

**tekom**  
Jahrestagung

**tcworld**  
conference



# Conference Planner 2021

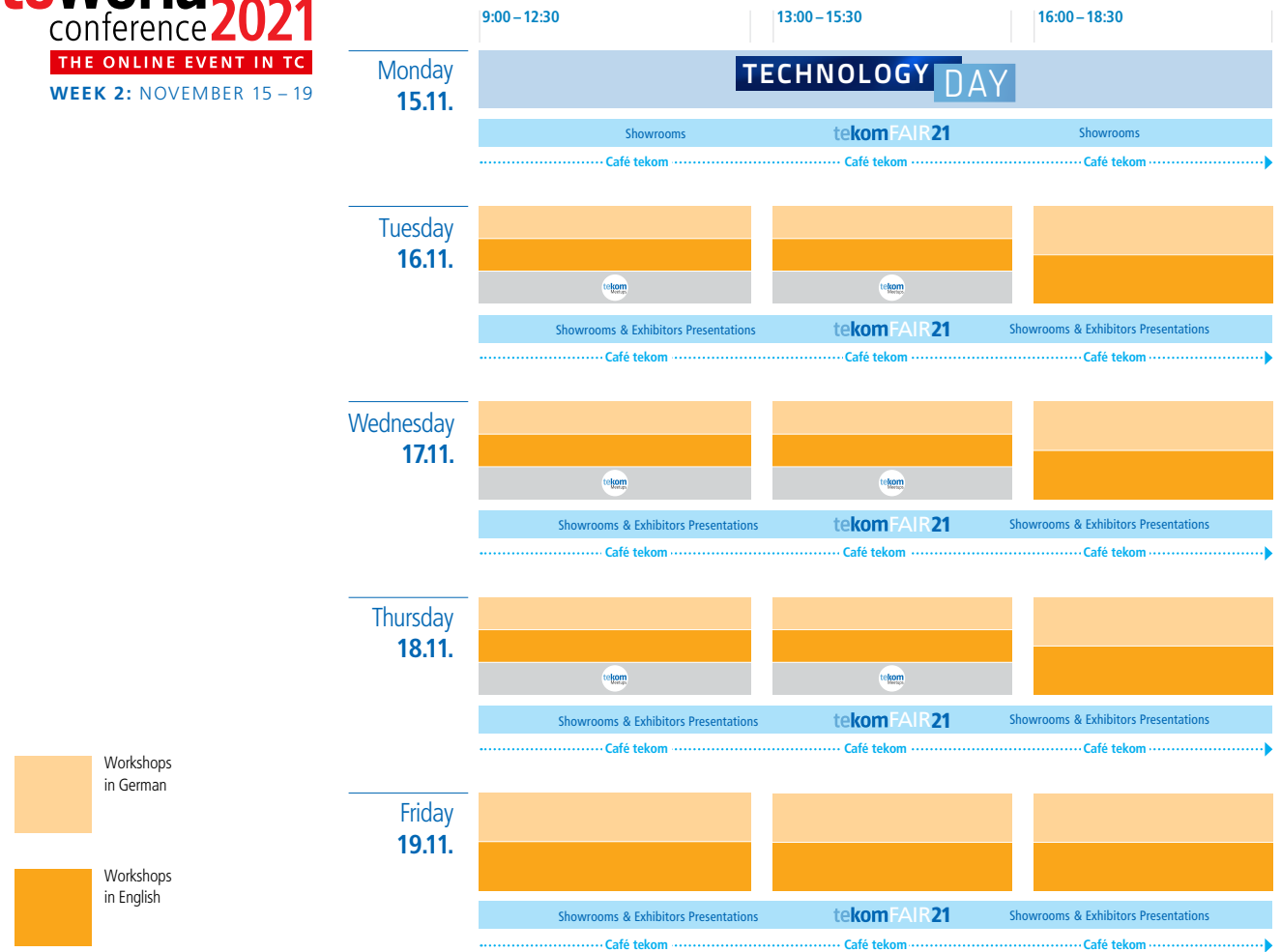
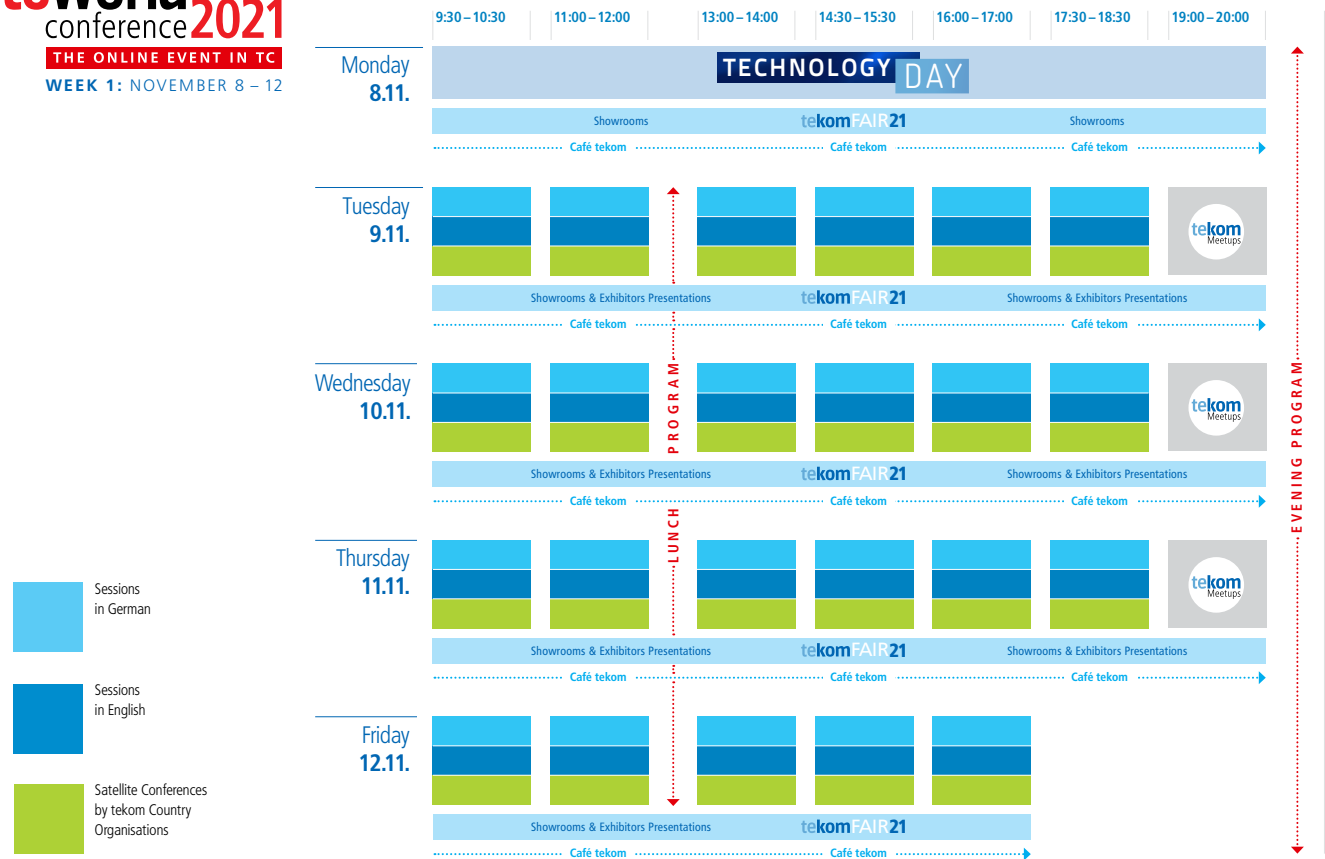
Online  
November 8 – 19, 2021

