PROGRAM OVERVIEW

9th International Conference on Technical Communication

tcworld China, connecting the future of technical content!
tcworld 中国大会，链接技术内容的未来！

◎ Courtyard by Marriott Shanghai Pudong 上海齐鲁万怡大酒店3楼

tcworld
technical communication
CHINA 2023 SHANGHAI MAY 25-26
上海齐鲁万怡大酒店三楼(3F)

May 25ᵗʰ，Day 1 Forenoon
首日-25号　上午场

Feedback 反馈　　Photo 照片直播

	Cutting-edge Room（前沿厅）	Innovation Room（创新厅）	Technology Room（技术空间）	Workshop Room（工作坊）
8:15-8:45	Registration 签到			
8:45-8:50	Opening Remarks: Michael Fritz & Rebecca Lai 开场致辞			
8:50-9:35	The European Green Deal - Technical communication is important for sustainable product use 欧洲绿色协议—— 技术传播对可持续性产品使用的重要性 Michael Fritz, tekom Europe			
9:40-10:25	助力企业数字化转型：文档价值提升的必由之路 Digital transformation: the path to enhancing the value of documents 张勇 Nate Zhang, 科多思 Sigma Technology China	面向开发者的生态信息体验探索与实践 Exploration and practice of developer-oriented ecological information experience 耿雪萍 Xueping Geng, 华为 Huawei	自动化文档生成与AI文档撰写技术前瞻 Prospect of auto-doc and AIGC in technical communication 苏昊明 Haoming Su	
10:25-10:45	Break and visit to the exhibition 茶歇 参观展位			
10:45-11:30	ChatGPT及相关AI技术在翻译管理平台中的应用与实践 Application and practice of ChatGPT and related AI technologies in translation management platform 陈件 Jian Chen，一者科技 YiCAT	用Web前端技术交付企业个性化的内容体验案例分享 Case studies sharing of delivering personalized enterprise content experience with web front-end technology 徐冉 Amber Xu, 镭内容 Ray Content	技术文档团队培训体系构建实践 Building training system for technical document teams: best practices 汪媛媛Yuanyuan Wang， 联影 United Imaging	玩转数字化产品信息框架，从0到1搭建产品信息体验 Mastering digital content experience frameworks: building product content experience from scratch 归诗卉 Guishi Hui, IBM 郑维珺 Weijun Zheng, IBM
11:40-12:25	Reveal your value by building cross-functional partnerships 通过建立跨职能合作伙伴关系展现您的价值 Miriana Nedeva, VMware	逆向工作法在内容管理中的应用与实践 Working backwards in content management 谢茹 Ru Xie, Amazon	道阻且长：在高端装备制造业中实现技术文档高质量交付的实践与思考 Long and arduous road: practice of and reflection on realizing high-quality delivery of technical documentation in high-end equipment manufacturing industry 王烨 Yedda Wang, 技术传播自媒体 TC Self-Media	
12:30-14:00	Lunch break (Ground floor) 自助午餐（酒店底楼）			

tcworld
technical communication
CHINA 2023 SHANGHAI MAY 25-26
上海齐鲁万怡大酒店三楼 (3F)

May 25ᵗʰ，Day 1 Afternoon
首日-25号 下午场

Feedback 反馈 Photo 照片直播

	Cutting-edge Room（前沿厅）	Innovation Room（创新厅）	Technology Room（技术空间）	Workshop Room（工作坊）
14:00-14:45	技术信息数字化转型蓝图——从CMS进阶到TIS，从被动应对文档开发压力到成为企业业务增长的推进器 Technical information digital transformation blueprint: from CMS to TIS, from passively responding to document development pressure to becoming an enabler of enterprise business growth 刘勇 Yong Liu，爱福爱特 I4iot	从自研 CMS 到开源框架——开发者文档的工具选型思路 Ideas for selecting developer documentation tools: from self-developed CMS to open-source frameworks 陈萌 Meng Chen, 声网 Agora	（Meetup）技术传播体系的基础建设 Fundamental establishment of technical communication system 张艳杰 Yanjie Zhang, 海信 Hisense	Leading like a pro or how to boost the visual knowledge of your teammates 如何成为一个专业的领导者，如何提升队友的视觉知识 Dobrinka Boeva, Vmware Ivanka Radkova, Vmware
14:55-15:40	借助本地化前沿技术，解锁全球市场 Unlock Global Markets with Cutting-edge Localization Technology 郭文 Wen Guo，Phrase	技术图形的设计方法与实践 Technical graphics: design methods and practices 李学昭 Xuezhao Li		
15:40-15:55	Break and visit to the exhibition 茶歇 参观展位			
15:55-16:40	Enterprise knowledge journey: why to care of it 为什么要关注企业的知识之旅 Marco Galiazzo, ekr srl	用户如何与内容互动？数据说明一切！ How users interact with your content? Data tells you everything! 刘向君 Xiangjun Liu, IBM	文档工程师的新价值点——研发成果文档化和专利化 New value point for technical writers - documentation and patenting of R&D results 邓丽 Li Deng, 南京芯驰 Nanjing SemiDrive	TC理念的"走出去"——通过高效邮件沟通，探讨TC理念在企业日常沟通中的应用 TC reaching outward, BC marching forward: "Secret Recipes" of empowering business communication with TC methodology (taking email communication as an example) 李源原 Yuanyuan Li, 伊顿电气 Eaton Electrical 陈文 Wen Chen, 伊顿电气 Eaton Electrical
16:50-17:35	TC Night venue setup 技术传播之夜场地布置	ChatGPT and large language models - discovering the opportunities ChatGPT 与大型语言模型——发现机会 Kieran Turley, SAP Sabine Loss, SAP	企业级云产品：如何高效地发布用户界面更新信息？ Enterprise-level cloud products: How to publish updated user interface information efficiently? 姚依东, SAP 吴丹 Dan Wu, SAP	
17:40-20:00	Cutting-edge Room（前沿厅）：Group photo 合影 + Networking event: TC Night 社交环节：技术传播之夜			

