In cooperation with

→ Content Strategies
→ Mobile Documentation
→ Enhanced networking possibilities
Dear conference attendees, dear tekom members,

On behalf of tekom I cordially welcome you to the world’s largest conference and trade fair in the field of technical communication. With more than 200 exhibitors and some 4,000 expected visitors and participants, our event again confirms its leading position as the top international industry event. Providing more than 200 lectures, panels, tutorials and even more workshops, this year’s program again offers a wide variety of information from all areas of technical communication. The clear highlights of this year’s conference are the forum for the revised standard ISO/IEC 82079-1, “Mobile Documentation”, “Content Strategies” as well as the forum “Software Documentation”.

The tekcom annual conference along with the tekcom trade fair and tcworld conference offers a unique opportunity to exchange ideas and to network with colleagues, business partners, service providers and customers from all over the world. In particular, our versatile intercultural program provides an ideal setting to meet new business partners and to strengthen existing contacts.

I am looking forward to meeting you in Wiesbaden.

Prof. Jürgen Muthig,
President of the tekom

Monday, October 22
Attendees Registration ........................................ 18:00 – 20:00

Tuesday, October 23
Attendees Registration ........................................ 07:30 – 19:00
Coffee for early birds ........................................ 07:30 – 08:30
in the coffee lounge hall 4
Exhibition ......................................................... 09:00 – 18:00
Halls 1, 3, 4, 8, Foyer ground floor, Associations World
Foyer 1st floor, hall 9
Bistro hall 9, opening hours .................................. 09:00 – 18:00
Welcome tcworld conference ............................... 08:30 – 08:45
Presentations, Tutorials and Workshops ............. 08:45 – 18:00
Tool Presentations, Technology Panels .................. 10:00 – 17:30
Social events
Welcome to all attendees .................................... 18:00 – 20:00
(free beer) in the Foyer 1st floor sponsored by:
Deutsches Filmhaus ............................................. 18:30
International Networking Dinner ...................... 19:00
sponsored by:

Wednesday, October 24
Attendees Registration ........................................ 07:30 – 18:00
Coffee for early birds ........................................ 07:30 – 08:30
in the coffee lounge hall 4
Exhibition ......................................................... 09:00 – 18:00
Halls 1, 3, 4, 8, Foyer ground floor, Associations World
Foyer 1st floor, hall 9
Bistro hall 9, opening hours .................................. 09:00 – 18:00
Presentations, Tutorials and Workshops ............. 08:45 – 18:30
Tool Presentations, Technology Panels .................. 10:00 – 16:45
Social Events
Get Together .................................................... 18:00 – 20:00
in the Bistro hall 9
sponsored by: altalingua
The musician with his lantern .......................... 18:30
Adventure Park ................................................ 18:30
Dinner with tekom officials / Doku Award .......... 19:00

Thursday, October 25
Attendees Registration ........................................ 08:00
Coffee for early birds ........................................ 07:45 – 08:45
in the coffee lounge hall 4
Exhibition ......................................................... 09:00 – 16:45
Halls 1, 3, 4, 8, Foyer ground floor, Associations World
Foyer 1st floor, hall 9
Bistro hall 9, opening hours .................................. 09:00 – 15:30
Presentations, Tutorials and Workshops ............. 08:45 – 16:15
Tool Presentations, Technology Panels .................. 09:15 – 15:00
Closing Event – Lottery Drawing ......................... 16:15 – 16:45
After Party ...................................................... 19:00
Topics at the Conference (in English)

CS
Content Strategies
Do you want to leverage the way in which you communicate with your customers and the users of your products, software or services? Do you want to implement a content strategy that leads to success? Then you should analyze what social media, mobile communication, search engine optimization and all the other new technologies require of the way you create, deliver and store your contents.

IM
International Management
Internationalization and globalization have brought about new challenges in the management of technical communication. Learn how to work with distributed teams, how to overcome linguistic and cultural differences, how to ensure a smooth workflow across borders and time zones and how to apply specific technologies in this context.

LOC
Localization
If manufacturers want to compete on the international market, their products have to meet the demands of the target markets. In this step, you will find out everything you need to know about the internationalization of software and information products, from new technologies to the management of localization projects.

LT
Language Technologies
Language Technology combines modern computer technology with (human) language. This allows the development of new and attractive applications for reading systems, spell checkers and machine translations.

