



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



大会君微信号: tcworldchina

Email: contact@tcworld-china.cn

Website: www.tcworld-china.cn



Day 1				
Time	Room1	Room2	Room3	Room4 Workshop
8:00-9:20	Registration			
9:20-9:25	[In] [En] Opening Remarks: Michael Fritz,			
9:25-10:25	[In] [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]			
10:25-10:40	Break and Visit to the Exhibition			
	Structured Authoring	Content Strategy/Marketing	Content Experience	Workshop
10:40-11:25	[In] [En][Live] From Products to Experiences – And Why You are Part of the Customer Experience 从产品到体验--以及为何您是客户体验一部分 Stefan Gentz Senior Worldwide Evangelist, Adobe	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, IBM主机信息开发部经理, IBM	信息触点和信息体验 Information Contacts and Information Experience Xiang Wang, Director, 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
11:35-12:20	[In] [En][Live] 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	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 public Huanhuan Lu, ZTE Corporation	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	
12:20-13:50	Lunch			
	Content Management	Machine Translation	Go Global: Regulations	Workshop
13:50-14:35	结构化内容管理赋能全球内容供应链 Structured Content Management Empowers Global Content Supply Chain 胡一鸣 中国区大客户总监, SDL	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	[In] [En] Navigating the world of standards and regulations: How to create legally compliant technical documentation for the EU market Jessica Block, Technical Writer, Amazon	Practical solutions for technical content authoring, management, publishing and translation for
14:45-15:30	中文技术文本的阅读体验影响因素研究 Study on the influencing factors of reading experience of Chinese technical text Zhijun Gao, Lecturer, Peking University Secretary General, China Technology Communication Alliance	[En] Terminology Support for (Machine) Translation 机器翻译的术语支持 Klaus-Dirk Schmitz, Professor Emeritus, Cologne Technical University	[In] [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	Chinese enterprises 面向中国企业的技术内容创作、管理、出版和翻译实用解决方案 Yong Liu, TC Solution Director, Sinoview InfoTech
15:30-15:45	Break and Visit to the Exhibition			
	Trends: NextGen of Content	Enterprise Content Management	Industry 4.0 and Information 4.0	Workshop
15:45-16:30	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	中小型企业技术文档实践之路 Technical communication practice in Chinese small and medium-sized enterprises 婷婷 胡, 资料开发部经理, 汇川技术	[In] [En] The Challenge of Information 4.0 信息4.0时代的挑战 Ray Gallon, President, The Transformation Society	结构化写作从零到一百 Structured writing: Knowing Why and How
16:40-17:25	技术文档DevOps核心实践 Technical Documentation DevOps Core Practices Fei Tang Product Manager, Agile Coach, ZTE	ECM企业内容管理实践与趋势 Enterprise Content Management (ECM) Practices and Trends Guohui Dai, 文档管理专家, 药明康德	[In] [En] 工业4.0到底是什么？为什么它与技术文档工程师相关？ What the heck is industry 4.0 and why is it relevant for technical writers? Michael Fritz, CEO, iRDS-Consortium, tcworld, tekcom	Emma Li, Chief Consultant, Megalink
17:30-19:30	Networking Event			



