Program

Photo照片直播

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，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	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： 无讲台、无PPT、无边界！这是一场由你主导的对话盛宴。 每个人都能发起话题、加入讨论、自由切换小组。怎么玩？ • 贴主题在“灵感墙” • 找个圈加入讨论 • 随时说话、旁听、换组 想发起讨论？不需要专家身份，只需一个好奇的问题或想法！ 来一起打破会议的边界，激发真实的交流。 Unconference，就等你来破圈！
16:40-17:00		最佳雇主揭晓与颁奖仪式，合影	Best Employer Announcement, Group Photo	

官网：www.tcworld-china.cn

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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	Unconference： 无讲台、无PPT、无边界！这是一场由你主导的对话盛宴。 每个人都能发起话题、加入讨论、自由切换小组。怎么玩？ • 贴主题在“灵感墙” • 找个圈加入讨论 • 随时说话、旁听、换组 想发起讨论？不需要专家身份，只需一个好奇的问题或想法！ 来一起打破会议的边界，激发真实的交流。 Unconference，就等你来破圈！	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 高欣愉，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	圆桌论坛：校企携手：标准领航，实践赋能 Roundtable: University-enterprise cooperation: standard leading, practice empowering 主持人：谢敏 嘉宾：李梅、罗晶、李源原、于占国 神秘嘉宾 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		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
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 李善澜，北京语言大学 EDU
17:00-17:10		闭幕式	Closing Session	

Tech Talk

充电不间断：TechTalks利用茶歇和午餐时间，充电技术话题。
TechTalks utilize coffee breaks and lunchtime to fuel discussions on technical topics.

