

Program, September 16, Day 1

上海齐鲁万怡大酒店三楼



照片直播



填写反馈



首日 Day 1

时间 Time	主会议室 Main Room (大宴会厅)	创新会议室 Innovation Room (5号会议室)	(在线) 国际会议室 International Room (15号会议室)	工作坊 Workshop Room (7号会议室)
8:00-9:00	签到 Registration			
9:00-9:15	[En] 开场致辞 Opening Remarks: Michael Fritz			
9:15-10:15	[En] 主旨演讲 Keynote: 神秘嘉宾 Mystery Speaker			
10:15-10:45	茶歇+参观 Break and Visit to the Exhibition			
10:45-11:30	技术文档资料质量管理体系建设最佳实践 Best Practices in Constructing Quality Management System of Technical Documentation 谢道玲, 汇川科技 DQ	构建以用户角色为中心的場景化文档体系 Build a User-centered and Scenario-based Documentation System 吴公博, 阿里云 DT	Top Trends in Technical Content Delivery Systems in 2021 2021年技术内容交付系统的主要趋势 Brian Buehling, Dakota Systems TS	故事讲述在技术传播中的价值与应用 The Value and Application of Storytelling in Technical Communication 董琳, 对外经济贸易大学 DT
11:40-12:25	如何通过语义 AI 增强内容智能 How to Enhance Content Intelligence through Semantic AI 呼延韶文, RWS TS	内容为王时代, 如何开启开源社区内容运营的进阶之路? Inside Apache Pulsar's Content Strategy 刘昱, StreamNative MKT	自助午餐+参观 Lunch and Visit to the Exhibition	
12:30-14:00	自助午餐+参观 Lunch and Visit to the Exhibition			
14:00-14:45	To B软件公司技术文档团队面临的挑战与对策 Challenges and Solutions Faced by Technical Documentation Team of To B Software Company 潘玲, 云轴科技 MMT	从无到有: 一站式构建产品知识中心 From Zero to One: Building a Product Knowledge Center in a One-stop Shop Way 王彬, 华为 KC	UX Writing Trends That Encourage Users to Improve Their Experience Value UX写作趋势: 鼓励用户提高体验价值 Shigeko Takahashi, Heartiness UX	从技术文档到内容体验--设计思维在制定内容策略领域的应用 From Technical Documentation to Content Experience - the Application of Design Thinking in Content Strategy 李文婷, IBM 张亦忱, IBM DT
14:55-15:40	内容质量改革: 策略和写作支持 Content Quality Reform: Strategies and Writing Support 陈诗慧 刘玎玲, SAP DQ	持续本地化推动内容全球化 Continuous Localization Drives Content Globalization 周冰靓, YiCAT GILT	Making Your Chatbot Smart with Intelligent Content 用智能内容让你的聊天机器人变得聪明 Alex Masycheff, Intuition Ltd TS	
15:40-15:55	茶歇+参观 Break and Visit to the Exhibition			
15:55-16:40	产品界面文本设计方法及原则 Product Interface Text Design Methods and Principles 汪兆莹, 互联网企业 UX	海外视频营销问题及策略 Overseas Video Marketing Issues and Strategies 赵庆, 二恒科技 VID	Show the World What Your Product Can Really Do with Thoughtful and Inclusive Content 用优质的内容——向世界展示产品真正实力 Matt Reiner, K15t MKT	(Online) ASD-STE100 Simplified Technical English, Issue 8, May 2021, International Specification for the Preparation of Technical Documentation in a Controlled Language (在线) ASD-STE100简明技术英语 (2021年5月第8期) 受控语言技术文档编写国际规范 CHEN Shumin, Shufrans TechDocs GILT
16:50-17:35	How Content Enables Product GTM - From Content to Product Marketing 内容如何实现产品GTM——从内容到产品销售 Vivian Yang, Envision Digital MKT	简而易写: 关于提升企业文档能力的实践 Building Enterprise Documentation Capacity 刘冬阳, 中兴通讯 MMT	Best Practices for Regulatory Requirements for Electronic and Print-based Documentation 数字和纸质文档监管要求的最佳做法 Ferry Vermeulen, INSTRKTIV BV TS	

Program, September 17, Day 2

MKT 内容营销与运营
 STR 结构化写作
 DT 设计思维
 CD 职业发展/能力标准
 VID 视频文档
 UX UX写作
GILT 全球化本地化
 KC 产品知识中心
 TS 技术/规范
 DQ 文档质量体系
 MMT 技术传播管理