Day 2				
Time	Room1	Room2	Room3	Room4 Workshop
8:00-9:00	Registration			
	Structured Authoring	TC Education	Software Documentation	Workshop
9:00-9:45	<p>[In] [En] Structured Content Authoring is the Foundation for Intelligent Information in Field Service</p> <p>结构化内容写作：现场服务中智能信息基础</p> <p>Sebastian Göttel VP Sales & Marketing, SCHEMA Group</p>	<p>Building TC Mindset for University Students in China -- Case Study of TC Teaching at Tongji University</p> <p>构建中国大学生技术传播理念 - 同济大学TC教学案例研究</p> <p>May LI, Professor, Tongji University Wei Wei Cao, Operation Lead, Alibaba</p>	<p>To Business (To B) 软件信息体验设计之实践探索</p> <p>The practical exploration of software information experience design for business (to B)</p> <p>Ke Wang, Chief Information Architect, Huawei</p>	<p>[En] Best Practices for Designing Termbases</p> <p>设计术语库的最佳实践</p>
9:55-10:40	<p>[In] [En] Micro-content, Chatbots, and Machine Learning – What do they mean for Technical Authoring?</p> <p>Jennifer Morse, Director of Product Evangelism, MadCap Software</p>	<p>A Client-based Technical Writing Course in XISU</p> <p>基于客户的技术写作课程——西安外国语大学教学实践</p> <p>Dan Wu, Associate Dean, Associate Professor, XISU</p>	<p>Content Transformation and Measurement of Success</p> <p>转换内容，量化成果</p> <p>Dingling Liu, Senior User Assistance Developer, SAP</p>	<p>Klaus-Dirk Schmitz, Professor Emeritus, Cologne Technical University</p>
10:40-10:55	Break and Visit to the Exhibition			
	Localization Process	TC and Translation	Go Global: Vendor Management	Workshop
10:55-11:40	<p>[In] [En] Agile and Continuous Localization Processes</p> <p>敏捷和持续本地化流程</p> <p>Brahim Aioun Account Manager, Wordbee S.A.</p>	<p>The Interface between Technical Writing and Translation</p> <p>技术写作与翻译的纽带</p> <p>Qing Guo, Director, Southeast University</p>	<p>Building Up the Worldwide Hybrid Resource Pool to Provide One-Stop Content Solution</p> <p>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</p> <p>Wei Wei Cao, Operation Lead, Alibaba</p>	<p>[En] Cognitive science applied to user assistance</p> <p>应用于用户帮助的认知科学</p> <p>Ray Gallon, President, The Transformation Society</p>
11:50-12:35	<p>[In] [En][Live] Panel discussion: technical communication career development</p> <p>小组讨论：技术传播职业发展及其他</p> <p>Cruce Saunders, Jessica Block, Quan Zhou, Emma Li</p>	<p>Typical issues preventing Chinese companies' going global and suggestions</p> <p>中国企业国际化进程中的典型问题和应对</p> <p>Jason Mao, Chief Consultant, 2ndHeng Technologies</p>	<p>[En] AI-Based Vendor Selection Approach for Translation in Big International Events</p> <p>基于人工智能的大型国际事件翻译供应商选择方法</p> <p>Andrey Moiseev, IOC and FIFA</p>	
12:35-14:05	Lunch			
	Content Strategy/Marketing	Content as a Service	Developer Documentation	Workshop
14:05-14:50	<p>[Live] Global Content Marketing</p> <p>全球内容营销</p> <p>Joshua Dong, Content Strategy Manager, Alibaba Cloud</p>	<p>IoT, Service Business and its impact on Technical Documentation</p> <p>物联网，服务业务对技术传播的影响</p> <p>Feifei Liu Department manager, Etteplan</p>	<p>[In] [En] Strategies to Provide Effective Developer Documentation</p> <p>高效开发者文档的交付策略</p> <p>David Wilding, Sr. Technical Writer, Zuora</p>	<p>[En] Getting started with the all-new Adobe RoboHelp 2019</p> <p>开始使用全新的 RoboHelp 2019</p> <p>Stefan Gentz Senior Worldwide Evangelist, Adobe</p>
15:00-15:45	<p>Content strategy from 0 for a cloud-based product</p> <p>从0开发云产品的内容策略</p> <p>Vivian Yang, Content Design Team Lead, Envision Digital</p>	<p>The future is here – This is how our business have to change</p> <p>未来就在这里——这就是我们的业务必须改变的方式</p> <p>Nate Zhang, Managing Director of China, Sigma Technology</p>	<p>[In] [En] DevOps meets Docs: Documentation as Code</p> <p>当DevOps遇见Docs：像代码一样写文档</p> <p>Robert Kratky, Principal Technical Writer, Red Hat</p>	
15:45-16:00	Break and Visit to the Exhibition			
	Career Development	Human Care and Persuasion	Content Design and UX	Workshop
16:00-16:45	<p>职场论坛：当我和文档工程师沟通时，我在想什么？——跨部门沟通探讨</p> <p>Mingxi Sun, APAC Customer Manager Elsa Xie, Product Owner, Hansen Technologies Yongchao Shi, Senior Software Engineer,</p>	<p>Accessibility for Technical Communication: Policies, Guidelines, Techniques</p> <p>无障碍技术信息：政策、准则和方法</p> <p>Quan Zhou, Associate Professor, Metropolitan State University</p>	<p>[In] [En] Write to Design - Your path to improved copy using conversational content</p> <p>从写作到设计——使用对话内容改善文档</p> <p>Nithya Krishnan, Senior User Assistance Developer, SAP Labs India</p>	<p>[En] To lead others, learn to lead yourself first</p> <p>领导他人，学会先领导自己</p> <p>Eva Reiterer, CEO, MEINRAD.cc Communication Consulting GmbH</p>
16:55-17:40	<p>Unconference session, free communication</p>	<p>Persuasion and persistence: how technical communication functions in client-designer communication</p> <p>说服力和持久性：技术传播如何在客户和设计师沟通中发挥作用</p> <p>Yunye Yu, Assistant Professor, Southeast</p>	<p>[In] [En] The Journey from Technical Writer to User eXperience Writer</p> <p>从技术作者到用户体验作者的旅程</p> <p>John Gallagher UXD Department Manager, Zyxel Communications Corp.</p>	
17:45-18:00	Lucky Draw			