

Presentation

Full Name-[姓]	Full Name-[名]	Company	Speaker Bio	Presentation Language	Topic title	Abstract	Take away
Aioun	Brahim	Wordbee S.A.	Brahim Aioun has over 8 years of international experience with global companies and international organizations. He holds a MA in International Business and Foreign Languages and focuses his career on the Translation Technology leadership and Account Management of mid-sized to large-scale projects. As an Account Manager at Wordbee, Brahim brings his experience to innovative companies, established enterprises and public-sector clients handling a range of responsibilities from Translation Technology Strategy, Sales and Account Management to Implementation Planning.	English	Agile & Continuous Localization Processes	While “Agile” and “Continuous” are notions most often associated with software development-related activities, it has progressively impacted the way we define translation and localization processes, especially among software, gaming and ecommerce companies. And if most organizations like to set this as a mid- or long-term objective, it is however not a localization process that is recommended for all types of enterprises.	In this presentation, we'll address: -the advantages and drawbacks of implementing Agile against more traditional methodologies -the positive impact of aligning a localization strategy with Agile development processes -the key steps project managers or any other stakeholder should take in order to achieve this goal
Block	Jessica	Amazon (Enterprise Risk Management & Compliance)	Jessica Block is a Technical Writer who works in Enterprise Risk Management & Compliance at the Amazon Headquarters in Seattle. Before moving to the United States, Jessica worked as Head of Technical Documentation for a German Technical Testing, Certification, and Inspection company in Shanghai, China for which she accomplished getting the testing company the first accredited in accordance with the documentation standard IEC 82079-1. Jessica specializes in testing instruction manuals, (rating) labels, and packaging for companies worldwide, ensuring legal compliance and compliance with IEC 82079-1. Jessica holds a degree in Technical Communication and Media Management from the University of Applied Sciences in Karlsruhe, Germany and has over 15 years' experience in the field of technical documentation.	English	Navigating the world of standards and regulations: How to create legally compliant technical documentation for the EU market	The presentation focuses on the creation of legally compliant technical documentation for the European market. Technical documentation, such as user manuals or labels and packaging of products, is an essential part of product safety and a precondition for the free and safe movement of goods in the European Single Market. Many technical communicators create great content yet fail to adequately ensure legal compliance. They may not know how to research for the right standard and may lack the understanding of how regulations, directives, laws, and standards correlate – or why it is important to comply with them. In order to create legally compliant technical documentation, technical communicators must be familiar with the requirements contained therein and be able to implement them effectively. The implementation of standards may help technical communicators to work more efficiently, effectively, and to adhere to the requirements of legal compliance. Standards reflect the state of the art, which may be used in litigation. By declaring standards as the foundation of orders, standards help clarify contractual relationships and delivery obligations. So how do technical communicators go about implementing the necessary legislation to make their content legally compliant?	In this presentation you will learn: - how regulations, directives, laws, and standards correlate - why it is important to comply with them - how to research standards
Cao	Wei Wei	Alibaba	WeiWei Cao is the operation lead of Alibaba International User Experience Business Unit and Natural Human Computer Interaction Lab (over 400 employees), responsible for finance, overseas procurement, outsourcing management, internal and external communication and organization culture. Prior to Alibaba, WeiWei Cao used to work at Hewlett Packard for 10 years across different functions including marketing communication, vendor management, project management and information development.	English	Building Up the Worldwide Hybrid Resource Pool to Provide One-Stop Content Solution	Apart from the technology trend buzzwords “AI” and “Big Data”, some localization companies go the extra mile to provide the content one-stop solution including content marketing, technical writing, design and video creation. These extra services are extremely important for enabling China companies to go global. The biggest challenge in going the extra mile is to find the overseas native speaker talents (content marketing mainly) and bring them to work onsite in China. In this speech, Celina Cao will share Alibaba international UED (user experience design) best practices how to build up the remote and in-house resource pool to provide the seamless one-stop content solution (content and design).	A brand new idea to enable China companies to go global (apart from traditional localization). The solution to solve overseas resource sourcing and management problems. In fact, WeiWei Cao gave this speech in LocWorld Tokyo 2018 and won the biggest applause from the audience.
Dai	Guohui	WuXi AppTec	Before joining WuXi AppTec Group as Documentation Management Expert, Dai worked in the Documentation Management Center at the headquarters of Huawei Technologies Co., Ltd, Documentation Center of Hailiang Co., Ltd, and Documentation Knowledge Management Center of ENN Group. With many years of experience in documentation and content management, Dai has also worked as researcher at Electronic Document Management & Research Center, master's tutor at Hebei University, and think tank expert in Data Quality Management.	Chinese	Enterprise Content Management (ECM) Practices and Trends	1. ECM concept, value, and function 2. ECM platform big picture view, establishment, project road signs, and operation 3. ECM development trends	1. Understand what ECM is 2. Know how to build an ECM platform 3. The trend of ECM
Dong	Joshua	Alibaba Cloud	Content strategy expert with 15 years experience in the IT Industry. Currently he leads a content strategy team and oversees global content marketing strategy across community platform and channels. Specialties include content strategy, information architecture and content experience.	English	Global Content Marketing	Enterprise content marketing is among the latest business model innovations, esp. for online business. This talk will focus on the content marketing best practices in an enterprise setting. It will include the framework, methodology, and technical platform to enable an automated/targeted marketing model. We will also talk about the challenges and solutions facing a start-up where everything happens fast.	Methodology in reaching your potential customers Framework of content marketing for your business Meet the teachers and practitioners in person

Gallagher	John	Zyxel Communications Corp.	<p>Specialties: User eXperience (UX) Writing, Outsourcing Management, and Localization Management</p> <p>Summary: Over 20 years cross-cultural management experience in Asia and Europe Twice founded a technical publications department at Zyxel.com</p> <p>Education: Master's in Multilingual Computing and Localization 2014 (1st Class Honors), University of Limerick, Ireland Master's in Programming 1998, International Correspondence School, Scranton, USA Bachelor's in Commerce 1992 (Management, top 10%), University College Dublin, Ireland Higher Diploma in Electrical Engineering, University of Limerick, Ireland</p> <p>Conferences and Publications Chinese Workshop in Machine Translation, Macau, China, Nov. 2014 Invited to Society of Technical Communicators (STC), Bangalore, India 2014 Presented at STC, Hyderabad, India, 2005</p> <p>Hobbies and Interests Languages: Machine Translation, English, Chinese, French Travel: Traveled in over 70 countries and worked in seven</p>	English	The Journey from Technical Writer to User eXperience Writer	<p>Do you feel that Technical Writing (TW) is a dead-end job with zero or limited career prospects? Do you feel that people just don't understand what you do, or don't seem to care or at least not appreciate what you do?</p> <p>Do you wonder if TW has a future and do we really need to create these mammoth User Guides? Is this all there is? Is there life after TW?</p> <p>If you have these concerns, then this presentation is for you! The term User eXperience (UX) has been around for a while, but User eXperience Writer (UXW) is the latest buzz phrase that's just emerging now. Evolving from TW to UXW is not a natural phenomenon, so this presentation will show you how.</p> <p>First, you must overcome all the obstacles. The first are the traditional technical writers themselves. "Leave us alone to endlessly tweak the mammoth. We like being alone."</p> <p>Then there's your boss. "Can't they just keep doing what they're doing until a customer says they don't need these User Guides?"</p> <p>Finally, there are the User Interface Designers and the Graphic Artists in the UXD team. "Who are these upstarts to encroach on our territory?"</p> <p>So, will this presentation be an "eat less, exercise more" list of obvious-isms? No. It will simply be a TW-to-UXW walkthrough using two case studies. I'll show you the path, but you will have to walk it yourself.</p>	<p>The takeaways are to find out how to:</p> <ul style="list-style-type: none"> •Safeguard your and your team's future •Overcome obstacles, including internal group mindset change •Set the challenge for writers to show their worth in order to earn the title of "UXW".
