tcworld China 2019 技术传播大会邀请函

5 月 30-31 日 | 梅里亚上海虹桥

亲爱的企业内容与语言工作者，

我们诚挚地邀请您参加 tcworld China 2019！tcworld 中国大会是技术传播领域专家和决策者的顶级国际盛事，在中国已经连续成功举办了四届。大会邀请了国内外专家前来分享在技术内容、语言和沟通方面的最佳实践和理论知识。他们将介绍该领域的最新行业趋势，并结合国内的实际挑战提供解决方案，解答您所面临的棘手难题。与国内外专家相约 tcworld China 2019，5 月 30-31 日，上海。一年一度的行业盛典，不容错过！

As the premier gathering event for all decision-makers and specialists in the field of technical communication in China, tcworld is preparing the fifth international conference for technical communicators and language professionals in China. Our primary goal is to bring together national and international leaders and professionals as well as friends and partners of technical communication in an open dialogue, to exchange brilliant ideas, to develop solutions for specific TC challenges!

大会主要议题 Main Topics

• 智能信息	• Intelligent information
• 全球化/本地化/术语	• Globalization / Localization / Terminology
• 信息开发/技术写作	• Information Development / Technical Writing
• 软件文档/开发者文档	• Software Documentation / Developer Documentation
• 信息体验/用户助手	• Content Experience / User Assistance
• 内容策略/内容营销	• Content Strategy / Content Marketing
• 内容管理/内容交付	• Content Management / Content Delivery
• 法律法规，标准	• Laws, Regulations and Standards
• 技术传播教学	• TC Education
• 职业发展	• Career Development

Discover our latest program at: https://www.tcworld-china.cn/en/program/program-2019/

注册 Registration

Register now: https://www.tcworld-china.cn/en/ticket-2/

真诚期待您的参会！
We look forward to your participation!

The tcworld China Team

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Website: www.tcworld-china.cn

tcworld
technical communication
China 2019, Shanghai, May 30–31

tcworld China公众号：

Day 1			
Room1	Room2	Room3	Room4 Workshop
Registration			
[En] Opening Remarks: Michael Fritz,			
[En] Keynote: From Manual to Autonomous, the Future of the Content Supply Chain 化繁为简——内容供应链的未来 Cruce Saunders, Founder and Principal, [A]			
Break and Visit to the Exhibition			
Trends: Intelligent Information	Content Strategy/Marketing	Content Experience	Workshop
[En] iiRDS智能信息请求和发布标准 Michael Fritz, CEO, iiRDS-Consortium, tcworld, tekom	此时无声胜有声：产品信息的数字化体验 Silence speaks: Digital experience of product information Ka Lin, Senior Manager and Content Strategist, IBM	信息触点和信息体验 Information Contacts and Information Experience Xiang Wang, Director, Huawei	[En] Best Practices for Designing Termbases 设计术语库的最佳实践 Klaus-Dirk Schmitz, Professor Emeritus, Cologne Technical University
[En] The Challenge of Information 4.0 信息4.0时代的挑战 Ray Gallon, President, The Transformation Society	让沟通与信任无处不在：技术文档走向大众的营销思维 Make communication and trust everywhere: Marketing thinking that makes technical documents go to the public	拆掉思维里的墙 —— 让用户助手更出众 Remove the Wall in Thinking: Make the User Assistant Better Xiaoyan Huang, Chief Engineer , Huawei	
Lunch			
Trends: Intelligent Information	Machine Translation	Go Global: Regulations	Workshop
SDL Presentation	User behavior analysis of MT & PE 面向CAT机器翻译插件的用户PE行为数据分析 Jing Zhang, founder & CEO, Tmxmall	[En] Navigating the world of standards and regulations: How to create legally compliant technical documentation for the EU market Jessica Block, Technical Writer, Amazon	[En] To lead others, learn to lead yourself first 领导他人，学会先领导自己 Eva Reiterer, CEO, MEINRAD.cc Communication Consulting GmbH
CAS Presentation	Adobe Presentation	[En] Content Delivery possible without breaching new data-privacy regulations? 内容交付和新数据隐私保护法：两者如何兼顾？ Fabrice Lacroix, CEO, Fluid Topics	
Break and Visit to the Exhibition			
Trends: NextGen of content	Software Documentation	Technical Writing	Workshop
Apply User-generated content (UGC) to TC in a sustainable and measurable way 如何以可持续和可衡量方式将用户生成内容 (UGC) 应用于技术传播 Rui Ni, Senior Content Manager, Alibaba Cloud	Content Transformation and Measurement of Success 转换内容，量化成果 Dingling Liu, Senior User Assistance Developer, SAP	[En] Going Modular: Teaching Old Docs New Tricks 模块化：一样的内容，不一样的应用 Robert Kratky, Principal Technical Writer, Red Hat	结构化写作从零到一百 Structured writing: Knowing Why and How Emma Li, Chief Consultant, Megalink
基于知识图谱的智能化文档写作 Intelligent document writing based on knowledge graph Xing Li, CEO, 深度智耀	[En] Time to change the rules 技术写作：是时候改变规则了 Sachin Shenoy, Sr. Manager Information Engineering, Micro Focus	[En] Write to Design - Your path to improved copy using conversational content 从写作到设计——使用对话内容改善文档 Nithya Krishnan, Senior User Assistance Developer, SAP Labs India	
Networking Event			

