



## **Five good reasons for my participation at tcworld conference**

This conference not only offer in-depth specialist knowledge, but also concrete impulses that I can incorporate directly into our work. Here are the most important reasons why my participation is worthwhile for our company:

### **1. High-value professional development**

With over 200 expert-led sessions, the tcworld conference offers practical knowledge in areas such as content creation, AI, CMS, UX, and terminology. This helps enhance my skills and directly supports our ongoing projects.

### **2. Top-level speakers & takeaways**

Renowned professionals provide deep insights and hands-on expertise. All presentation slides are available for download, ensuring long-term access to valuable content.

### **3. Efficient problem-solving**

Direct exchange with experts means we can find concrete solutions to our challenges faster and more cost-effectively than through internal efforts alone.

### **4. Strategic networking**

The event offers excellent networking opportunities - with peers, vendors, and industry leaders. This helps identify trends, build partnerships, and foster collaboration.

### **5. Knowledge transfer for our team**

I will share key takeaways in a knowledge-sharing session after the event, multiplying the value for our entire team.