Gallon	Ray	The Transformation Society	<p>Ray Gallon is president and cofounder of the Transformation Society, which promotes digital transformation and organizational learning, and currently serves as president of the Information 4.0 Consortium. He teaches at the universities of Barcelona and Strasbourg, and is co-chair of the Transformation and Information 4.0 R&D group of the World Federation of Associations for Teacher Education (WFATE). An award-winning radio producer and journalist and former program manager of New York's public radio station, since 1992 Ray has focused on the convergence of communication, culture, and technology, working with companies such as GE, IBM, 3M France, Alcatel, and numerous startups. He is published in many research journals and books, and is a keynote speaker at events throughout the world.</p>	English	The Challenge of Information 4.0	<p>China is investing heavily in Industry 4.0 technologies for its "Smart Factories" initiative - part of the "Made in China 2025" program. But the various platforms and initiatives around the world for these technologies are saying very little about information.</p> <p>This presentation shares the main points of the model known as Information 4.0, an informational response to Industry 4.0. This model was developed by the Information 4.0 Consortium, which promotes exchange between the worlds of technology and information development and management. The model represents our understanding of what is needed to effectively meet the informational needs of users faced with AI, IoT, Bionics, Augmented Reality, etc. We don't consider this model as definitive or fixed; it is a living body that will evolve with changing needs.</p> <p>The presentation focuses on two central notions: High contextuality Molecular information</p> <p>New technological capacities, tied to mobile devices, wearables, and eventually implants, will make it so that context and content interact, change each other, and influence user behavior. Ultra-fine context sensing and personalisation cannot happen without AI, and information design must become molecular – chunked into very small units – to support it.</p> <p>This also means that development technologies and the technology of information management and delivery need to be integrated at the moment of product design, with technical communicators inside product design teams. This is part of the theory of agile product design, but has not, so far, been well implemented.</p>	<p>Participants will learn:</p> <p>Why information is vital to Industry 4.0 How the Information 4.0 model proposes to respond to that challenge How Information 4.0 provides new opportunities for technical communicators to build new models</p>
Göttel	Sebastian	SCHEMA Group	<p>Sebastian Göttel is an authorized representative at SCHEMA Group. He studied programming at the University Erlangen-Nürnberg and in Bordeaux. Since 1998, he has applied his specialized knowledge of computer-based writing, single-source publishing and translation management at SCHEMA Group. He has been sales manager since 2005, and as consultant and key account manager, he supports XML- and DITA-based projects.</p>	English	Intelligent Information Drives Field Service	<p>Is the device broken? Does it need replacement? Or can it be fixed in the field? These are questions your field service or your customers face sooner or later. We as technical documentation departments deliver a wealth of information. But how do we provide fast, accurate and best-fitting answers to actual challenges?</p> <p>For example, letting customers find the right answer rapidly via a self-service app. Or letting an interactive fault tree guide them through the decision-making process of dealing with a support case. Others have experienced the benefits of getting spare parts orders right the first time, all the time. In Industry 4.0 environmental machine data can give operators as well as technicians actual advice on the actions to be taken in a certain context. Service technicians are more efficient if intelligent maintenance tables only show them the tasks to be done.</p> <p>This talk investigates how SCHEMA's customers excel in service.</p>	

Guo	Qing	Southeast University	Director of MTI program, SEU, China, have been teaching translation and interpretation for nearly 20 years. Currently my research interest is on the standardization of technical Chinese and the interface between translation and technical communication.	English	The Interface between Technical Writing and Translation	For the majority of Chinese companies, especially the small and medium-sized ones, the globalization of their technical documents is an important task as well as a challenge, due to their limited budget and lack of well-trained English technical writing personnel. From time to time, they just let the online machine translation do the globalization job and the results are disastrous. Therefore, to streamline and simplify their Chinese technical writing seems to be a reasonable option.	<ol style="list-style-type: none"> 1. Technical writing in Chinese 2. Machine translation 3. Globalization
Huang	Xiaoyan	Huawei Technologies Co.,Ltd.	Sr. Manager Information Experience, Huawei Technologies Co., Ltd. Xiaoyan is an Information Experience Manager who joined Huawei in 2008. She is the creator of Smart User Assistant WalkFast, and is focused on improving the customer's experience and increasing their time-to-value when using software products.	Chinese	Remove the Wall in Thinking: Make the User Assistant Better	When project progress is tight, the information design used to improve user experience is often sacrificed. How to remove the wall in the mind? Another way is to use a tool that decouples software functions independently. It is an effective way to crack UA implementation problems and provides a broader imagination for digital, diversified, and intelligent user assistant design.	<ol style="list-style-type: none"> 1. The latest user assistant industry trends 2. How to add an intelligent and personalized user assistant to your SaaS service without any code 3. How to add a Quick Start Guide in minutes by Huawei WalkFast
Kratky	Robert	Red Hat	Robert Kratky is a Principal Technical Writer at Red Hat. He frequently publishes and presents about documentation topics. At Red Hat, Robert specializes in developer docs and improvement of user experience with documentation.	English	Going Modular: Teaching Old Docs New Tricks	How to adapt the big guides of yesterday into modularized narratives that are easy to maintain, scale well, and still allow for a "guide-like" experience when it is required? This presentation will describe the work documentation writers at Red Hat are doing to solve this problem: re-purposing the existing body of documentation into modular units that can be combined into user story-based content.	Participants will learn how user story-based documentation helps to improve user experience with documentation, how modularity reduces the maintenance burden on documentation writers, and how to leverage the modular structure of content to present it to users in a dynamic manner -- using a metadata-based, hierarchical navigation.
Kratky	Robert	Red Hat	Robert Kratky is a Principal Technical Writer at Red Hat. He frequently publishes and presents about documentation topics. At Red Hat, Robert specializes in developer docs and improvement of user experience with documentation.	English	DevOps Meets Docs: Documentation as Code	<p>No more disconnect between the writing of code and the writing of documentation. Modern documentation can be written, published, and maintained using the same methods software code is developed. Docs processes become more agile and more approachable for developers.</p> <p>In this presentation, Robert Kratky will talk about tech writing workflows that include editing plain-text formats, collaborating through version-control repositories, running custom scripts for validation checks, and automating docs deployment.</p> <p>Is it for you? How can you benefit from adopting a process that treats docs as programmers treat software source code? Come and learn about it!</p>	In this session, you will learn how docs teams can utilize version control, automated testing, and continuous integration and delivery. This makes documentation work more efficient, better organized, and easier for contributors to get involved with.