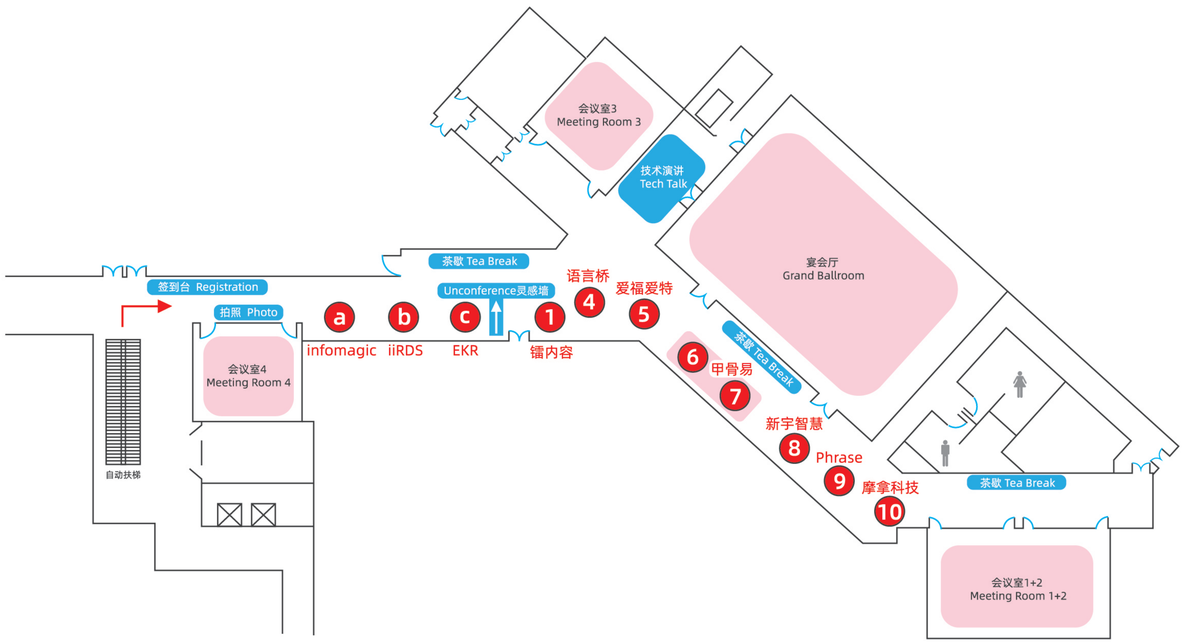
Photo照片直播

日期 Date	时间 Time	主题 Theme	演讲者 Speaker	职位 Position	公司 Company
5月22日 周四 May 22, Thursday	10:40-11:10	数智化×多模态×多语言： 全球化企业的技术传播“智能底座”揭秘 Digital Intelligence x Multi-Modal x Multi-Language: Uncovering the “Intelligent Pedestal” of Technical Communication in Globalized Enterprises	刘勇	总经理	爱福爱特
	13:15-13:30	智能之源：大模型训练中的数据工程 The Source of Intelligence: Data Engineering in Large Model Training	武博	副总经理	新宇智慧
	13:30-13:45	二维码资料交付软件，让用户更 方便和精准获取产品资料 QR Code Data Delivery Software for Easier and More Accurate Access to Product Data	方苏燕	设计工程师	摩拿科技
	13:45-14:00	未来语言服务：数字化时代的核心 技能与成长路径 The Future of Language Services: Core Skills and Growth Paths for the Digital Age	张一帆	技术总监	新宇智慧
	15:30-15:45	LLM之后多语言本地化的人机协作流程 Multilingual Localized Human-Computer Collaboration Processes after LLM	李光华	产品总监	甲骨易
	15:45-16:00	AI在多语言本地化领域的实践 AI in Practice in the Field of Multilingual Localization			
5月23日 周五 May 23, Friday	11:00-11:15	AI背景下如何构建高质量的语言服务交付 How to Build High Quality Language Service Delivery in the Context of AI	邓春燕	营销中心副总裁	语言桥
	11:15-11:30	在Oxygen中使用Deepseek， 帮助文档工程师提高质量和效率 Using Deepseek in Oxygen to Help Documentation Engineers Improve Quality and Efficiency	龙景军	CEO	摩拿科技
	13:00-13:15	AI 赋能 - 打造超自动化翻译流程 AI Enabled - Creating an Ultra-Automated Translation Process	陈怡雯	亚太区客户执行经理	Phrase
	13:15-13:30	多快好省交付全球化内容 Delivering Globalized Content Faster and Better	范雷	业务主管	镭内容
	15:00-15:15	生成式人工智能与结构化知识管理： 一种全新的工作方式 Generative AI and Structured Knowledge Management: a new way of working	赵东来	项目经理	EKR

Floorplan

关于会场
About the Venue:

- 大会会场设在酒店负一楼，主题演讲设在宴会厅和会议室1+2，工作坊设在会议室3，圆桌会议和校企论坛等设在会议室4。
  The conference is located on the B1 floor. Presentations are located in the Grand Ballroom and Meeting Room 1+2. Workshops will be held in Meeting Room 3 on the same floor. Roundtables and the Education Forum are in the Meeting Room 4.
- 技术市集在负一楼宴会厅和会议室3之间的休息区。
  TechTalk is set up in the area between the GrandBallroom and Meeting Room 3.
- 展区设在宴会厅前厅。
  Exhibition is set up in the foyer of the GrandBallroom.
- 自助餐厅位于酒店二楼。
  Buffet is available on the second floor.

参会注意事项
Notice for Participants:

- 会议两天请全程佩戴胸卡。
- Badge Display: Please wear your badge visibly at all times during the conference.
- 参会时请保持安静，手机静音。
- Mobile Devices: Kindly keep your mobile devices on silent to maintain a quiet atmosphere.
- 同传耳机需要您用身份证或护照抵押。
- Translation Headphones: Available for loan; please provide an ID or passport as collateral.
- 工作坊有人数限制，满座后停止入场。
- Workshop: Access to workshops may be limited once maximum capacity is reached.
- 演讲时请尽量不要拍照，以免影响后排嘉宾。
- Photography: To minimize disruptions, please refrain from taking photos during presentations.
- 会议结束后演讲PPT将发送到您的邮箱。
- Presentation Slides: Presentation slides will be emailed to you after the conference.
- 如果您不希望被拍照或拍摄,请直接与摄影师沟通。
- If you do not wish to be photographed or filmed, please communicate directly with the photographer.