technical communication
tcworld
CHINA 2023 SHANGHAI MAY 25-26
上海齐鲁万怡大酒店三楼 (3F)

Feedback 反馈　　Photo 照片直播

	Cutting-edge Room（前沿厅）	Innovation Room（创新厅）	Technology Room（技术空间）	Workshop Room（工作坊）
8:30-9:00	Registration 签到			
9:00-9:45	ChatGPT 在技术传播中的应用场景探索 Exploring application scenarios of ChatGPT in technical communication 李琳 Lilian Lee, PingCAP	提高技术手册多语言翻译与本地化的效率和质量——实践与思考 Improving the efficiency and quality of multilingual translation and localization of technical manuals - practices and reflections 姜冬梅 May Jiang， 大辞科技 Datalsp Technology	结构化技术写作方法论S1000D: Why, What, Scenario Structured technical writing methodology S1000D: Why, What, Scenario 杨建中 Jianzhong Yang	拆整为零，集零为整：拆解业务目标，整合内容策略 Disassembling and intergation: disassemble business goals and integrate content strategies 王丽 Li Wang, IBM 黄敏 Min Huang, IBM
9:55-10:40	如何构建轻量级结构化内容管理平台 How to build a lightweight structured content management platform 呼延韶文, RWS	开发者内容体验解密之旅，追风踏浪 The Secret to Great Developer Experience is Killer Content Yu Liu, StreamNative	Automating conversion from DITA to Flare with Python 使用 Python 实现 DITA 至 Flare 的自动转换 Nick Lambson 兰尼克，MediaLocate, Inc.	
10:40-10:55	Break and visit to the exhibition 茶歇 参观展位			
10:55-11:40	Nudging! What technical communication can learn from behavioural economics 技术传播可以从行为经济学中学到什么？ Marco Jänicke, bravecroc by IBJ	把简单留给用户——TO B 产品资料数字化转型实战 Simplifying the user journey practice of digital transformation of B2B technical communication 胡婷婷 Tingting Hu， 汇川技术 Inovance	从处理文档反馈开始，搭建产品讨论社群 Use document feedback to build a product discussion community 刘冰驰 Bingchi Liu， 字节跳动 ByteDance	如何高效交付多语内容：翻译与本地化新思路 Delivering multilingual content efficiently: new approaches to translation and localization 张星瑶 Xingyao Zhang, 一者科技 YiCAT 郭星 Xing Guo, 深信服科技 Sangfor
11:50-12:35	如何将一问直达的信息体验带入智能汽车 How to bring voice interactive information experience into smart cars 温名坚 Mingjian Wen, 华为 Huawei 孙绮 Qi Sun, 华为 Huawei	TC新人的内容拓荒之旅 Building a content framework from scratch: a beginner's guide 胡清莹 Qingying Hu， 远景智能 Envision Digital 夏云 Yun Xia， 远景智能 Envision Digital	从传统资料到信息体验 From traditional materials to information experience 李顺华 Shunhua Li, 华为 Huawei	
12:35-14:00	Lunch break (Ground floor) 自助午餐（酒店底楼）			