Krishnan	Nithya	SAP Labs India Pvt Ltd	Nithya Krishnan is a User Assistance developer and coordinator by profession. In her 10 years of experience in technical communication, she has authored end-user documentation artifacts across domains such as health care, mobility, database modeling, and enterprise on-premise and cloud-based solutions. She is also a User Experience advocate where she at present works on designing wireframes/mockups for cloud solutions. She believes in creating a cohesive and collaborative environment for all roles in the software development process.	English	Write to Design - Your path to improved copy using conversational content	<p>As we transition from traditional graphical user interfaces to web-based applications, and more recently to conversational user interfaces, the challenges have changed, and so has the definition of good copy. It is important to understand narrative and conversational design to be able to convert product requirements into a clear and engaging user story. As a technical communicator, you must showcase an inventor's spirit, highly refined aesthetic sensibilities, and a fine-tuned ability to contextually communicate the right message in the right place at the right time. When people read content that is of a conversational tone, it gives them a feeling that they're being spoken to directly.</p> <p>The essence of good copy is to turn every message in your product into a valuable conversation. You can keep these tips in mind: Copy must contain useful data but not be poorly presented. Copy must be presented in a visually amazing way but not show the lack of meaning and purpose.</p> <p>You must keep a good balance between words and graphics, and make them work together. You must aim to make your words more approachable and less arduous for your readers. By using both empathy and logic to design your product, you must play the pivotal role of endorsing the product with not just good but great copy.</p> <p>As a technical communicator, you can expand your portfolio by being an advocate for your product's design. You can work towards shaping product experiences by creating useful, meaningful copy and drive cohesive product narratives across multiple platforms and touch points. You must advocate the design you want to see in your user interface by creating not just good but great copy.</p>	<p>This presentation aims at covering the following aspects/topics circling around improved copy in user interfaces: Transitioning from graphical interfaces to conversational interfaces Upskilling in narrative and conversational design Examples of how good and conversational content can enhance user interaction</p>

Lacroix	Fabrice	Fluid Topics	Fabrice Lacroix is a known Web pioneer and the founder of Antidot, the company that puts enterprise content to work. As an entrepreneur, he has been working for 25 years on the development of the Internet and of the Web through several major companies.	English	Is Content Delivery possible without breaching new data-privacy regulations?	With the adoption of new privacy regulations (the EU's GDPR, the US's Privacy Shield, and others), regulatory bodies are going to pressure the internet industry into a regime of strict consumer protections. If companies want to be part of lucrative and growing markets, they are going to have to comply with these new regulations, designed to protect customers' privacy. Requiring opt-in to data gathering, rather than onerous opt-out; making it easier to move your data to a preferred carrier; enhanced data protection measures and requirements; transparency about data breaches; the appointment of data protection officers; and severe penalties -- these are just some of regulators' new gifts to the consumer. We will review the constraints imposed by these major regulations, what they mean in terms of features and architecture in content delivery platforms, and how enterprises can retool to meet them and compete successfully.	We will introduce you to new global privacy rules and explore how they will impact your operations, how your content delivery platform will be affected and the R&D you will need to manage your users' data. This is a reformulation of your relationship with your customers' data, and we will tell you what your next steps should be.
Lacroix	Fabrice	Fluid Topics	Fabrice Lacroix is the founder of Antidot, the company that puts enterprise content to work. A serial entrepreneur, he has been working for 25 years on the development of solutions that help customers make the most of their content and enhance their operating efficiency.	English	Is Content Delivery possible without breaching new data-privacy regulations?	With the adoption of new privacy regulations (the EU's GDPR, the US's Privacy Shield, and others), regulatory bodies are going to pressure the internet industry into a regime of strict consumer protections. If companies want to be part of lucrative and growing markets, they are going to have to comply with these new regulations, designed to protect customers' privacy. Requiring opt-in to data gathering, rather than onerous opt-out; making it easier to move your data to a preferred carrier; enhanced data protection measures and requirements; transparency about data breaches; the appointment of data protection officers; and severe penalties -- these are just some of regulators' new gifts to the consumer. We will review the constraints imposed by these major regulations, what they mean in terms of features and architecture in content delivery platforms, and how enterprises can retool to meet them and compete successfully.	We will introduce you to new global privacy rules and explore how they will impact your operations, how your content delivery platform will be affected and the R&D you will need to manage your users' data. This is a reformulation of your relationship with your customers' data, and we will tell you what your next steps should be.
Li	May	Tongji University	May Li, PhD, is a professor of linguistics at Tongji University, China and vice chairman of Shanghai Science & Technology Translation Society. Prior to starting her teaching career, she worked as editor of English programs with Anhui People's Broadcasting Station, Anhui Province, China. Her first contact with TC dates back to her days in the UK when she co-translated user manuals for Molins, a cigarette manufacturer. She has taught TC courses (formerly known as Practical English Writing) for over ten years and tried innovative teaching approaches in course design, content and assessment. She has built close links with the industry and managed to get industry supervisors actively involved in the student learning process.	English	Building TC Mindset for University Students in China --- Case Study of TC Teaching at Tongji University	Recent years witness rapid growth in technical communication in China, evidence of which is supported by the increase in market demands from 20% in 2016 to 38% in 2018. The fact that almost 80% of Chinese technical communicators are self-taught is alarming, because there is a striking shortage in TC educational resources in China. In this context, pioneering TC courses have been offered in a small number of universities in their attempt to fill the gap between market needs and education. Since TC is little known to university students, and most TC courses are standalone, it is very challenging to decide what to include in teaching and what TC skillsets to arm students with in just one semester. It is demonstrated in this presentation that starting from building a TC mindset in students is an effective way of delivering this course. Various mindset-building ways will be illustrated in addition to a special project-based course design, in which industry supervisors' involvement with student projects turn out to be highly successful.	-Increase in market demands from 20% in 2016 to 38% in 2018; -Self-taught Chinese technical communicators almost 80%; -What TC skillset to arm students with in just one semester; -Effective way of starting from building TC mindset in students; -Industry supervisors' involvement with student projects.