次日 Day 2

时间 Time	主会议室 Main Room (大宴会厅)	创新会议室 Innovation Room (5号会议室)	(在线) 国际会议室 International Room (15号会议室)	工作坊 Workshop Room (7号会议室)
8:30-9:00	签到 Registration			
9:00-9:45	LightBoard视频传播分析与制作 LightBoard Video Distribution Analysis and Production 骆兰军 古连新, 华为 VID	结构化写作与信息管理实践 Structured Writing and Information Management Practice 洗育英, 汇川技术 STR	An AI-assisted glimpse into the present and Future of Technical Communication: Description and Prediction from Real-time Labor Market Analytics AI辅助浅谈技术传播的现状和未来: 劳动力市场实时分析描述和预测 Huiling Ding, NC State University CD	(Online) Communication Design of Photo/Video Apps: Ethical Dimensions of Technical Communication (在线) 照片/视频应用程序的通信设计: 技术传播的道德层面 Xiaobo Wang, Sam Houston State University Baotong Gu, Georgia State University
9:55-10:40	效能革命, 多媒体本地化的一站式创新体验 A revolution in efficiency, a one-stop innovative experience for multimedia localization 王磊, EC Innovation GILT	资料结构化设计与信息定制 Structured Design of Material and Information Customization 郭凤海 华为 STR	How to Build Content to Compliment Brand Experience? 如何用内容加持品牌体验? Anu Singh, Fiserv MKT	DT
10:40-10:55	茶歇+参观 Break and Visit to the Exhibition			
10:55-11:40	结构化内容管理系统的三大功能 Three Key Functions of a Structured Content Management System 汪永劫, TransPerfect STR	国内原生外文写作现状与趋势研究 A Study on the Current Situation and Trends of Domestic Foreign Language Writing 渠文杰, 云轴科技 GILT	e-Learning Course on Clarity in Writing: Simplified Technical English 提升写作清晰度的在线课程: 简明技术英语 Berry Braster, Etteplan GILT	基于DITA编制产品信息, 实现多终端多样化发布 DITA-based Product Information Preparation to Achieve Multi-terminal and Diversified Distribution 张艳杰 青岛海信 STR
11:50-12:35	Reshaping Shanghai Old Brands - An Extended TC Approach to Marketing 重塑上海老品牌——TC营销方法扩展 李梅, Tongji University Yuanyuan Li, Eaton MKT	自助午餐+参观 Lunch and Visit to the Exhibition		
12:35-14:05	自助午餐+参观			自助午餐+参观
14:05-14:50	“行业+语言”数据驱动写作质量和阅读体验 "Industry + Language" Data-driven Writing Quality and Reading Experience 吴永波, 语道 GILT	云服务OpenAPI的一站式文档体验 One-Stop Document Experience for Cloud Service OpenAPI 罗岚, 阿里云 KC	Knowledge Transfer and Knowledge Retention a new frontier fro Technical Documentation 技术文档的新领域: 知识转移和知识保留 Gializzo Marco, EKR srl KC	数字时代, 如何用内容打动用户? ——企业级产品技术营销的内容触点及互动框架 How to Impress Users with Content in the Digital Age? Content Points and Interaction Framework for Technical Marketing of Enterprise-class Products 毛晓霞, IBM 归诗丹, IBM MKT
15:00-15:45	文档产品创新方法论 Documentation Product Innovation Methodology 丁健恢, 小米科技 DQ	技术传播背后的工程化管理 Engineering Management in Technology Communication 刘彤蕾, 慧博云通 MMT	A Complete Docs as Code Workflow — A Case Study of the platformOS Developer Portal 一个完整的文档代码化的工作流程--platformOS 开发者门户网站的案例研究 Diana Lakatos, platformOS KC	
15:45-16:00	茶歇+参观 Break and Visit to the Exhibition			
16:00-16:45	结构化开发在中小企业落地-助力中国企业国际化 Structured Development in SME - Facilitating Chinese Companies to Internationalize 张蕾, RIGOL MKT	术语交互方式创新解决方案 Innovative Solutions for Terminology Interaction Methods 宋楠, 蚂蚁金服 TS	Videos for Technical Writers: 101 技术写作中的视频: 101 Iskren Asenov, SAP SE Dragomir Anachkov, SAP SE VID	交流会 Meetup
16:55-17:40	技术写作人员职业能力要求团体标准 Group Standards for Professional Competence Requirements for Technical Writers 刘勇, 贸促会技术传播委员会 张艳杰, 青岛海信 郭庆, 东南大学	自由交流 Unconference		How Agile Takes the "Technical" Out of Technical Communication 敏捷如何将 "技术" 从技术交传播中剥离出来 Kai Weber, SimCorp MMT
17:45-18:00	合影			