#tekom



Edition: October 04, 2021

# Conference Overview



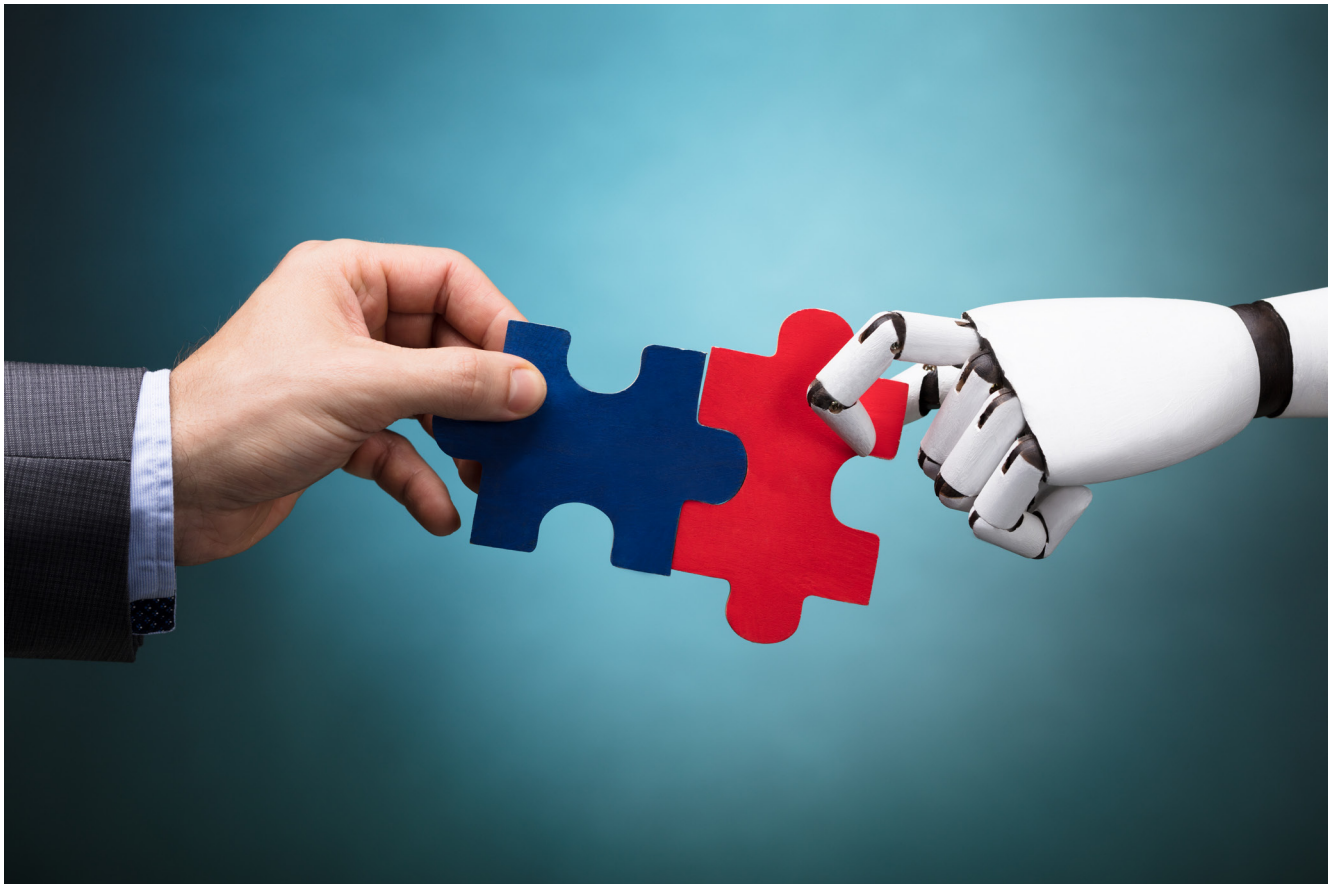
Monday, Nov 8, 2021

# TECHNOLOGY DAY

2021, NOV 8 + 15 // **tc**world conference

Our new format for even more professional content and interactivity. You will find here presentations and panel discussions with focus on content creation in times of digitalization. Make new valuable contacts via the networking possibilities of our platform **tekomp** live. Free of charge for all persons with a conference ticket or free ticket.