Liu	Dingling	SAP	I have been a user assistance developer (technical writer) at SAP for 8 years. I have worked on various SAP products, ranging from Human Capital Management software to Financials applications, from on-premise solutions to cloud offerings. The deliverables include primary and application help, how-to videos, implementation and configuration guides. As a senior member in the team, I also drive User Assistance initiatives to deliver the best-quality help content.	English	Content Transformation and Measurement of Success	Measuring the success of technical writing deliverables has always been difficult. Now that we've transformed ourselves to "user assistance", measuring the success based on how easy and how well the customers have been using the software could be one possibility. Customer issues have always taken a toll on the development resource. We've started an initiative to prevent recurring customer issues by transforming the help content. In the presentation, I will use examples to show how we transform the content: We've done analysis of our target audience's real tasks, mapped content towards those tasks, and improved the structure and semantic tagging of our content to make it more discoverable and easier to consume. To track the success of the content transformation, we have been monitoring the number of customer tickets and see how the transformed content actually makes an impact on the customer issues.	The take-aways are as follows: How to do task analysis How to transform our help content by improving the structure and semantic tagging of our content to make it more discoverable and easier to consume How to measure the success of the transformed content Hopefully, the audience will be inspired by these initiatives and see how they can come up with more ideas for content transformation and success measurement.
Lu	Huanhuan	ZTE Corporation	With 9 years of document development experience, Lu is responsible for documentation architecture and preparation for ZTE's wireless products. Lu specializes in the development and marketing of rich media documents.	Chinese	Make communication and trust everywhere: Marketing thinking that makes technical documents go to the public	The main goal of TC practitioners is to maximize the value of tech docs and the profits of doc products. Based on my own experience, I'd like to introduce the mindset of tech doc online operation and delivery. How to combine the cold and high telecom technology with the daily life of the masses, so as to realize the perfect combination of technology and humanity? How to better serve clients, and expand audiences? This presentation will bring some new ideas and mindsets.	1. Technical Document Operating theory 2. ZTE Technical Document Operation Case 3. Prospects of Future Trends

Mao	Jason	2ndHeng Technologies	<p>Jason Mao is the Chief Consultant of 2ndHeng Technologies, which provides consulting services for the language industry. Previously he worked in Welocalize and Moravia in various roles, including Project Manager, Program Director, General Manager, and Regional Director of Operations. In 17 years in the industry, he has been working directly and indirectly with some typical Chinese customers who want go to global successfully, learned their pains and was thinking of possible solutions for years.</p>	Chinese	<p>Typical issues preventing China companies' going global and suggestions</p>	<p>China GDP is huge today, but there are not so many famous globalized China companies. What are the problems? What are the root reasons behind it? What should companies do to overcome these problems? What could other parties (service providers, third parties, etc.) do to help their customers become truly global? In Jason's observation, the issues go far beyond the lack of hands-on skills. Instead, what's more important is on a deeper level, such as principles, structures, strategies, or even mindsets and value propositions. To really help these companies requires systemic thinking and the full involvement of internal stakeholders and external expertise from TC, MarCom, L10n, I18n, etc.</p>	<ol style="list-style-type: none"> 1. Know typical issues in China companies' globalization/localization 2. Understand the root causes for these issues 3. Actions and suggestions that help to solve these issues
Moiseev	Andrey	Private Entrepreneur	<p>Andrey Moiseev is an expert in translation, interpretation and business internationalization with more than 20 years' experience. He is currently working as Independent Language Services Consultant for FIFA, IOC, EOC and many other big international companies. Before that he was the Director of Language Services Department in FIFA Wordcup Russia 2018 and Head of Language Services in Olympic Winter Games Sochi 2014. Previously he worked as Director of a subsidiary of an international translation company in Kiev, Ukraine. He has a wide experience in a number of international events, including top-level events. He graduated from Moscow State University and got an MBA at Korean University.</p>	English	<p>Remote interpretation and AI-based Vendor Selection – Global Approach for Global Leaders</p>	<p>Interpretation is the vital part of big international events. If everything goes smoothly, nobody cares about it, but if something goes on incorrectly everybody mentions it. How to avoid any inconvenience for end-users? How to control interpreters? How to provide them the best possible work conditions? How to organize the clear sound? How to relocate interpreters from one event to another for one minute? How to avoid their accommodations and long flights? The last question, but not the least, is how to pay them enough and at the same time reduce costs for the end-clients. During the organization of interpretation services you have a number of "How" questions. Fortunately IT technology helps to find a solution. From now on we have a powerful solution for Remote Interpretation. During our presentation we will provide the detailed overview of this solution from five sides:</p> <ul style="list-style-type: none"> •Client side – what it looks like and what is the profit from this solution; •Supplier side – how to organize it and support? Tips & Tricks; •Interpreter side – how to start your day in one part of the world and finish in another; •End-user side – get the interpretation without any interpreters on site •Speaker side – are you sure that my speech was interpreted in your language and you understood me correctly? <p>Based on the number of international events such as the Winter Olympic Games or World Cup 2018, we will show you the efficiency of this solution from economic and organizational sides. Furthermore, we are going to present our unique Vendor Suggestion System and how it was used to increase vendor performance and suitability. The VSS is based on an AI approach and will help you to choose the right interpreter or engineer for your project using its Evaluation and Suggestion modules.</p>	<p>How a local approach allows your company to serve global events How to use the AI in vendor selection process How to save budget and increase vendor performance at the same time</p>
Morse	Jennifer	MadCap Software	<p>Jennifer has over 15 years of experience in the technical communication and content development industry. In addition to overseeing the Product Specialist team, her focus is to promote the value of the company's solutions to the marketplace, solicit customer feedback, and report on trends in the industry that can help improve the company's offerings.</p> <p>Since joining the company in 2006, and prior to moving into the role of Product Evangelist, Jennifer has played an integral role in managing company's growing sales organization. Not only has she helped increase market share in the United States, but she has been a leader in expansion into overseas markets, including Europe, the Middle East and India.</p> <p>Before joining MadCap Software, Jennifer was a Senior Product Consultant at Blue Sky Software/eHelp Corporation, where she sold RoboHelp and RoboInfo to government agencies and educational institutions.</p> <p>Jennifer earned a Bachelor of Arts in Biological Sciences from the University of California, Santa Barbara.</p>	English	<p>Micro-content, Chatbots, and Machine Learning – What do they mean for Technical Authoring?</p>	<p>In our high technology world the need for quality content is always growing. However, how that content is delivered or received is constantly evolving. In this session Jennifer will cover the concepts around "Micro-content" and how it will impact traditional technical authoring.</p>	<p>The session will cover</p> <ul style="list-style-type: none"> -How the content that you author can support your existing publishing requirements (PDF, HTML5, eBook, etc.) -How content can be made micro-content compatible at the same time. -This will prepare your content for use as source material for automated chat feeds, bots, and other automated delivery techniques.