MOB
Mobile Documentation
Supplying technical information for mobile devices (smartphones, tablets) is turning into an important driver for technical communication. Find out more about communication strategies for mobile documentation, business model generation, mobile browser versions, app programming, user-friendly design and the role of technical writers.

TA
Technical Authoring
Learn about the basic principles of Technical Authoring such as analysis of target groups, didactics of instructions, writing techniques and text comprehensibility. Experts outline the pitfalls of writing for an international audience and show best practices and methods that help you to master this challenge successfully.

TERM
Terminology
Consistent terminology is one of the essential aspects of good and user-friendly technical documentation. Experts explain how to build up and manage a corporate terminology database, which tools are available, and which organizational requirements need to be met.

UA
User Assistance
Learn all about the trends and techniques of online help tools and standards, including embedded user assistance, wikis and web 2.0 technologies. Discuss best practice examples with the experts.

Annual Conference
At this year’s tcworld conference an extensive program with lectures, panels, tutorials and workshops is awaiting you. In addition to our established topics which are LOCALIZATION, USER ASSISTANCE, TERMINOLOGY and TECHNICAL AUTHORING we will also offer a full-day forum and workshops on CONTENT STRATEGIES in cooperation with Scott Abel, the internationally renowned keynote speaker. This track looks into the specific requirements of the new media. Moreover, pay attention to the intriguing contributions on Japanese TC in the well-established INTERNATIONAL MANAGEMENT FORUM.

tkom’s international activities are bundled under the logo „tcworld“. Next to the „tcworld magazine“, the most important activity is the „tcworld conference“, the English part of the tekom annual conference.

We would like to thank our partner GALA for supporting us in the organization of the „Localization Forum“.

Presentations, Panels, Tutorials and Workshops
Tuesday, October 23 ............................ 4 – 7
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Thursday, October 25 ............................ 11 – 13
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Conference Planner
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Individual Conference Program
You can put together your own conference program on the Internet, under http://conferences.tekom.de. You can also look up the expert speakers, topics and types of presentation, and read up on important information about the exhibitors. All changes that are made after this program has been printed will be reflected immediately on the site.
### Tuesday, October 23, 2012

#### 08:45–09:30
**CS 1**
**Introduction and Setting Expectations**
Scott Abel, The Content Wrangler, San Francisco, USA

- Trend topic, see page 5
- Presentation, room 11A

**IM 1**
**Status of Mobile Document in South Korea**
Yang Sook Kim, Hansem EUG, Gyeonggi-do, South Korea

This presentation will give a large overview on Mobile Documentation in South Korea. It will cover various aspects, such as the IT environment, the various view points, processes and examples. It will also cover two case studies made as well as the prospects in South Korea.

- Professional level
- Presentation, room 12C

**LT 14**
**MT Post-Editing: the Language Service Provider perspective**
Françoise Bajon, Version Internationale, Lyon, France
Christian Schwend, Gemina, Berlin

Based on the collective experience of several ELIA (European Language Industry Association) member companies, this session will encompass the vision and the reality of working with machine translated documents and the unique challenges posed by different languages. It will cover the topic from an operational and technical perspective and will provide concrete linguistic examples for each of the languages covered. This session is designed to provide you with practical knowledge including best practices and statistics for the important parameters.

- Professional level
- Workshop, room 2A1

**TA 14**
**Revitalized Editing**
Leah Guren, Cow TC, Karmiel, Israel

Whether you are a full-time editor or a lone writer who must self-edit, you understand the necessity of a documentation review process. Good editing removes errors, improves the document structure and flow, and ultimately delivers better quality to the user. In your editing role, you are expected to be an expert in correct language usage (grammar, syntax, and punctuation). But did you know that these rules change?

### 09:45–10:30
**CS 2**
**How Content Strategy Connects the Dots between Business, Brand, and Benefits**
Rahel Ann Bailie, Intentional Design Inc., Vancouver, Canada

- Trend topic, see page 5
- Presentation, room 11A

**IM 2**
**How Japanese Companies Reflect the Voices of Customers on Their Products**
Toshimasa Yamazaki, Japan Technical Communicators Association, Tokyo, Japan

This presentation explores the “voices of customers” following the buying process and their reactions at every phase. The case study will focus on the customer needs and approaches on how to create better user experiences.