The program will be published by October.



Presentations and partner presentations last 45 minutes, tutorials and meetups one hour.



These presentations are simultaneously interpreted into English.

|                                                                                 | Channel A<br>de                                                                                                                                 | Channel B<br>de                                                                                                       | Channel C<br>de                                                                                                                   | Channel D<br>en                                                                                       | Satellite<br>Conferences                                                                                     |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|
| 9:00                                                                            | Begrüßung<br>Herzke                                                                                                                             |                                                                                                                       |                                                                                                                                   |                                                                                                       |                                                                                                              |
| 9:30                                                                            | Technische Dokumenta-<br>tion als Marketinginstru-<br>ment<br>Börsig<br>Fachvortrag                                                             | Neural Machine Trans-<br>lation – A Challenge for<br>Editing and Translation<br>Herwartz<br>Fachvortrag               | How to: vom Informa-<br>tionstopic zum Learning<br>Nugget<br>Eberlein<br>Fachvortrag                                              | Tech Doc Will Go Social<br>and Semantic, as the<br>Web did<br>Lacroix<br>Presentation                 | NORDIC                                                                                                       |
| Visit the exhibitors' showrooms or the networking lounge!                       |                                                                                                                                                 |                                                                                                                       |                                                                                                                                   |                                                                                                       |                                                                                                              |
| 11:00                                                                           | Intelligente Informa-<br>tionen mit DITA 1.3 –<br>Einführung eines neuen<br>Redaktionssystems bei<br>KAESER<br>Tischer, Schrempp<br>Fachvortrag | Smart Glasses im Tech-<br>nischen Service – Durch-<br>blick mit der richtigen<br>Information<br>Endreß<br>Fachvortrag | Automatic Quality Mea-<br>surement Methods for<br>MT Systems: Overview,<br>Evaluation and Trends<br>Eisold, Krüger<br>Fachvortrag | Docs-as-Code with Sphinx<br>and reStructuredText<br>Elsen, Raimondo<br>Presentation                   | NORDIC                                                                                                       |
| Your are invited to a Visual Thinking Break or a mobile lunch break 12:15–12:45 |                                                                                                                                                 |                                                                                                                       |                                                                                                                                   |                                                                                                       |                                                                                                              |
| 13:00                                                                           | Erfolgreiche Terminolo-<br>giearbeit im Terminolo-<br>giezirkel: Motivation,<br>Moderation sowie Dos<br>and Don'ts<br>Czeschka<br>Fachvortrag   | Warum sollte ein Redak-<br>teur ECLASS kennen?<br>Raguse, Ziche<br>Fachvortrag                                        | Who Are You? How the<br>Personality of a Chatbot<br>Influences Usability<br>Bachmann<br>Fachvortrag                               | Technical Communication<br>in Cyber Security<br>Kearney<br>Presentation                               | NORDIC                                                                                                       |
| Visit the exhibitors' showrooms or the networking lounge!                       |                                                                                                                                                 |                                                                                                                       |                                                                                                                                   |                                                                                                       |                                                                                                              |
| 14:30                                                                           | How SAP Scales Content-<br>Ops to Streamline its<br>Documentation Process<br>Haug, Baganz, Leukert<br>Presentation                              | Mehr machen mit 3D-<br>Daten in der Technischen<br>Dokumentation<br>Göttel, Arya<br>Fachvortrag                       | Intuitive, Smart, Interacti-<br>ve: The New Miele Service<br>Documentation (MSD)<br>Drews, Merse<br>Partnerpräsentation           | Post-editing NMT for<br>Technical Documentation<br>Like a Pro<br>Schroeder<br>Tutorial                | NORDIC                                                                                                       |
| Visit the exhibitors' showrooms or the networking lounge!                       |                                                                                                                                                 |                                                                                                                       |                                                                                                                                   |                                                                                                       |                                                                                                              |
| 16:00                                                                           | Der tekom-Kompetenz-<br>rahmen für die technische<br>Übersetzung<br>Pich, Rösener<br>Fachvortrag                                                | Vollautomatische Ma-<br>chine Translation ohne<br>Post-Editing?!<br>Wiedenmaier<br>Fachvortrag                        | Hands-On: Terminology<br>Check in the Editorial<br>System<br>Becker, Ziche<br>Tutorial                                            | 25 Tips for Successful<br>Virtual and Live Presen-<br>tations<br>Bleiel<br>Presentation               | NORDIC<br>The Italian Conundrum<br>Bro-Rasmussen<br>Presentation                                             |
| Visit the exhibitors' showrooms or the networking lounge!                       |                                                                                                                                                 |                                                                                                                       |                                                                                                                                   |                                                                                                       |                                                                                                              |
| 17:30                                                                           | Meetup tekomp-Dokupreis<br>Dilger, Granacher, Benz<br>Meetup                                                                                    | Introduce a Content<br>Delivery System? No<br>Problem!<br>Sester<br>Fachvortrag                                       | KI-basierte Metadaten-<br>vergabe bei SEW-EURO-<br>DRIVE<br>Overmann, Forster<br>Partnerpräsentation                              | Code-as-Doc and Docs-<br>as-Code – Single Sourcing<br>for Consistent Quality<br>Kempf<br>Presentation | NORDIC<br>Identity, Skills and<br>Competencies and How<br>You Make Yourself More<br>Visible<br>Blok<br>Panel |
| 19:00                                                                           |                                                                                                                                                 | tekomp Meetup-Plattform<br>Fritz, Leukert, Fleury<br>Meetup                                                           |                                                                                                                                   | Understanding the<br>Psychology of Interactive<br>Design<br>St. Amant<br>Presentation                 | NORDIC<br>Nordic Meetup<br>Blok<br>Meetup                                                                    |



