

PROGRAM OVERVIEW

10th International Conference
on Technical Communication

智慧科技，助力传播！
与你相约tcworld China十周年盛会！
Smarter Technology, better communication!

2024年05/23-24
📍上海万豪虹桥大酒店3楼

Time 时间	Grand Ballroom A 宴会厅A	Grand Ballroom B 宴会厅B	Grand Ballroom C 宴会厅C	Workshop Room 工作坊	TechTalk@Marketplace 技术集市@天幕厅
9:00 — 9:05	Opening Speech 开幕致辞				
9:05 — 9:45	AI and iiRDS - a Perfect Match AI与iiRDS — 完美拍档 Ralf Robers, Körber Supply Chain Grand Ballroom B 宴会厅B AI				
9:50 — 10:30	Occupied Slot AI	Occupied Slot	技术写作如何保障 航空器安全运行 How Technical Writing Keeps Aircraft Safe 时旭Max Shi, 民航业Civil Aviation Industry IS	9:50 — 11:55 从GSM模型看文档质量评价 指标的构建和应用 Construction and Application of Document Quality Evaluation Indicators from the Perspective of the GSM Model 任永桃Yongtao Ren, 洗育英Yuying Xian 汇川技术 Inovance	①10:30 — 10:45 主题待定 ②10:45 — 11:00 主题待定
10:30 — 11:00	Tea Break 茶歇				
11:00 — 11:40	使用人工智能 创建“错误码/诊断故障 码 (DTC)”描述 Create “Error Code/ Diagnostic Trouble Code/DTC” Descriptions Using AI 浦奕甦Allen Pu, 澜度 (北京) 信息顾问有限公司 上海分公司Aleido AI	How to produce interactive 3D technical documentation for industrial manufacturers? 如何为工业制造商制作 交互式3D技术文档 Alexander Grafov, Cortona3D CMD	11:00 — 12:00 如何将Word/PDF转成高质量 结构化内容, 提高AI服务质量 How to Convert Word/PDF to High-Quality Structured Content to Improve AI Service Quality 龙景军Jingjun Long, 摩拿科技Manualsware, 教程Tutorial CMD		③12:30 — 12:45 主题待定 ④12:45 — 13:00 主题待定
11:40 — 13:30	Lunch Break and Visit to Marketplace 自助午餐及集市参观				



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13:30 — 14:10	内容设计师如何为 PLG 和 SLG 做出贡献? How Content Designers Can Contribute to PLG and SLG? 刘向君 Xiangjun Liu, IBM UX	The Porsche Terminology Race – and How We Will Win It! 保时捷术语竞赛—— 以及我们如何赢得竞赛! Kerstin Berns, Ira Rotzler, Porsche AG GLT	从大模型视角探索与发现数据库技术传播的变革之路 Exploring and Discovering the Transformation of Database Technology Dissemination from the Perspective of Large Models 张莹 Amber Zhang, 蚂蚁集团 Ant Group AI	The Evolving Landscape of Simplified English for Software Documentation 简明英语在软件文档领域的发展 陈淑敏 Shumin Chen, Shufrans TechDocs	⑤ 13:00 — 13:15 主题待定 ⑥ 13:15 — 13:30 主题待定
14:20 — 15:00	AI在大型组织文档写作中的探索和实践 Exploration and Practice of AI in Document Writing for Large Organizations 薛静 Sophia Xue, 中兴 ZTE AI	A Personal Digital Expert (Gen AI Powered) to Give New Life to Technical Documentation 个人数字专家 (基于生成式 AI) 为技术文档注入新生命 Marco Galiazzo, ekrr srl AI	资料平台场景化应用实践分享 Sharing of Documentation Platform's Scenario-Based Application Practices 罗晶 Jing Luo, 大华 Dahua Technology CMD		
15:00 — 15:30	Tea Break 茶歇				
15:30 — 16:10	研讨: 跨越语言边界, 提高多语言内容发布的质量 Seminar: Transcending Language Boundaries and Improve the Quality of Multilingual Content Publishing 田劲 Jing Tian, 上海联影 United Imaging 姜冬梅 Dongmei Jiang 大辞科技 Dataisp Technology, memoQ GLT	Occupied Slot	Occupied Slot		⑦ 15:00 — 15:15 主题待定 ⑧ 15:15 — 15:30 主题待定
16:20 — 17:00	通过数据分析验证文档提升用户的操作效率 Verifying Document Impact on User Operational Efficiency through Data Analysis 薛秀芹 Xiuqin Xue, 帆软软件 FanRuan Software UX	Room not available	Occupied Slot	繁琐重复? 文档工作自动化实践 Tedious Repetition? Automation Practices in Documentation Work 李舒阳 Shuyang Li, 禾赛科技 HESAI, 教程 Tutorial CMD	
17:00 — 17:30	10th Anniversary 十周年庆典				
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9:00 — 9:40	文档工程师的朋友圈 A Technical Writer's Circle of Friends 徐文涛Sherlock Xu, BentoML CMD	Entering a new world? The New European Machinery Regulation 正在步入新世界? 欧盟新机械法规 Gabriela Fleischer, tekom e.V. IS	Occupied Slot	技术文档的视觉盛宴 Visualization of Technical Documentation 吴庭芳Cindy Wu, 格兰富Grundfos	⑨10:30 — 10:45 主题待定 ⑩10:45 — 11:00 主题待定	
9:50 — 10:30	Occupied Slot	Quality Documentation - Our Ways of Achieving It 我们如何实现优质文档 Chindu Nallasami, ARM CMD	Occupied Slot			⑪12:30 — 12:45 主题待定 ⑫12:45 — 13:00 主题待定 ⑬13:00 — 13:15 主题待定
10:30 — 11:00	Tea Break 茶歇					
11:00 — 11:40	点燃开源社区生命力: AI 大模型开发者的内容营销策略革新 Igniting the Vitality of the Open-Source Community: Revamping Content Marketing Strategies for AI Large Model Developers Yu Liu, 01.ai AI	AI-powered Documentation Development Life Cycle AI 赋能文档开发生命周期 Anton Kolesnyk, Contentful AI	内容生产新趋势: 如何将内容与产品相结合, 促进产品自驱动增长 New Trends in Content Production: Integrating Content with Products for Product Led Growth 李文婷Wengting Li, IBM CMD	From Unstructured to Structured Knowledge: How AI can Help in Forgetting Documents as Knowledge Containers 从知识的非结构化到结构化: AI如何帮助我们忘记文档的知识储存属性 Marco Galianzo, ekr srl AI		
11:40 — 13:30	Lunch Break and Visit to Marketplace 自助午餐及集市参观					



