

# Program

5月22日周四 Thursday, May 22

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

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 <span style="background-color: #f96; padding: 2px 5px;">AI</span>	大语言模型在信息获取场景中的应用与探索 姚成震, 唐杰, 华为 Application and Exploration of Large Language Models in Information Retrieval Scenarios <span style="background-color: #f96; padding: 2px 5px;">AI</span>	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 <span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	
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, 甲骨文 <span style="background-color: #008000; padding: 2px 5px;">GLT</span>	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 <span style="background-color: #f96; padding: 2px 5px;">AI</span>	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 <span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	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
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 <span style="background-color: #f96; padding: 2px 5px;">AI</span>	融合AR/VR技术的交互文档探索 Exploring Interactive Product Documentation Integrated with AR/VR 张念涛, 中兴通讯 <span style="background-color: #663399; padding: 2px 5px;">UX</span>	<span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	<span style="background-color: #663399; padding: 2px 5px;">RS</span>
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 <span style="background-color: #008000; padding: 2px 5px;">GLT</span>	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 <span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	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 <span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	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
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, 甲骨文 <span style="background-color: #008000; padding: 2px 5px;">GLT</span>	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 <span style="background-color: #f96; padding: 2px 5px;">AI</span>	<span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	<span style="background-color: #663399; padding: 2px 5px;">RS</span>
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 <span style="background-color: #f96; padding: 2px 5px;">AI</span>	Cadence结构化转型实践案例分享 Sharing of Structured Document Transformation Practice from Cadence 赵碧杉, Cadence <span style="background-color: #92d050; padding: 2px 5px;">DMD</span>	技术传播职业发展调研结果分享 Technical Communication Career Development Survey Results Sharing 赖苑媛, infomagic	Unconference 颠覆会议
16:40-17:00	最佳雇主揭晓与颁奖仪式, 合影		Best Employer 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, tekow Deutschland e.V. <span>UX</span>	传统文档新生命: 静帧跃动, 渲染与动画的创新变革 Documentation: Innovative Transformations of Renderings and Animations 王煜姝, 西门子中国 <span>UX</span>	<b>工作坊: 数字化转型、智能化升级助力企业出海业务</b> <b>Workshop: Digital Transformation and Intelligent Upgrades Empowers Enterprises' Overseas Business</b> 张艳杰, 海信家电集团 张霞萍, 中兴汽车 <span>AI</span>	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 <span>EDU</span>
10:20-11:10	信息体验竞争度量体系设计与实践 Design and Practice of Information Experience Competitiveness Measurement System 许云柯, 华为 <span>SMA</span>	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 <span>AI</span>		涉外法务翻译与技术写作: 课程规划与案例 Foreign-related Legal Translation and Technical Writing: Course Planning and Case Studies 杨焯, 华东政法大学 <span>EDU</span>
11:00-11:30	<b>茶歇与参观展览</b>		<b>Tea break and visit to exhibition</b>	
11:30-12:10	端到端构建数据存储垂直智能应用 End-to-end building of data storage pendant intelligent applications 郭宜峰, 华为 <span>AI</span>	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 郑玉若, 阳光电源 <span>UX</span>	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 <span>EDU</span>	<b>研讨会: 工程专业学生如何掌握技术写作技能?</b> <b>Panel: How do engineering students acquire technical writing skills?</b> 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 <span>EDU</span>
12:10-13:30	<b>自助午餐与参观展览</b>		<b>Lunch break and visit to exhibition</b>	
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 <span>DMD</span>	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 <span>AI</span>	<b>Workshop: ASD-STE100: How to write safety instructions in Simplified Technical English</b> <b>工作坊: ASD-STE100: 如何用简化技术英语 (STE) 撰写安全说明</b> Daniela Zambrini, eXeL8 <span>RS</span>	<b>交流会: 讲好中国故事的技术传播</b> <b>Meetup: Cultivating Technical Communication Thinking Skills to Tell the Chinese Stories Well</b> 陶友兰, 复旦大学 <span>EDU</span>
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 <span>DMD</span>	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 <span>AI</span>		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 徐铤伟, 浙江越秀外国语学院 <span>EDU</span>
15:10-15:30	<b>茶歇与参观展览</b>		<b>Tea break and visit to exhibition</b>	
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 <span>AI</span>	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 <span>SD</span>	<b>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</b> <b>Workshop: Best Practices in Technical Communication for Global Collaboration - Applications and Practices in Aviation Safety</b> 时旭, 航空器制造商 <span>RS</span>	借AI之翼, 助TC新人职业成长 Leveraging AI for the Career Development of Newcomers in Technical Writing 李善瀾, 北京语言大学 <span>EDU</span>
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 <span>SMA</span>	如何从0到1建立复杂装备制造中的技术文档 How to Create Technical Documentation from Scratch in Complex Equipment Manufacturing 杨建中, 凯世通半导体 <span>DMD</span>		闭幕式 <b>Closing Session</b>
17:00-17:10	<b>闭幕式</b>		<b>Closing Session</b>	

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