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 These presentations are simultaneously interpreted into English.

|       | tekom-Studio live<br>aus der Kulturhausarena                                                                                    | Channel A<br>de                                                                                                                                            | Channel B<br>de                                                                                                                                         | Channel C<br>en                                                                                                                                       | Channel D<br>en                                                                                                                      |
|-------|---------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 9:30  | <b>Themenschwerpunkt:<br/>Gendern in der Techni-<br/>schen Kommunikation</b><br>09:00<br><b>Begrüßung</b>                       | Einführung der VDI 2770<br>am Beispiel von Maschi-<br>nenlieferanten für die<br>Prozessindustrie<br><i>Kun</i><br>Fachvortrag                              | ...And Again, Nothing Is<br>for Free: QA Measures<br>at NMT<br><i>Schneider</i><br>Fachvortrag                                                          | <b>Leveraging Infographics<br/>in Documentation</b><br><i>Stein</i><br>Tutorial                                                                       | <b>How Can We Support Us-<br/>ers in Shaping a Relevant<br/>Mental Model?</b><br><i>Lundin</i><br>Presentation                       |
|       | 09:15<br><b>Man kann nicht nicht<br/>gendern – warum, wofür,<br/>wie?</b><br><i>Großmann, Becker</i>                            | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
| 11:00 | 09:55<br><b>Für jeden/jede/Jedi –<br/>Möge das Gendern mit<br/>Dir sein.</b><br><i>Saremba, Parson</i>                          | <b>Forschungsprojekt:<br/>Nutzerzentrierte Monta-<br/>geanleitung</b><br><i>Friese, Schäfer</i><br>Partnerpräsentation                                     | <b>Building a Knowledge<br/>Database with a Ter-<br/>minology Management<br/>System: A Field Report</b><br><i>Massion</i><br>Fachvortrag                | <b>Transforming Aftersales<br/>Experiences by Content<br/>Servitization via Headless<br/>Delivery Capabilities</b><br><i>Schlottz</i><br>Presentation | <b>Understanding AI and<br/>How it Impacts the Tech-<br/>nical Writer's Career</b><br><i>Synnott</i><br>Presentation                 |
|       | 10:30 Kaffeepause                                                                                                               | Your are invited to a Visual Thinking Break or a mobile lunch break 12:15–12:45                                                                            |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
| 13:00 | 10:50<br><b>Inklusive Sprache<br/>inkludiert</b><br><i>Wilson</i>                                                               | <b>Vergleich DITA und<br/>S1000D: Was ist für meine<br/>Anforderungen sinnvoll?</b><br><i>Schmidt</i><br>Fachvortrag                                       | <b>Augmented Reality for<br/>Service Information –<br/>Challenges on the Way to<br/>Real Deployment</b><br><i>Heller, Clauss</i><br>Partnerpräsentation | <b>Continuous Content<br/>Delivery – Publishing<br/>Documentation at the<br/>Speed of SaaS</b><br><i>Lacroix</i><br>Presentation                      | <b>Satellite</b><br><b>tekom Israel</b><br><b>How I Learned to Stop<br/>Worrying and Love Jira</b><br><i>Teplitz</i><br>Presentation |
|       | 11:30<br><b>Impro-Theater</b>                                                                                                   | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
|       | 12:15 Mittagspause                                                                                                              | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
| 14:30 | 13:15<br><b>Gendersensible Sprache<br/>– eine Frage auch für die<br/>Technische Kommunika-<br/>tion?</b><br><i>Pich, Hammer</i> | <b>Sprachlos vor der Tech-<br/>nik? Zum Stellenwert<br/>sprachlicher Kompetenz<br/>in der Technischen<br/>Redaktion</b><br><i>Jung, Ley</i><br>Fachvortrag | <b>Terminology Fidelity<br/>in NMT: An Analysis of<br/>Machine-Translated Work-<br/>shop Literature</b><br><i>Hellerich</i><br>Fachvortrag              | <b>Software Vendors: A<br/>Necessary Evil Or Your<br/>New BFF?</b><br><i>Mitchell</i><br>Presentation                                                 | <b>tekom Israel</b><br><b>Fun with Bugs – or How<br/>to Better Enjoy Sushi</b><br><i>Paul</i><br>Presentation                        |
|       | 13:55<br><b>Gendern smart gelöst.<br/>Erfahrungsbericht einer<br/>Technischen Redakteurin</b><br><i>Ceglarek</i>                | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
| 16:00 | 14:35<br><b>Impro-Theater</b>                                                                                                   | <b>Great Britain after Brexit:<br/>Practical Problems of<br/>Brexit/UKCA</b><br><i>Bruns, Reusch</i><br>Fachvortrag                                        | <b>Mindshifting – mach Dich<br/>fit für Deine Karriere</b><br><i>Nübel</i><br>Fachvortrag                                                               | <b>Minimalism in Theory and<br/>Practice</b><br><i>Bleiel, Carroll</i><br>Presentation                                                                | <b>tekom Israel</b><br><b>API docs, What does the<br/>Future Hold?</b><br><i>Palmer</i><br>Presentation                              |
|       | 15:15 Kaffeepause                                                                                                               | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
|       | 15:45<br><b>Gendergerechte Sprache:<br/>Warum der Sprachwandel<br/>auch in die Technische</b>                                   | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
| 17:30 | <b>Kommunikation Einzug<br/>hält</b><br><i>Burel</i>                                                                            | <b>Von InDesign ins CCMS:<br/>ein Erfahrungsbericht</b><br><i>Hellfritsch</i><br>Fachvortrag                                                               | <b>Automated Knowledge<br/>Communication: Rea-<br/>soning with Bots in MT<br/>and Automated Content<br/>Scoring</b><br><i>Holste</i><br>Fachvortrag     | <b>The Product is Docs:<br/>A Look Inside</b><br><i>Gales &amp; Co</i><br>Tutorial                                                                    | <b>tekom Israel</b><br><b>Defining, Creating, and<br/>Accepting MVP Documen-<br/>tation</b><br><i>Stern</i><br>Presentation          |
| 19:00 | 16:35<br><b>Podium mit allen<br/>Beteiligten des Tages</b>                                                                      | Visit the exhibitors' showrooms or the networking lounge!                                                                                                  |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |
|       | 17:25<br><b>Tagesabschluss: Zusam-<br/>menfassung der Vorträge,<br/>Résumé</b>                                                  | <b>Der Wandel des Lernens<br/>und seine Auswirkungen<br/>auf die Lernenden</b><br><i>Foelsing, Schmitz</i><br>Keynote                                      | <b>Informal Learning: What<br/>Technical Communicators<br/>Need to Know</b><br><i>Carliner</i><br>Tutorial                                              | <b>Beyond 2020: What Does<br/>Technical Communi-<br/>cations Look Like in a<br/>Remote and Distributed<br/>World?</b><br><i>Reiner</i><br>Meetup      |                                                                                                                                      |
|       | 18:00 After Work Networking                                                                                                     |                                                                                                                                                            |                                                                                                                                                         |                                                                                                                                                       |                                                                                                                                      |