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Day 2			
Room1	**Room2**	**Room3**	**Room4 Workshop**
Structured Authoring	**TC Education**	**Content Experience:**	**Workshop**
[En] Structured Content Authoring is the Foundation for Intelligent Information in Field Service 结构化内容写作：现场服务中智能信息基础 Sebastian Göttel VP Sales & Marketing, SCHEMA Group	Building TC Mindset for University Students in China -- Case Study of TC Teaching at Tongji University 构建中国大学生技术传播理念 - 同济大学TC教学案例研究 May Li, Professor, Tongji University Wei Wei Cao, Operation Lead, Alibaba	To Business(To B)软件信息体验设计之实践探索 Ke Wang, Chief Information Architect, Huawei	[En] The challenge of delivering a truly personalized search experience 提供真正个性化搜索体验的挑战 Fabrice Lacroix, CEO, Fluid Topics
[En] Micro-content, Chatbots, and Machine Learning – What do they mean for Technical Authoring? Jennifer Morse, Director of Product Evangelism, MadCap Software	A Client-based Technical Writing Course in XISU 基于客户的技术写作课程——西安外国语大学教学实践 Dan Wu, Associate Dean, Associate Professor, XISU	Coming soon	
Break and Visit to the Exhibition			
Trends	**TC and Language Study**	**Go Global: Vendor Management**	**Workshop**
[En] The future is here – This is how our business have to change Johan Thornadtsson, VP & COO, Sigma Technology Group Liselotte Shafiee, Global Operations Manager, Sigma Technology Group	The Interface between Technical Writing and Translation 技术写作与翻译的纽带 Qing Guo, Director, Southeast University	Building Up the Worldwide Hybrid Resource Pool to Provide One-Stop Content Solution 如何建立国际化内外包人才资源库，提供一站式内容解决方案 Wei Wei Cao, Operation Lead, Alibaba	[En] Cognitive science applied to user assistance 应用于用户帮助的认知科学 Ray Gallon, President, The Transformation Society
Panel discussion:coming soon	[En] Terminology Support for (Machine) Translation 机器翻译的术语支持 Klaus-Dirk Schmitz, Professor Emeritus, Cologne Technical University	Typical issues preventing Chinese companies' going global and suggestions 中国企业国际化进程中的典型问题和应对 Jason Mao, Chief Consultant, 2ndHeng Technologies	
Lunch			
Content Strategy/Marketing	**Enterprise Content Management**	**Software Documentation: Developer**	**Workshop**
Global Content Marketing 全球内容营销 Joshua Dong, Content Strategy Manager, Alibaba Cloud	打造企业技术文档生态链 Building a technical documentation ecological chain for enterprises 婷婷 胡, Documentation Manager, Inovance	[En] Strategies to Provide Effective Developer Documentation David Wilding, Sr. Technical Writer, Zuora	Adobe Workshop
Content strategy from 0 for a cloud-based product 从0开发云产品的内容策略 Vivian Yang, Content Design Team Lead, Envision Digital	ECM企业内容管理实践与趋势 Enterprise Content Management (ECM) Practices and Trends Guohui Dai, Document Management Expert, WuXi AppTec	[En] DevOps meets Docs: Documentation as Code 当DevOps遇见Docs：像代码一样写文档 Robert Kratky, Principal Technical Writer, Red Hat	
Break and Visit to the Exhibition			
Career Development	**Human Care and Persuasion**	**Go Global: Localization Tools/Processes**	**Workshop**
【小组讨论】当我和文档工程师沟通时，我在想什么？——跨部门沟通探讨 Mingxi Sun, APAC Customer Manager Elsa Xie, Product Owner, Hansen Technologies Yongchao Shi, Senior Software Engineer, Coupang	Accessibility for Technical Communication: Policies, Guidelines, Techniques 无障碍技术信息：政策、准则和方法 Quan Zhou, Associate Professor, Metropolitan State University	[En] Agile and Continuous Localization Processes 敏捷和持续本地化流程 Brahim Aïoun Account Manager, Wordbee S.A.	Coming soon
Coming soon	Persuasion and persistence: how technical communication functions in client-designer communication 说服力和持久性：技术传播如何在客户 - 设计师沟通中发挥作用 Yunye Yu, Assistant Professor, Southeast Univ.	[En] AI-Based Vendor Selection Approach for Translation in Big International Events 基于人工智能的大型国际事件翻译供应商选择方法 Andrey Moiseev, IOC and FIFA Language Services Consultant	
Lucky Draw			