tcworld technical communication
CHINA 2023 SHANGHAI MAY 25-26
上海齐鲁万怡大酒店三楼（3F）

May 26th，Day 2 Afternoon
次日-26号 下午场

Feedback 反馈　　Photo 照片直播

	Cutting-edge Room（前沿厅）	Innovation Room（创新厅）	Technology Room（技术空间）	Workshop Room（工作坊）
14:00-14:45	Best practices when creating graphics for your documentation 在文档中创建图形的最优方法 Ivanka Radkova, Vmware	数字政务时代让文档成为服务 The era of e-government turns documents into services 何婷婷 Tingting He, 政采云 Zhengcaiyun	海信多语言翻译实践分享 Multilingual translation practices in Hisense 孟庆芳 Qingfang Meng, 海信 Hisense	Knowledge sharing with european union knowledge management portals to sell products in Europe (Eprel, ECHA) 与欧盟知识管理门户共享知识 以在欧洲销售产品 （Eprel、ECHA） Marco Galiazzo, ekr srl
15:00-15:45	Composable content and its impact on UX 可组合内容及其对用户体验的影响 Anton Kolesnyk, Contentful	如何部署一套简单够用的轻量级结构化写作平台 Deploying a simple and usable lightweight structured writing platform 李思如 Siru Li, 科多思 Sigma Technology China	（Meetup）当我工作时，我在想什么？ ——技术写作背后的心理密码 (Meetup) What am I thinking about when I'm working? The psychological code behind technical writing 谢敏 Monica Xie, 上海启写 Infomagic	
15:45-16:00	Break and Visit to the Exhibition 茶歇 参观展位			
16:00-16:45	看"图"说话，一"图"千言——云时代下创新型语言质量测试新方式 A picture is worth a thousand words –an innovative new way to test language quality in the cloud era 邹莹 Ying Zou, SAP Nieves Ramos Garcia, SAP SE	Unclogging long translation turn-around times 如何疏通漫长的翻译周转时间 Eric Kuhnen, TransPerfect, Inc.	Metadiscourse in writer-reader interaction 作者与读者互动中的元话语 Justyna Dlociok, KU Leuven 荷语鲁汶大学	如何通过数据分析助力技术传播 How to use data analysis to assist technology communication 薛秀芹 Xiuqin Xue, 帆软软件 FanRuan Software 梁晨晨 Chenchen Liang, 帆软软件 FanRuan Software
	End of conference 会议结束			

参会指南 Conference Guide

尊敬的参会嘉宾，
Dear Sir/Madam,

欢迎您来到tcworld China 2023大会！在此向您介绍会场情况和注意事项。
Welcome to tcworld China 2023! Please read this guide before attending the conference.

⚠️ 参会注意事项 Notice

- 会议两天请全程佩戴胸卡。
- Please wear your badge during the conference.

- 参会时请保持安静，手机静音。
- In the conference room, mute your phone.

- 同传耳机需要您用身份证或护照抵押。
- To borrow headphones, your passport is needed.

- 工作坊有人数限制，满座后停止入场。
- There is a capacity limit for the workshop and admission will be closed when limit is reached.

- 演讲时请尽量不要拍照，以免影响后排嘉宾。
- No photos during the presentation.

- 会议结束后演讲PPT将发送到您的邮箱。
- You will get the slides by E-mail after the conference.

- **如果您不希望被拍照或拍摄，请直接与摄影师沟通。**
- **Please approach the photographer or cameraman directly if you do not wish to be photographed or filmed.**

📍 关于会场 Conference rooms

会场共有两个楼层：
Conference rooms are located on two floors:

- •底楼：自助餐厅
  Ground floor: Cafeteria
- •三楼：前沿厅，创新厅，工作坊，技术空间
  3rd floor: Cutting-edge, Innovation, Workshop, Technology

🍽️ 午餐 Lunch

餐厅位于一楼，由于餐厅座位有限，我们鼓励错峰用餐。
The dining room is on the ground floor. Due to limited seating in the restaurant, attendees are encouraged to stagger their meals.

🏛️ 展览 Exhibition

三楼设有专业展台，千万别错过哦！
The exhibition is on the 3rd floor.

👤 招聘墙 Job wall

三楼设有招聘墙，欢迎进行职业交流
The Job Wall is on the 3rd floor.

😷 防疫物资 Epidemic prevention materials

前台可领取口罩等防疫物资。
Epidemic prevention materials such as masks are available at the front desk.