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|       | tekom-Studio live<br>aus der Kulturhausarena                                                                                                                                                                                                                                                                                                                                                                                                                                         | Channel A<br>de                                                                                                                                                            | Channel B<br>de                                                                                                                                                            | Channel C<br>en                                                                                                                                             | Satellite<br>Conferences                                                                                                                                        |
|-------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:30  | <b>Themenschwerpunkt:<br/>Rechtliche Anforderungen<br/>und Normen</b><br>9:00<br><b>Begrüßung</b><br>9:15<br><b>What's New in Standard-<br/>ization?</b><br><i>Schmeling, Klumpp</i>                                                                                                                                                                                                                | <b>iiRDS – brauche ich das?</b><br><i>Längle</i><br>Fachvortrag                                                                                                            | <b>Git für Technische Redak-<br/>teure</b><br><i>Alperowitsch</i><br>Tutorial                                                                                              | <b>Don't Be Fooled! – Dark<br/>Patterns and Ethical De-<br/>sign</b><br><i>Saremba, Bollen</i><br>Presentation                                              | <b>tekom Bulgaria</b><br><b>How Information Archi-<br/>tecture Principles Can<br/>Make Your Documenta-<br/>tion Better?</b><br><i>Stanchev</i><br>Presentation  |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Visit the exhibitors' showrooms or the networking lounge!                                                                                                                  |                                                                                                                                                                            |                                                                                                                                                             |                                                                                                                                                                 |
| 11:00 | 10:05<br><b>Standard 26514: Which<br/>Parts Are New and<br/>Helpful?</b><br><i>Closs, Vermeulen</i> <br>10:45 Kaffeepause<br>11:00<br><b>ISO 5060 – Translation<br/>Performance Evaluation</b><br><i>Wallberg</i>                                                                                                  | <b>Übersetzungsreporting<br/>Best Practice</b><br><i>Reiterer</i><br>Fachvortrag                                                                                           | <b>Workflowoptimierung:<br/>Wie Bachmann GmbH<br/>erfolgreich Übersetzungs-<br/>und Freigabeprozesse<br/>verschlinkt</b><br><i>Schwind, Hartmair</i><br>Partnerräsentation | <b>Intelligent Information<br/>for Technical Standards<br/>– Delivering Smart<br/>Standards</b><br><i>Schedlbauer, Parson</i><br>Presentation               | <b>tekom Bulgaria</b><br><b>You're the Interviewer –<br/>Promote Ideas, Stories,<br/>Brands</b><br><i>Asenov, Anachkov</i><br>Presentation                      |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Your are invited to a Visual Thinking Break or a mobile lunch break 12:15–12:45                                                                                            |                                                                                                                                                                            |                                                                                                                                                             |                                                                                                                                                                 |
| 13:00 | 11:50<br><b>Aktuelle Rechtsentwick-<br/>lungen</b> <i>Heuer</i><br>12:35 Mittagspause<br>13:35<br><b>Anlagendokumentation</b><br><i>Tillmann, Schmeling, Rieder</i>                                                                                                                                                                                                                                | <b>Einführung von digitalen<br/>Informationsservices –<br/>von der Vision bis zur<br/>Produktivsetzung</b><br><i>Wenner, Künzle</i><br>Partnerpräsentation                 | <b>Agiles Terminologiema-<br/>nagement – Theorie und<br/>Praxis</b><br><i>Herwartz</i><br>Fachvortrag                                                                      | <b>Storytelling in Documen-<br/>tation</b><br><i>Pieracci</i><br>Presentation                                                                               | <b>tekom Bulgaria</b><br><b>Lessons Learned from<br/>Designing for Text-Based<br/>Interfaces (Command Line<br/>Interfaces)</b><br><i>Tzekin</i><br>Presentation |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Visit the exhibitors' showrooms or the networking lounge!                                                                                                                  |                                                                                                                                                                            |                                                                                                                                                             |                                                                                                                                                                 |
| 14:30 | 14:25<br><b>Digital Usage Information<br/>or Paper Form – Well,<br/>Which One?</b><br><i>Schmeling, Heuer</i> <br>15:15<br><b>Operating Instructions<br/>in Digital Form – What<br/>Changes Does the<br/>European Commission's<br/>Draft of a New Machinery<br/>Directive Create?</b><br><i>Klumpp</i> Podium  | <b>Lange Geschichte bis zur<br/>kurzen Geschichte –<br/>Storytelling in der Techni-<br/>schen Dokumentation</b><br><i>Schiller</i><br>Fachvortrag                          | <b>Corporate E-Learning mit<br/>interaktiven Videos</b><br><i>Steuer</i><br>Fachvortrag                                                                                    | <b>Collaborative AI: Fast<br/>Track to Concept Maps</b><br><i>Wetzel</i><br>Presentation                                                                    |                                                                                                                                                                 |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Visit the exhibitors' showrooms or the networking lounge!                                                                                                                  |                                                                                                                                                                            |                                                                                                                                                             |                                                                                                                                                                 |
| 16:00 | 16:00 Kaffeepause<br>16:25<br><b>Qualitäts- und Konfor-<br/>mitätsprüfung von<br/>Nutzungsinformationen</b><br><i>Tillmann, Schmeling, Rieder</i>                                                                                                                                                                                                                                                 | <b>Ethik in Conversational<br/>A.I.: Herausforderungen<br/>und Chancen</b><br><i>Tabourot</i><br>Fachvortrag                                                               | <b>Ontologieaufbau muss<br/>kein Mammutprojekt sein</b><br><i>Theofilidis, Fleischmann</i><br>Fachvortrag                                                                  | <b>Yes, You Can Make High<br/>Quality Instructional<br/>Videos Quickly</b><br><i>Reiner</i><br>Presentation                                                 |                                                                                                                                                                 |
|       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Visit the exhibitors' showrooms or the networking lounge!                                                                                                                  |                                                                                                                                                                            |                                                                                                                                                             |                                                                                                                                                                 |
| 17:30 | 17:15<br><b>Product Documentation<br/>for the Third Market (UK,<br/>Australia, China, U.S...)</b><br><i>Rieder, Akdut</i> <br>18:05<br><b>Content-Crasher: Wenn<br/>Warnhinweise Texte un-<br/>brauchbar machen – und<br/>was man dagegen tun<br/>kann</b> <i>Dreikorn</i><br>18:50<br><b>Tagesabschluss: Zusam-<br/>menfassung, Résumé</b>                                                       | <b>How to Build a Corporate<br/>Dictionary Quickly and<br/>Efficiently</b><br><i>Muegge</i><br>Presentation                                                                | <b>Künstliche Intelligenz für<br/>Technische Redakteur:in-<br/>nen</b><br><i>Lange, Meier</i><br>Fachvortrag                                                               | <b>Eliminating Content Silos<br/>and Maximizing Shared<br/>Content</b><br><i>DeLoach</i><br>Presentation                                                    |                                                                                                                                                                 |
| 19:00 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Junge Technische Redak-<br/>teure tauschen sich aus</b><br><i>Probian</i><br>Meetup  |                                                                                                                                                                            | <b>Vision + Mission of tekom</b><br><i>I. Fleury, Stern</i><br>Meetup  |                                                                                                                                                                 |