Ni	Rui	Alibaba Cloud	<p>Rui Ni is the Senior Content Manager for the products at Alibaba Cloud. She is now in charge of the product documentation team, responsible for creating and maintaining the content for both the public and the private cloud, for both the domestic and international sites.</p> <p>Before joining Alibaba, Rui had worked as a content manager and lead author at HPE, Nokia, and Toshiba, accumulating 10 years of rich experience focused on technical writing, information architecture, and translation.</p> <p>Rui built the very first technical communication team of Alibaba Group from scratch. Based on rich data analysis and investigations, her team has explored the best practices of content production, delivery, and consumption in this new era.</p>	English	Apply User-generated content (UGC) to TC in a sustainable and measurable way	<p>User-generated content (UGC) is a growing trend in technical writing. With the explosive uptake of Internet applications and cloud computing technologies, the way users obtain and use information is different from the past. This creates challenges for effective information development but also provides opportunities for progress.</p> <p>How can you inspire users to communicate with your products and writers? How can experts contribute their best practices to your documentation? How can you make your content user-friendly and scenario-based? How can you make the value of the content measurable and visible?</p> <p>Nowadays, documentation is not only there to help existing customers use the product; it can be a touchpoint for potential customers too. Through our bounty program, users can get involved in making contributions to the content, by editing documentation, or by making content proposals through crowdsourcing channels or technology communities.</p>	<ul style="list-style-type: none"> - Implement document open-source - Apply different UGC mode for content contribution - Practices and experience in bounty program
Schmitz	Klaus-Dirk	Technische Hochschule Köln (Cologne Technical University)	<p>Klaus-Dirk Schmitz is Professor Emeritus at Technische Hochschule Köln – TH Köln (University of Applied Sciences) in Germany. His research activities focus on terminology theory and terminology management as well as on software localization and computer tools for translators. Numerous articles and books where he acts as author, co-author and editor show his excellent expertise in these fields. Prof. Schmitz has also taken a leadership role in national and international forums e.g. as president of the International Information Centre for Terminology Infoterm (2001-2009), vice-president of the German Terminology Association and the International Terminology Network TermNet, chairman of the German Standards Committee on Terminology and member of several advisory boards.</p>	English	Terminology Support for (Machine) Translation	<p>Terminology is essential for all kinds of technical communication because terms and the concepts behind are the main carriers of domain-specific knowledge. Therefore, terminology management is necessary for all persons and companies involved in creating and translating technical documentation. Computer tools not only support terminology management, but also help technical writers and translators to work efficiently. Interfaces and data re-use between these tools are required. One of the technologies helping technical translators is machine translation. Although machine translation support has been available for more than 50 years, neural machine translation (NMT) systems with AI technologies are now entering the market and convincing users with improved linguistic results. However, how can these NMT systems handle company-specific and innovative terminology? The presentation will explain the necessity for terminology management and the way how terminology can support technical writing and translation, with a specific focus on machine translation.</p>	
Shi	Yongchao	Coupang	Programmer, web development expert, CSM, CSPO	Chinese	Talk to TW right	<p>Panel discussion - Communication issues ever encountered with TW, find a right manner to talk with TW, which is concise and comprehensive, efficient and friendly.</p> <p>- Monica Xie would refine this.</p>	<ol style="list-style-type: none"> 1. How to talk with TW effectively 2. How to explain technical details to TW 3. What should be included and excluded when communicating with TW <p>- Monica Xie would refine this</p>
Sun	Mingxi	Hansen Technologies	15 years of enterprise software business analysis and product management experience. Leading Product Management team in working with multiple scrum teams to build new product features. Engaging and managing clients in APAC region for product presales, feature promotion, upsell and professional service.	Chinese	Cross functional team communication	<p>A typical enterprise software development company. As technical writer, how to cooperate with people from different departments to get information, keep informed and produce quality documents.</p>	<p>How to work with people across functions or departments. How to get information efficiently. Monica needs to help fill in more content here, thanks! :)</p>
Thornadtsson	Johan	Sigma Technology	<p>Both Liselotte Shafiee and Johan Thornadtsson have been working in the TC industry for 20 years. They have been working at Sigma with technical communication, project management, information architecture, CMS systems, and much more. For the past several years they have been participating in conferences holding appreciated presentations. Johan works as a VP and COO at Sigma Technology Information AB, and Lise works as a Global Operations Manager at Sigma Technology Group. Johan is board member of the Swedish business organization BOTI, Branschorganisationen för Teknikinformation, and Lise is part of the BOTI marketing group.</p>	English	The future is here – This is how our business has to change	<p>With 5G, Internet of Things, and products interacting with each other, there will be new expectations for Technical Information and content producers. The combination of Industry 4.0 and Content 4.0 will be challenging. We have to be smart in how we communicate technology, and how we use the produced product data and knowledge gained. Lise and Johan will talk about strategies, research, and standards that will be important for the future of TC. They will share findings and current expectations from customers – this will also cover presentation formats for future generations and how the role of a Technical Communicator will evolve.</p> <p>Lise and Johan will share results from recent research projects that they have been involved in and give information about research projects they are about to start. They will also share their sources for business analysis so you can follow the trends yourselves; for example industry standards, podcasts, and communities.</p>	<p>Participants will get:</p> <ul style="list-style-type: none"> •an understanding of what the information consumer of tomorrow will expect. •an overview of how the role of the technical communicator will evolve. •an insight of the current TC trends. •a list of industry standards, podcasts, and communities to help them follow trends and be on top of TC development. •an inspiring and active presentation from two TC enthusiasts.
Wang	Xiang	Huawei Technologies Co.,Ltd.	<p>Director of Huawei Cloud Core Network Documentation Dept.</p> <p>12 years experience in documentation development</p>	Chinese	Information Contacts and Information Experience	<p>In the digital transformation of information, it is inevitable that one of the questions we need to answer is: How does information keep abreast of customer interaction contacts to provide the best experience?</p> <p>So,</p> <p>How to match contacts and information?</p> <p>How to approach information experience architecture design and development?</p> <p>How to evaluate and quantify the user experience and incorporate it into the devops process?</p> <p>This topic focuses on the practice and thinking in exploring information experience.</p>	<ol style="list-style-type: none"> 1. E2E digital information development 2. Information contact analysis and user behavior habits analysis 3. End Cloud collaborative delivery pipeline

Wang	Ke	Huawei Technologies Co., Ltd.	12 years TC experience in Huawei Technologies. Mainly design and implement information and user experience solution for OSS&EMS. Specialties: Enterprise Content Management, Content Solution Design and Implementation, TC Team Management, Project Management, UX Design, Digital Marketing	Chinese	NexGen User Information Experience and What TC Will Do	Information experience will not be limited to documentation, that's all TWs know. But how to scale our work to help enterprise, especially software enterprise and service providers to gain business success is the goal. My presentation will introduce what we think and do at Huawei now.	1. Experience including lots of things from every single word to the UX of the software. 2. If you can persuade board members or CIO, try to provide new experience/information service to your customers. 3. Keep digging into new trends and technologies.