🤝 社交环节：技术传播之夜（免费）
Networking event: TC Night (Free)
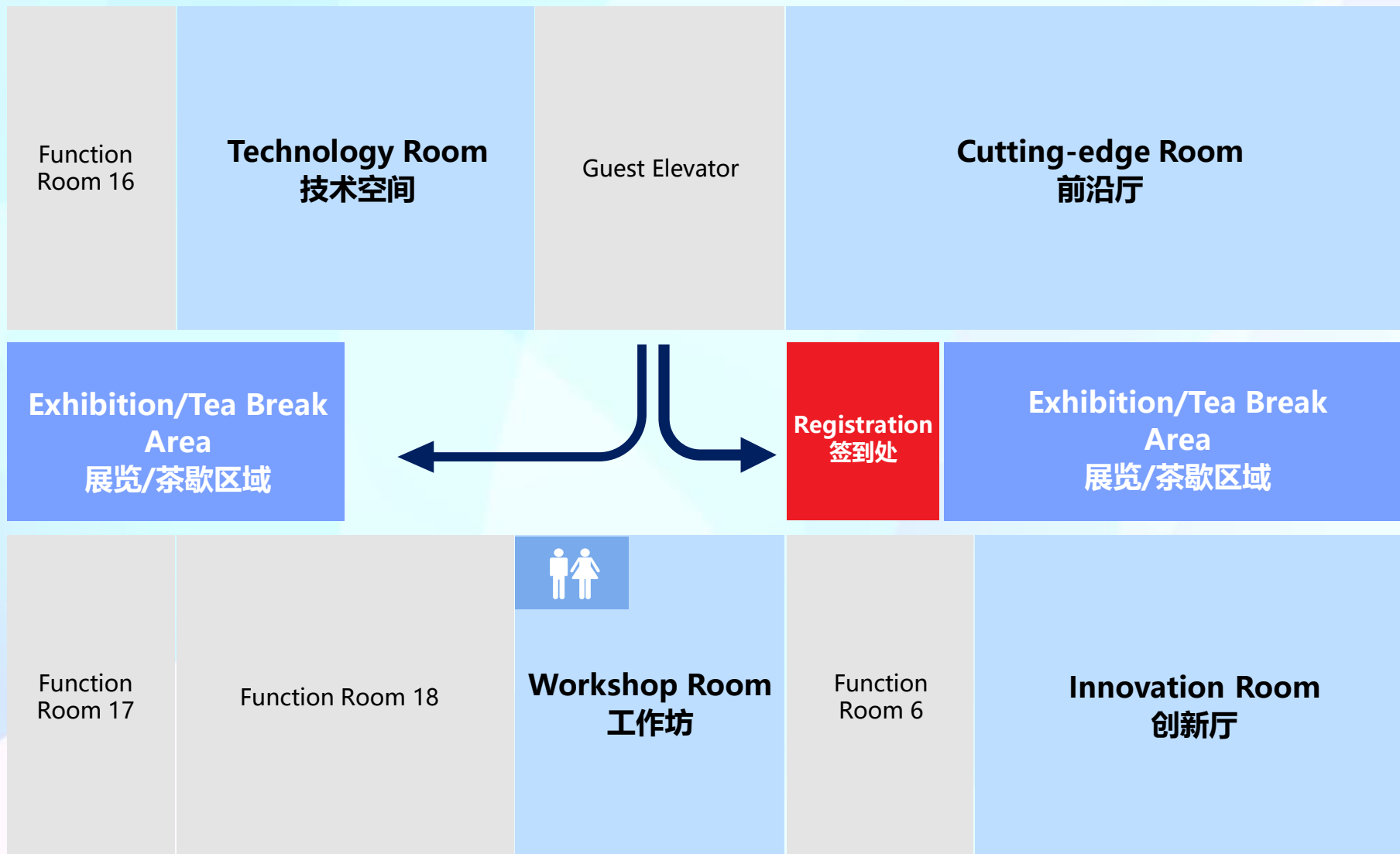
5月25日18:00-20:00，三楼前沿厅，欢迎参加！
Welcome to the TC Night on May 25, 18:00-20:00, Cutting-edge room.

如果您有任何需求，志愿者和工作人员将竭诚为您服务。祝您在参会期间度过美好时光，有所收获！
If you need any help, we are here for you! Have a nice day!

您的tcworld中国团队
Yours sincerely, tcworld China team

会场地图 Floor Plan
三楼 3rd Floor

tcworld
technical communication
CHINA 2023 SHANGHAI MAY 25-26

| Function Room 16 | **Technology Room 技术空间** | Guest Elevator | **Cutting-edge Room 前沿厅** |

Exhibition/Tea Break Area 展览/茶歇区域

Registration 签到处

Exhibition/Tea Break Area 展览/茶歇区域

| Function Room 17 | Function Room 18 | **Workshop Room 工作坊** | Function Room 6 | **Innovation Room 创新厅** |

We kindly thank our sponsors

Platinum Sponsors

YiCAT

SiGMa
Technology

Gold Sponsors

RWS

Phrase
formerly MEMSOURCE

爱福爱特
智能信息/智联服务

Ray Technologies

EKR
ORCHESTRA
The correct info, everywhere

memoq

tcworld China

🌐 www.tcworld-china.cn
✉ contact@tcworld-china.cn