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|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| 9:30                                                      | <b>Wir machen Ihnen den TerminologiePROZESS</b><br><i>Seidel, Berns</i><br>Fachvortrag                                           | <b>First the Metadata, Then the Content: When Metadata Controls the Editorial System</b><br><i>Parson, Steinacker</i><br>Fachvortrag        | <b>„Henne und Ei“ oder „Content und Metadaten“: Wie Endress+Hauser die Technische Redaktion auf Links dreht</b><br><i>Stötzner, Ziesing</i><br>Partnerpräsentation | <b>New Communication Design for the Information Management Process</b><br><i>Kuroda</i><br>Presentation                 | <b>tekomp B / NL Kickstarting the Digital Twin with iIRDS</b><br><i>Stadlbauer, van der Veen</i><br>Presentation                     |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                                  |                                                                                                                                             |                                                                                                                                                                    |                                                                                                                         |                                                                                                                                      |
| 11:00                                                     | <b>Neue Technologien – was macht das mit uns und unserem Arbeitsfeld?</b><br><i>Straub, Gust</i><br>Fachvortrag                  | <b>Wie Sie Ihr Investitionsprojekt genehmigt bekommen</b><br><i>I. Fleury</i><br>Fachvortrag                                                | <b>Corporate Digital Responsibility and Digital Transformation – Anchoring, Communicating, Accompanying</b><br><i>Rübner</i><br>Fachvortrag                        | <b>Docs 2.0: Taking Your Docs Portal from Good to Great</b><br><i>Conforti, Ellison</i><br>Partner Presentation         | <b>tekomp B / NL Natural Language Processing (NLP) – a Myth Or a Solid Game Changer?</b><br><i>Dehaene, Bontinck</i><br>Presentation |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                                  |                                                                                                                                             |                                                                                                                                                                    |                                                                                                                         |                                                                                                                                      |
| 13:00                                                     | <b>Vector-Based Digital Mockup for Representing People in Technical Illustrations</b><br><i>Jänicke</i><br>Fachvortrag           | <b>Content Delivery in der Normung – mit iIRDS und Machine Learning</b><br><i>Tschöke, Czarny</i><br>Fachvortrag                            | <b>Great Expectations. Wie Serviceteile und Serviceinformationen (endlich) zusammenfinden</b><br><i>Ley, Semren</i><br>Partnerpräsentation                         | <b>How to Build Your Own High Quality Neural Machine Translation System Using Marian NMT</b><br><i>Rapp</i><br>Tutorial | <b>tekomp B / NL Introducing the Structured Illustrated Parts Catalogue</b><br><i>Page</i><br>Presentation                           |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                                  |                                                                                                                                             |                                                                                                                                                                    |                                                                                                                         |                                                                                                                                      |
| 14:30                                                     | <b>Alexa, wie bringe ich CCMS-Daten in den Chatbot?</b><br><i>Krägel, Glatz</i><br>Fachvortrag                                   | <b>Global SEO, or How Can I Be Found Internationally Thanks to Terminology?</b><br><i>Fleischmann</i><br>Fachvortrag                        | <b>Ein Diagramm sagt mehr als 1000 Bilder – wie es klickt! im Kopf Ihrer Anwender macht</b><br><i>Mahr</i><br>Fachvortrag                                          | <b>Words Matter</b><br><i>Vilicic, Ramos Pereira</i><br>Presentation                                                    |                                                                                                                                      |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                                  |                                                                                                                                             |                                                                                                                                                                    |                                                                                                                         |                                                                                                                                      |
| 16:00                                                     | <b>Insight-Report-Service – welche Informationen braucht der Service?</b><br><i>Rechtien</i><br>Fachvortrag                      | <b>Maßgeschneidert oder von der Stange: Sind Vorgaben bei MTPE eher K.O.-Kriterium oder Erfolgsrezept?</b><br><i>Cabraja</i><br>Fachvortrag | <b>Hands-On UX Writing: Visualizing Good Microcopy „On the Fly“ with Standard Tools</b><br><i>Styrz</i><br>Tutorial                                                | <b>How Do Subject Matter Experts Perceive Tech Comm Services?</b><br><i>Carliner</i><br>Presentation                    |                                                                                                                                      |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                                  |                                                                                                                                             |                                                                                                                                                                    |                                                                                                                         |                                                                                                                                      |
| 17:30                                                     | <b>Can You Please Translate This by Yesterday? How and Where AI-based Text Translation Works</b><br><i>Läubli</i><br>Fachvortrag | <b>Länder-Reviews im Übersetzungsprozess – vom notwendigen Übel zur Chance</b><br><i>Schwendy</i><br>Fachvortrag                            | <b>Closing Session</b>                                                                                                                                             | <b>Look 'no hands'</b><br><i>Girling</i><br>Presentation                                                                |                                                                                                                                      |