Wilding	David	Zuora	Since August 2016, David Wilding has been documenting cloud software and driving documentation technology projects at Zuora, Inc. in Beijing. Before joining Zuora, David worked as a software technical writer in the electronic design automation industry. David is originally from the UK and holds a PhD in mathematics from the University of Manchester.	English	Strategies to Provide Effective Developer Documentation	Technical documentation is often intended to be used by software developers. This presentation introduces participants to the needs of developers and demonstrates how technical writers can help to meet those needs. The strategies discussed are particularly relevant to REST API documentation, but the presentation is suitable for anyone who is interested in creating resources for developers.	* An understanding of the audience for developer documentation, i.e., who to consider a "developer" * Advice about which content types to focus on, including tutorials, human-readable reference material, and machine-readable formats such as Swagger/OpenAPI * Examples of developer resources such as code samples and changelogs * Steps that can be taken to improve the maintainability of developer documentation
Wu	Dan	Xi'an International Studies University	Dr. Wu Dan received her MA in Technical Writing from Bowling Green State University and Ph.D. in Rhetoric, Communication and Information Design from Clemson University. She is now Associate Dean and Associate Professor at the School of English Education in Xi'an International Studies University. She has been teaching Technical Writing courses on both graduate and undergraduate levels since 2011. In 2016 and 2017, Dr. Wu organized the "Faculty Workshop on TC" in XISU and had 80 and 200 participants in these two workshops from all over China. And in 2017, she was awarded the "Outstanding Technical Communication Educator" prize in 2017 by China Association for Standardization (CAS).	English	A Client-based Technical Writing Course in XISU	Xi'an International Studies University (XISU) is one of the first universities in China to start offering TC courses in the 1990s. This presentation introduces how a technical writing course has evolved from a task-based course to a client-based course over about eight years of practice. The assessment of the learning outcomes has been changed from a report to the teacher to a report to both the teacher and the clients. This presentation will introduce the results of a case study done in this course. The students have been surveyed and both the students and clients have been interviewed on the process of participating in this course. The results suggest that the students have benefited from this "real world" experience in communicating with the clients. The students understand more of the key concepts in Technical Communication by practicing on both the projects and the clients. They develop not only their TC skills but also their communication skills in studying this course. Therefore, the client-based approach can be used in technical writing courses to improve students' understanding and also their working procedures to grow to be more professional practitioners.	Current development of a TC course in one of the first universities to offer these courses Benefits of a client-based TC course in training professional practitioners Do's and don'ts in selecting and working with clients
Xie	Elsa	Hansen Technologies	I have worked in a QA role at the current company for above 5 years, then transfer the role to the Product Owner role for above two years. I am a person with good communication skills, high responsibilities and good teamwork spirit.	Chinese	[Panel Discussion] What's on my mind when talking with a TW-- Cross-functional team communication	Communication issues remain a pain point for TWs regardless of their industry: hard to get input from a developer, difficult to get review feedback from a Product Owner, sometimes even harder to speak the same language as R&D people. This panel discussion sheds light on how to correctly communicate and interact with R&D people, from the perspective of a developer, a product owner, and a quality assurance engineer. The topic covers the following: - My role and my job responsibilities, part of my work requires communication with a TW - My pain points or frustrations when a conversation occurs between a TW and me, examples provided - My suggestions and expectations towards a TW in terms of communication, for example, how to get information efficiently	1. How does a technical writer ask for input from an R&D people? 2. How does a technical writer ask for technical review feedback from an R&D people? 3. How does a technical writer discuss technical details with an R&D people?
Yang	Vivian	Envision Digital	10 years technical communication experience in IT industry, 7 years with IBM. Assumed the position of information architect, information development team lead in IBM for several cloud-based products. Currently taking the role of content development manager in Envision Digital.	Chinese	Content strategy from 0 for a cloud-based product	Have you ever tried to build an end-to-end content strategy from scratch, from benchmarking competitors, designing the internal and external collaboration model, to implementing the strategy in various channels across the product API, GUI, and official website? In this session, we'll share our practice in a Chinese company who is shooting for the global market, how we helped streamline their content experience.	Information architects Content strategists

Yu	Yunye	Southeast University	Dr. Yu is Assistant Professor of Technical Communication at Southeast University in Nanjing, China. Her research interests include user experience, intercultural communication, and digital rhetoric.	English	Persuasion and persistence: how technical communication functions in client-designer communication	<p>The focus of the study is the professional communication happening between designers and clients during the course of conducting a design project. A design project is never an easy task in terms of communication because 1) it usually involves in multiple stakeholders; therefore, each party holds its own value, interest, perspective, expectation, and level of knowledge and expertise, which can cause potential conflicts; and 2) it is also likely to take multiple development stages, with each stage having different objectives and work that cannot be achieved without consensus or compromise among clients and designers. How do designers communicate their plan, approach, rationales, and concerns to the clients? How do designers respond to clients' demands? Can designers uphold their value while adjusting to clients' business needs?</p> <p>In this study, the researcher seeks to provide insights using three cases. The first designer is practicing service design in Finland, the second one is an interior designer who works for a Vietnamese furniture company, and the third one is a UX designer based in China. Each of the participating designers work with a specific group of clients of distinctive demands, and the communication varies profoundly in local contexts. The analysis and discussion will include three aspects: the communication challenges designers encounter, the role of technical communication in designer-client relationships, and designers' awareness and use of technical communication.</p> <p>It needs to be noted that this study is at its preliminary stage. Long-term goals include providing support to working professionals with regards to workplace communication and exploring the possibility of applying technical communication education in university departments like Design and Engineering. The researcher intends to share primary data including narratives and interview responses with the hope of sparking feedback and critique from the audience.</p>	<p>For practitioners: Practitioners like designers, technical communicators, and engineers can relate to the experience described in the study, and they can further reflect on and improve their own practice if they want.</p> <p>For educators: TC teachers and educators will learn about TC experience and insights from designers, and gain a better understanding of workplace communication, which hopefully will generate new ideas about tailoring TC curriculum to workplace needs.</p> <p>For organizers of the conference: the researcher hopes to extend the scope of TC research in China and calls for a more inclusive conference next year.</p>
Zhang	Xuemei	Huawei Technologies Co.,Ltd.	Sherry Zhang has engaged in technical communication since 2000 and is the lead information architect for the Huawei IT product line. Her 2016 series "Information Cloud" earned her the Gold Medal Award for Innovation from the Huawei CTO Office. Her design for Information as a Service (IaaS) concepts intended for use in all-stack cloud and other scenarios have earned her further recognition in recent years with the great enhancements to user experience made available in the applications. You can reach her at sherry.zhangxuemei@huawei.com.	Chinese	From Just Automatic to Fully Intelligent	Our information system helps troubleshoot usage issues with Huawei hardware and software products. Since evolving from static text to automated tools, our system is set to grow smarter.	<ol style="list-style-type: none"> 1. Improve user experience of the information system. 2. Improve the efficiency and effects of handling issues based on the information system.
Zhang	Jing	Tmxmall	Jing Zhang, the Founder & CEO of Tmxmall, Deputy Director of the Association of Language Service Providers (ALSP), graduated from Northwestern Polytechnical University and got a Master's degree in Tianjin University, and once worked for Baidu.	Chinese	User Behavior Analysis of MT & PE Data Based on MT Plugins for CAT Tools	The presentation will focus on the analysis of MT&PE data based on MT Plugins for CAT tools. Users' preferences towards different MTs when translating into different languages in different industries will be analyzed. Besides, the time they spent on PE and the revisions they made will be considered for comparing pros and cons between multiple MTs. By doing so, users can be recommended with the most suitable MT and provided with practical reference when conducting their MT+PE work.	<ol style="list-style-type: none"> 1. Participants will learn the process of localization. 2. Participants will learn how YiCAT Internationalization is conducted. 3. Participants will learn how they can localize their website using an online translation management platform.

