionizing the Tech Writing Landscape 研讨会：释放未来潜能：AI如何重塑技术写作格局 Marcus Hoffmann, Michael Fritz, Alice Ying AI	Cadence结构化转型实践案例分享 Sharing of Structured Document Transformation Practice from Cadence 赵碧杉，Cadence DMD		
16:40-17:00		薪资调研和最佳雇主结果揭晓与颁奖仪式，	合影 Salary Survey and Best Employer Results Announcement, Group Photo	

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9:30-10:10	EU Machinery Regulation 2023/1230: the path to its application with application example 欧盟机械法规 2023/1230：应用范例及其应用路径 Gabriela Fleischer, tekom Deutschland e.V. UX	传统文档新生命：静帧跃动，渲染与动画的创新变革 Breathing New Life into Traditional Documentation: Innovative Transformations of Renderings and Animations 王煜姝，西门子中国 UX	工作坊：数字化转型、智能化升级助力企业出海业务 Workshop: Digital Transformation and Intelligent Upgrades Empowers Enterprises' Overseas Business 张艳杰，海信家电集团 张霞萍，中兴汽车 AI	用户旅程图在从TC课程到TC专业发展中的角色 User Journey Mapping in the Development of TC Education:From a Course to the Course 李梅，苗珊，中侨大学 EDU
10:20-11:10	信息体验竞争力度量体系设计与实践 Design and Practice of Information Experience Competitiveness Measurement System 许云柯,华为 SMA	数字数据链，让设备文档的准备、分享和使用更简单 Digital Data Chain makes it easier to prepare, share and use equipment documentation Jun Chen, BASF AI		涉外法务翻译与技术写作：课程规划与案例 Foreign-related Leagal Translation and Technical Writing: Course Planning and Case Studies 杨焯，华东政法大学 EDU
11:00-11:30		茶歇与参观展览	Tea break and visit to exhibition	
11:30-12:10	端到端构建数据存储垂域智能应用 End-to-end building of data storage pendant intelligent applications 郭宜峰，华为 AI	用户旅程图在售后手册上的探索与实践 Exploring and Applying User Journey Maps in After-Sales Manuals 郑玉岩，阳光电源 UX	航语者计划--基于产学研用一体化的航空英语数字解决方案 Aviation English Plan - A Digital Aviation English Solution Based on Integration of Industries, Universities, Research Institutes and End-users 刘泉，鄂尔多斯应用技术学院 EDU	研讨会：工程专业学生如何掌握技术写作技能？ Panel: How do engineering students acquire technical writing skills? 高喆，上海师范大学　高欣瑜，米其林轮胎 李晓黎，徐宇彤，尚灵修，Univeristy of Dayton 11:30-12:30 EDU
12:10-13:30		自助午餐与参观展览	Lunch break and visit to exhibition	
13:30-14:10	新能源·新动力·新纪元：阳光电源内容管理革命 ——从Word跨越至DITA，再迈向CMS的蜕变之旅 New Energy - New Power - New Era: Sungrow's Content Management Revolution - A Journey of Transformation from Word to DITA and then to CMS 张红，刘乔乔，阳光电源 DMD	Prompt Engineering: Your New Superpower in Technical Writing 提示工程：技术写作中的新超能力 李彩霞，Dometic AI	Workshop: ASD-STE100: How to write safety instructions in Simplified Technical English 工作坊：ASD-STE100：如何用简化技术英语（STE）撰写安全说明 Daniela Zambrini, eXeL8 RS	交流会：讲好中国故事的技术传播 Meetup: Cultivating Technical Communication Thinking Skills to Tell the Chinese Stories Well 陶友兰，复旦大学 EDU
14:20-15:00	技术传播领域的知识管理与实践 Knowledge Management and Related Practices in the Field of Technical Communication 安佳琪，中兴通讯 DMD	智创助手-AIGC赋能技术文档日常工作 AI Creative Assistant - AIGC Empowers Daily Tasks in Technical Writing 闫贺丽，联影医疗 AI		
15:10-15:30		茶歇与参观展览	Tea break and visit to exhibition	
15:30-16:10	AI赋能技术文档全链条：引领客户知识流动与企业跨部门协作新范式 AI Empowers the Entire Chain of Technical Documents: Leading a New Paradigm of Customer Knowledge Flow and Cross-departmental Collaboration in Enterprises 李诗坤，天数智芯 AI	从敏捷到AI：ToB级软件文档面临的挑战与对策 From Agile to AI: Challenges and Solutions for ToB Software Documentation 潘玲，云轴科技 SD	工作坊：全球化协作中的技术传播最佳实践-航空业技术传播在安全领域的应用与实践 Workshop: Best Practices in Technical Communication for Global Collaboration - Applications and Practices in Aviation Safety 时旭，航空器制造商 RS	多模态智能体赋能技术翻译与传播：教学创新与场景化实践 Empowering Technical Translation and Communication with Multimodal Intelligent Agents: Innovations in Teaching and Scenario-based Practice 徐铫伟，浙江越秀外国语学院 EDU
16:20-17:00	Leveraging TikTok to Introduce Language, Socio-Culture, and Human Stories: Building a Community of Indonesians Interested in China and Learning Mandarin 从语言到人文：以TikTok为媒介打造印尼“中国迷”社群 Aen Istianah Afiati，麦芽传媒 SMA	如何从 0 到 1 建立复杂装备制造业中的技术文档 How to Create Technical Documentation from Scratch in Complex Equipment Manufacturing 杨建中，凯世通半导体 DMD		借AI之翼，助TC新人职业成长 Leveraging AI for the Career Development of Newcomers in Technical Writing 李善灏，北京语言大学 EDU
17:00-17:10		闭幕式	Closing Session	