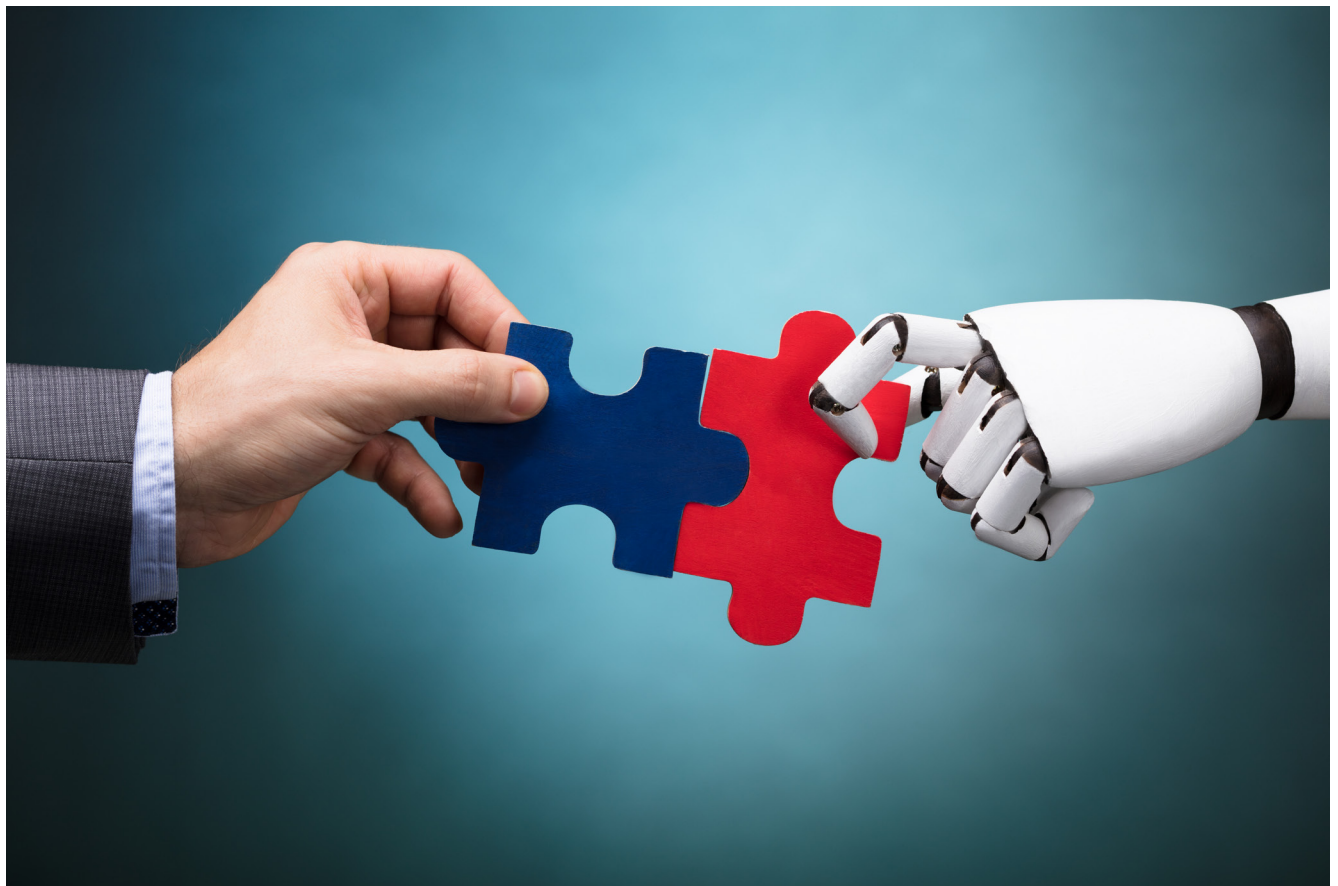
Monday Nov 15, 2021

# TECHNOLOGY DAY

2021, NOV 8 + 15 // **tc**world conference

Our new format for even more professional content and interactivity. You will find here presentations and panel discussions with focus on content creation in times of digitalization. Make new valuable contacts via the networking possibilities of our platform **tekomp** live. Free of charge for all persons with a conference ticket or free ticket.

The program will be published by October.