Zhou	Quan	Metropolitan State University	<p>Quan Zhou is an associate professor in the School of Communication, Writing, and the Arts at the Metropolitan State University in Minneapolis, U.S.A. He teaches Technical Communication and directs the Design of User Experience graduate certificate. Quan has more than a decade of teaching and research in technical communication, research methods, user experience, information design, and content strategy. His experiences range from urban and rural American universities to corporations including Microsoft and MSNBC.com. He was a visiting researcher at the Delft University of Technology in the Netherlands. He has numerous publications and presentations across journals and conferences. Quan holds a Ph.D. in Technical Communication from the University of Washington, Seattle. He lives in the suburbs of the Twin Cities, Minnesota.</p>	Chinese	<p>Accessibility for Technical Communication: Policies, Guidelines, Techniques</p>	<p>Quan' s presentation focuses on accessibility for disabled users in technical communication. As technology democratizes information resources, an increasing number of disabled persons require accessible documents, websites, and content. In the U.S., there were 814 web-accessibility lawsuits in 2017 and more than 1000 in the first half of 2018 (Bureau of Internet Accessibility, 2018). Improving accessibility of information is not only ethical but also vital.</p> <p>Quan' s talk addresses the following three aspects: Accessibility-related policies, important professional and corporate guidelines, and accessibility techniques. First, he gives an overview of policies including the Americans with Disabilities Act (ADA) and Section 508 of the Rehabilitation Act (Federal Electronic and Information Technology). These policies largely guide the practice of information and Web accessibility and provide valuable lessons for developing markets like China. Quan introduces widely-adopted professional guidelines, with a focus on the Web Content Accessibility Guidelines (WCAG) by the W3C. He discusses how visual, motor, auditory, and cognitive disabilities affect information use and key techniques to eliminate barriers in information access.</p> <p>Technical communicators work in a wide variety of settings and with a variety of document media and genres. Quan' s talk aims to raise awareness of accessibility among technical communicators, provide a professional framework for reference, and offer helpful tips. It is his great hope that Chinese technical communicators will examine how accessibility applies to their work and advocate for accessibility.</p> <p>Reference: 2018' s flood of accessibility lawsuits. Bureau of Internet Accessibility. https://www.boia.org/blog/2018s-flood-of-accessibility-lawsuits</p>	<p>Accessibility policies and guidelines Disabilities and how they affect information use Web and document accessibility techniques</p>
Li	Xing	Deep Intelligent Pharma	<p>Li Xing graduated from the Peking University School of Pharmacy and has more than 12 years of working experience in the new drug development department of large multinational pharmaceutical companies. She has worked for Pfizer, Sanofi, Johnson & Johnson, and former Johnson & Johnson China New Drug Development Leadership Team. Li Xing founded Deep Intelligent Pharma in October 2017. The goal is to use the most advanced artificial intelligence technology to empower the new drug development process, adhering to the mission of "make it easy to develop new drugs and bring hope to patients" . Helping global pharmaceutical companies and their service providers accelerate their intelligence.</p>	Chinese	<p>Intelligent document writing based on knowledge graph</p>	<p>Since 1982, information technology has been recognized as the core technology for driving the fifth wave of the global economy. In the meantime, while automated applications have freed humans from most of the simple and trivial work, those experience-oriented tasks still have to rely on experienced experts. The rise of artificial intelligence has opened up a new model of human-computer intelligent collaboration. With intelligent document writing based on knowledge map, the upstream and downstream work is integrated into the global system, so that the original independent writing task is redefined; through machine learning, intelligent document writing can provide professional draft writing in the field of segmentation or writing advice support, intelligent assisted review of documents and professional intelligent translation. While subverting the artificial intelligence-driven human-computer writing new model into practice, intelligent document writing will also empower middle-level personnel to advanced levels, helping professionals in the field to achieve the advancement from a single area professional to a global cross-disciplinary talent.</p>	<p>Redefining the concept of "writing", the new definition includes: Machine Learning-Iteration-Evolutionary Writing Template Tips Automation - > Intelligence Multi People Association Document Management System Revision/Annotation Management Special Process Control Combining with Segmented Industries Globalization - > Multilingual Machine Translation</p>
Lin	Ka	IBM	<p>Lin Ka, Master of Business, University of Manchester, UK, Bachelor of Computer Science. IBM host information development manager, senior information architect, and designer. Engaged in product information design, development, and management for more than 10 years. Since 2015, he has led and implemented the digitalization and transformation of IBM product information. He has outstanding achievements in the visualization of product information, interactivity, ease of use and other fields. Since 2017, the team has been using design thinking to study and guide the implementation of content strategy on specific products.</p>	Chinese	<p>Silence speaks: Digital experience of product information</p>	<p>In the age of big data, cloud computing, and mobile information, digital experience of product information is becoming more and more important. Traditional text-version information may exist for a long time and become a user dictionary, and information visualization, interactivity, search, mobile access, lightweight requirements, and others, will increasingly become the mainstream of today's information experience. This presentation will take the success story in the digital transformation of IBM host product information (ADFZ host Configuration Assistant) as an example to share and explore how to meet the trend of the times and user needs. How to make the cross-product-line procedure information experience more popular.</p>	<p>ADFz Host Configuration Assistant is a visual interactive tool for pure information experience deployed in the cloud created by IBM Host Information Development Department. It integrates the configuration information of more than nine IBM mainframe products, integrates and rectifies the bad experiences that need to read the product documents one by one, and visually displays them to guide users to browse and screen information step by step until they meet their needs. After listening to this speech, you will get the following results: - Procedure-type information, which could have been presented in this way - The design and architecture of information could have been so subversive. - User's information experience originally stands in this angle.</p>

Hu	Tingting	Inovance	Years of technical documentation team management experience, built a full range of technology communication platform and content management platform for the enterprise.	Chinese	Building a technical documentation ecological chain for enterprises	<p>teams and platforms? How do TC people constantly tap into their own value and get full recognition?</p> <p>How does external non-professional evaluation evolve into an internal professional evaluation?</p> <p>How can big data be used to integrate management ideas?</p> <p>The development direction of TC business and the future conception of a TW</p> <p>This presentation introduces the development of enterprise technical documentation in terms of personnel, technology and platform.</p>	<p>Understand how to make enterprises attach importance to data.</p> <p>Understanding how to build a content management and communication platform.</p> <p>Understanding the development direction of information business within the enterprise.</p>
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Workshop

Family Name	First Name	Company	Speaker Bio	Presentation Language	Topic Title	Abstract	Take away