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13:40 — 14:20	<p>领航未来：技术传播中的人工智能革命 Navigating the Future: The AI Revolution in Technical Communication 孔叶青Yeqing Kong, 佐治亚理工学院 Georgia Institute of Technology</p> <p>AI</p>	<p>华为云盘古大模型在信息消费场景下的实践分享 Practical Insights into the Application of Huawei Cloud Pangu Large Model in Information Consumption Scenarios 白斌斌Binbin Bai, 华为Huawei</p> <p>AI</p>	<p>Docs as Code: 创业公司轻量级文档开发平台的实践之路 Docs as Code: a Startup Company's Practice in Building a Lightweight Document Development Platform 滕紫薇Chloe Teng, 顾佩月Emily Gu, 芯华章XEPIC</p> <p>CMD</p>	<p>如何基于云端进行文档信息的精准匹配、分发和推送，基本实现无纸化 Achieving Accurate Matching, Distribution, and Delivery of Document Information Based on the Cloud for Essentially Paperless Operations 张艳杰Yanjie Zhang, 孟庆芳Qingfang Meng, 海信集团 Hisense</p> <p>CMD</p>	<p>⑭13:15 — 13:30 主题待定</p>
14:30 — 15:10	<p>创新引领未来：大语言模型 (LLMs) 在技术写作与传播中的探索 Innovation Leads to the Future: Exploring the Application of Large Language Models (LLMs) in Technical Writing and Communication 徐桃伟Yaowei Xu, 浙江越秀外国语学院 Zhejiang Yuexiu University</p> <p>AI</p>	<p>Harnessing Psychology to Elevate Your Documentation (content) Game 利用心理学提高文档 (内容) 质量 Linda Ikechukwu, Smallstep Labs</p> <p>SD</p>	<p>为MCU应用生态赋能：DITA架构的信息化写作在技术文档中的“破”与“立” Empowering MCU Application Ecology: the "Abolishment" and "Establishment" of DITA-based Information Writing in Technical Documents 卢险Xian Lu, 小华半导体Xiaohua Semiconductor</p> <p>UX</p>		
15:10 — 15:30	Tea Break 茶歇				
15:30 — 16:10	<p>入职，在毕业之前——高校人才培养与职场入门 Entering the Workplace: Talent Cultivation in Higher Education and Career Entry 李源原Yuanyuan Li, 伊顿公司 Eaton Corporation</p> <p>EDU</p>	<p>Google's New Search Generative Experience (SGE) Is Changing Global Content Marketing at the Speed of Light. Are You Ready? Google 全新生成式搜索 (SGE) 正以光速改变全球内容营销。你准备好了吗? Christian Raulf, Boulder SEO Marketing</p> <p>CM</p>	<p>为什么DITA信息开发架构是为新一代RISC-V指令集架构下内容开发的最佳拍档? Why Is DITA the Best Partner for Content Development under the New Instruction Set Architecture RISC-V? 薛鹏Allen Xue, 赛昉科技StarFive</p> <p>CMD</p>	<p>乘风破浪： 探索AI在技术传播的无限可能，实现商业价值的最大化 Riding the Wave: Exploring the Infinite Possibilities of AI in Technical Communication to Maximize Business Value 徐迪Di Xu, 黄敏Min Huang, IBM</p> <p>AI</p>	
16:20 — 17:00	<p>圆桌会议： 技术传播教学案例探讨 (暂定)： 陶友兰, 李梅, 谢敏, 杨焯, 徐桃伟</p> <p>EDU</p>	<p>基于DevOps敏捷软件开发中的文档挑战与对策 Challenges and Strategies for Documentation in DevOps-Based Agile Software Development 潘玲Sherrie Pan, 云轴科技Zstack</p> <p>SD</p>	<p>文档代码化管理实践 Management Practice for Docs as Code 谢婷婷Martina Xie, 字节跳动ByteDance</p> <p>CMD</p>		
17:00 — 17:10	Closing Session 闭幕仪式				