## Tuesday Nov 16, 2021

Workshops last 2.5 hours, meetups one hour.

|                                                           | Channel A<br>de                                                                                            | Channel B<br>de                                                                                                                                   | Channel C<br>en                                                                                                 | Meetups                                                                    |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|
| 9:00 – 11:30                                              | <b>Intelligente Informationen zum Anfassen – die Fortsetzung</b><br><i>Steurer, Steinacker</i><br>Workshop | <b>Wenn Visionen wahr werden: zukunftsfähige Informationskonzepte entwickeln und andere davon überzeugen</b><br><i>Beenen, DuBois</i><br>Workshop | <b>Content Operations Workshop: From Content Strategy to an Operational Model</b><br><i>Baillie</i><br>Workshop | <b>Positionierung Ihres Teams verbessern</b><br><i>I. Fleury</i><br>Meetup |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                            |                                                                                                                                                   |                                                                                                                 |                                                                            |
| 13:00 – 15:30                                             | <b>Immersive Learning live erleben</b><br><i>Fell</i><br>Workshop                                          | <b>Topic-orientiertes Schreiben</b><br><i>Closs</i><br>Workshop                                                                                   | <b>Impressively Impromptu: Fast, Fearless, and Fabulous</b><br><i>Guren</i><br>Workshop                         | Das Thema des Meetups wird noch bekannt gegeben.                           |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                            |                                                                                                                                                   |                                                                                                                 |                                                                            |
| 16:00 – 18:30                                             | Das Thema des Workshops wird noch bekannt gegeben.                                                         | <b>Veränderungen motivierend und zielführend begleiten</b><br><i>F. Fleury</i><br>Workshop                                                        | <b>Writing Learning Content: Ten Practical Tips</b><br><i>Carliner</i><br>Workshop                              |                                                                            |

## Wednesday Nov 17, 2021

|                                                           | Channel A<br>de                                                                                      | Channel B<br>de/en                                                                                | Channel C<br>en                                                                                                            | Meetups                                                                                                                 |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| 9:00 – 11:30                                              | <b>Online überzeugen und Storytelling</b><br><i>Moesslang</i><br>Workshop                            | <b>Workshop Terminologiekreis – einen Sack Flöhe hüten</b><br><i>Müller, Villiger</i><br>Workshop | <b>The Intersection of Structure and Minimalism: Finding Clean Solutions to Legacy Content</b><br><i>Guren</i><br>Workshop |                                                                                                                         |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                      |                                                                                                   |                                                                                                                            |                                                                                                                         |
| 13:00 – 15:30                                             | <b>Normenarbeit und Normen-recherche für Einsteiger</b><br><i>Dyczka</i><br>Workshop                 | <b>Schritt für Schritt zum ersten Screencast-Video</b><br><i>Bollen</i><br>Workshop               | <b>Technical Writing 1 – How Google Teaches Technical Writing to Engineers</b><br><i>Göhmann</i><br>Workshop               | <b>tekomp Meetups – the New Meeting Platform for the tekomp Community</b><br><i>Leukert, Fritz, I. Fleury</i><br>Meetup |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                      |                                                                                                   |                                                                                                                            |                                                                                                                         |
| 16:00 – 18:30                                             | <b>Bauprodukte-Hersteller in der digitalen Transformation</b><br><i>Schmeling, Aldut</i><br>Workshop | <b>Visual Thinking Introductory Workshop</b><br><i>Jaworski, Paluch</i><br>Workshop               | <b>Best Practices for Building Taxonomies</b><br><i>Mitova, Simov</i><br>Workshop                                          |                                                                                                                         |

# Thursday Nov 18, 2021

Workshops last 2.5 hours, meetups one hour.

|                                                           | Channel A<br>de                                                                                                              | Channel B<br>de                                                                                                                 | Channel C<br>en                                                                                 | Meetups                                                                                                                                           |
|-----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| 9:00 – 11:30                                              | Digitalisierung in Technischer Kommunikation und Lehre – Chancen nutzen und Krisen meistern!<br><i>Tenschert</i><br>Workshop | Stabilität im ständigen Wandel: Krisen meistern und menschlich Produktivität und Motivation steigern<br><i>Maul</i><br>Workshop | Connect with Working Out Loud (WOL)<br><i>Helvy</i><br>Workshop                                 | Vision und Mission der tekom<br><i>I. Fleury</i><br>Meetup<br> |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                              |                                                                                                                                 |                                                                                                 |                                                                                                                                                   |
| 13:00 – 15:30                                             | Inklusive Sprache in der Technischen Kommunikation<br><i>Saur</i><br>Workshop                                                | Das Thema des Workshops wird noch bekannt gegeben.                                                                              | Improv[e] your Communication, Storytelling, and Collaboration Skills<br><i>Sara</i><br>Workshop |                                                                                                                                                   |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                                              |                                                                                                                                 |                                                                                                 |                                                                                                                                                   |
| 16:00 – 18:30                                             | Direkt von der Hand ins Hirn zum Herz – LEGO® Serious Play®<br><i>Ecker</i><br>Workshop                                      | Remote Hackathon – jeder kann Coden lernen<br><i>Pfeiffer, Hill</i><br>Workshop                                                 | All about Standards and How to Reasearch them<br><i>Klumpp</i><br>Workshop                      |                                                                                                                                                   |

# Friday Nov 19, 2021

|                                                           | Channel A<br>de                                                                                     | Channel B<br>de                                     | Channel C<br>en                                     |
|-----------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| 9:00 – 11:30                                              | Lektorat, Korrekturlesen, Revision – was macht man da genau?<br><i>Ottmann, Canfora</i><br>Workshop | Free slot for repetition of much demanded workshops | Free slot for repetition of much demanded workshops |
| Visit the exhibitors' showrooms or the networking lounge! |                                                                                                     |                                                     |                                                     |
| 13:00 – 15:30                                             | Free slot for repetition of much demanded workshops                                                 | Free slot for repetition of much demanded workshops | Free slot for repetition of much demanded workshops |