Gallon	Ray	The Transformation Society	<p>Ray Gallon is president and cofounder of the Transformation Society, which promotes digital transformation and organizational learning, and currently serves as president of the Information 4.0 Consortium. He teaches at the universities of Barcelona and Strasbourg, and is co-chair of the Transformation and Information 4.0 R&D group of the World Federation of Associations for Teacher Education (WFATE).</p> <p>An award-winning radio producer and journalist and former program manager of New York's public radio station, since 1992 Ray has focused on the convergence of communication, culture, and technology, working with companies such as GE, IBM, 3M France, Alcatel, and numerous startups.</p> <p>Ray has contributed to numerous research journals and books, and is a keynote speaker throughout the world.</p>	English	Cognitive science applied to user assistance	<p>This workshop provides hands-on, practical techniques for applying cognitive science to User Assistance. Interactive exercises will demonstrate how to use learning theory to create useful information and build cognitive demand. We explore practical ways to plug the "black holes of knowledge" that come from our habit of going out to the web to get quick fixes for an urgent, immediate problem, again using interactive exercises that lead us to solutions. We'll also debate, discuss, and brainstorm together.</p> <p>Primary topics are: Deductive Reasoning - you can figure it out yourself! Gestalt: Filling in the gaps Constructivism: Where do users find meaning in UA? Action-Learning and Cognitive Demand What's competency got to do with connections? Finding help and making it count through Connectivism Learning by doing and generalization Does Your Content Strategy Include Your Product? The Cognitive Spiral: Integrated Connective Competency Learning is more important than Knowing Integrated Stakeholder Communities: creating value and re-injecting it into the system</p>	<p>Participants will learn:</p> <ul style="list-style-type: none"> Techniques for moving from theory to practice applying cognitive science principles to user assistance. How learning by doing can reinforce conceptual learning Building customer loyalty and creating advocacy through integrated stakeholder communities
Lacroix	Fabrice	Fluid Topics	<p>Fabrice Lacroix is the founder of Antidot, the company that puts enterprise content to work. A serial entrepreneur, he has been working for 25 years on the development of solutions that help customers make the most of their content and enhance their operating efficiency.</p>	English	The challenge of delivering a truly personalized search experience	<p>In a world where Google sets the gold standard for providing relevant search results, how can technical documentation teams create findability that is always spot-on for every single reader? Relevance of search is determined by a combination of content metadata, contextual knowledge about the user, and the search query itself. The challenge therefore resides in collecting and analyzing these elements, and applying them systematically to every search query to create truly personalized search results.</p>	<p>In this session, we will explain why quality of experience for the reader is actually conditioned by both quality of content and quality of search. We will then address the foundational principles of modern search engines like Google (content indexing, metadata auto-tagging, behavior tracking, analytics, etc.), and explain how the same concepts can be applied to technical documentation, making it easy to dramatically increase the value of content for users.</p>
Lacroix	Fabrice	Fluid Topics	<p>Fabrice Lacroix is the founder of Antidot, the company that puts enterprise content to work. A serial entrepreneur, he has been working for 25 years on the development of solutions that help customers make the most of their content and enhance their operating efficiency.</p>	English	The challenge of delivering a truly personalized search experience	<p>In a world where Google sets the gold standard for providing relevant search results, how can technical documentation teams create findability that is always spot-on for every single reader? Relevance of search is determined by a combination of content metadata, contextual knowledge about the user, and the search query itself. The challenge therefore resides in collecting and analyzing these elements, and applying them systematically to every search query to create truly personalized search results.</p>	<p>In this session, we will explain why quality of experience for the reader is actually conditioned by both quality of content and quality of search. We will then address the foundational principles of modern search engines like Google (content indexing, metadata auto-tagging, behavior tracking, analytics, etc.), and explain how the same concepts can be applied to technical documentation, making it easy to dramatically increase the value of content for users.</p>
Li	Lin	megalink	<p>Emma has 17+ years' experience in technical information development and management. She worked for Huawei, Kodus as a senior information architect. As a passionate consultant, she now works with different enterprises to develop an intelligent information architecture and quality technical information. She is also a DITA committee member and a sophisticated CMS practitioner.</p>	Chinese	Structured Writing: Knowing Why and How	<p>Structured writing is applied to a wide variety of writing approaches. Some say that most technical writing is "structured writing", because the writing process is approached in a methodical structured way. According to this definition, all documents with some sort of structure must have been the result of a structured approach.</p> <p>In this workshop, structured writing means a standardized, methodological approach to content creation incorporating systematic labeling, modular, topic-based architecture, constrained writing environments, and the separation of content and form.</p> <p>This approach is the key to creating intelligent content, applying single sourcing strategy and a must-have mindset for CMS implementation.</p> <p>Structured writing and DITA is frequently required in job descriptions. If you are an experienced writer seeking a promotion to information architect, this is a quick beginning.</p>	<p>A simple definition of enterprise information architecture 5 steps of top-down design A trial project of user research</p>
Reiterer	Eva	MEINRAD.cc Communication Consulting GmbH	<p>With a BA in Transcultural Communication and an MSC in International Business Management with HRM, Eva Reiterer found her passion in the human side of the language business. As CEO of the successful Austrian translation agency MEINRAD.cc Communication Consulting GmbH and lecturer at the University of Klagenfurt for Organizational Communication, Eva gets to fully live her passion for personnel development and communication.</p>	English	To lead others, learn to lead yourself first	<p>In this hands-on workshop, you will learn valuable methods to lead yourself better which in turn will make you a better leader. Whether you've been in charge of leading a team for a long time, or you're just getting started with your career - you will definitely benefit from this workshop! We will start out with tools for self-management, from goal-setting up to fear-setting, and how to push beyond your limits. Then we will transfer these tools onto leading others.</p>	<ul style="list-style-type: none"> Hands-on tools for leading yourself Improved leadership skills Better career prospects through acquisition of these skills
Schmitz	Klaus-Dirk	Technische Hochschule Köln (Cologne Technical University)	<p>Klaus-Dirk Schmitz is Professor Emeritus at Technische Hochschule Köln - TH Köln (University of Applied Sciences) in Germany. His research activities focus on terminology theory and terminology management as well as on software localization and computer tools for translators. Numerous articles and books where he acts as author, co-author and editor show his excellent expertise in these fields. Prof. Schmitz has also taken a leadership role in national and international forums e.g. as president of the International Information Centre for Terminology Infoterm (2001-2009), vice-president of the German Terminology Association and the International Terminology Network TermNet, chairman of the German Standards Committee on Terminology and member of several advisory boards.</p>	English	Best Practices for Designing Termbases	<p>Managing terminology is essential for technical writers and translators, but also for language service providers, companies and organizations. But how to design and configure a termbase that ideally matches the respective needs and objectives? Klaus-Dirk Schmitz explains how to build a best practice, concept-oriented termbase in this workshop. This workshop is ideal for those who want to understand what types of language and terminological information should be included in a termbase, what terminological principles should be followed, and how to organize and use termbases effectively.</p>	<ul style="list-style-type: none"> Learning the basic principles of terminology management Understanding the design recommendations for termbases Being enabled to create own termbases