- Professional level
- Presentation, room 12C

### 11:15–12:00
**CS 3**
**Supporting Multiple Mobile Devices with a Unified Content Strategy**
Ann Rockley, The Rockley Group, Schomberg, Canada

- Trend topic, see page 5
- Presentation, room 11A

**IM 3**
**Tenders, Biddings, Requests for… – How Customers Get What They Really Need**
Thomas Hayk, Hitzenhagen AG, Zürich, Switzerland

Tenders and biddings absorb a lot of time and money on customer’s and supplier’s side. To reduce the efforts and to concentrate on the real needs, existing patterns should be remodeled and procurement organizations should rethink current techniques. This presentation and discussion aims to elaborate on success factors for choosing the right provider and solution for information management and information and translation services.

- Expert level
- Presentation, room 12C

### 13:45–14:30
**CS 4**
**Intelligent Content in the Real World: Equipment Systems**
Joe Gollner, Gnostyx Research, Ottawa, Canada

- Trend topic, see page 5
- Presentation, room 11A

**IM 4**
**Improve the efficiency and quality of your localization management based on a Global Information Management Self Assessment**
Dr. Axel Poestges, SDL, Stuttgart

Translation and localization are processes that are supported by a Global Information Management system. Scale and appropriateness of this support have to be well weighed and dosed. Extent and goal of measures can only be defined if you have a clear impression of the actual status of your company’s Global Information Management system. With the help of SDL’s Global Information Management Self Assessment, you can perform a simple and quick location for your localization and translation efficiency and effectiveness. Identified improvement potentials can easily and sustainably be addressed by using industry standards and best practices as benchmark. With the information gathered you are able to implement processes and systems according to the business needs of your company. You are able to tailor your individual Global Information Management custom made system. During the presentation you will learn about selected Self Assessment examples and how they have been transferred into practice.

- Expert level
- Presentation, room 12C

**UA 4**
**Addicted to Meaning: How Good Technical Communication is Like Bad Magic Tricks**
Kai Weber, Frankfurt

Kai Weber explores how “meaning” works in technical communication, why it fails and how you can improve its chance for success. Examples from documentation illustrate the psychology of mental models and the philosophy of constructivism to show:
- Why minimalism works
- Why asking a friend is effective, even when he doesn’t know the answer
- How readers create meaning from documentation

Attendees get a fresh perspective on their work and how it fits into the bigger picture of meaningful communication. There won’t be any new methods, shortcuts or silver bullets.

- Professional level
- Presentation, room 12D
Content Strategies

The current popularity of social media has many companies wondering whether they need to reassess their information development to cater for mobile versions and social media. This track looks into the specific requirements of these new media.

Tuesday, 23rd October

CS 1 Introduction and Setting Expectations
Scott Abel, The Content Wrangler, San Francisco, USA
An overview of content strategy day and why technical communicators need to understand and participate in content strategy efforts.
➔ Professional level
Presentation, 08:45, room 11A

CS 2 How Content Strategy Connects the Dots between Business, Brand, and Benefits
Rahel Ann Bailie, Intentional Design Inc., Vancouver, Canada
Content strategy underpins discussions of digital, publishing, and social media strategies, to name a few. The discipline covers a range of activities that stretch any skill set; the challenge is to understand how a content strategy can work in various business contexts, and to match the type of content strategy to the situation.
Understanding the benefits of content strategy are often reactive, relieving a pain point, while the greater benefits remain unarticulated and not understood. The idea that managing content as a business asset, with an iterative lifecycle, can bring value and ROI, rarely enters corporate discourse.
This session explores the connections between functional areas within the emerging discipline to provide a framework for both organizations and practitioners.
➔ Professional level
Presentation, 09:45, room 11A

CS 3 Supporting Multiple Mobile Devices with a Unified Content Strategy
Ann Rockley, The Rockley Group, Schomberg, Canada
Smartphones, eBook readers, and tablets have forever changed the way people access and interact with your content. You need to be able to create content today that can adapt to the new devices of tomorrow. To do that you need to create a unified content strategy – a content strategy that takes into account the requirements of the customer, the content to be delivered, and the ever changing array of devices for delivery.
This session provides an understanding of:
- A unified content strategy (UCS)
- How to design adaptive content to support your unified content strategy
- Structure
- Business rules
- Changing processes
➔ Professional level
Presentation, 11:15, room 11A

CS 4 Intelligent Content in the Real World: Equipment Systems
Joe Golliet, Gnostyx Research, Ottawa, Canada
Intelligent Content offers substantial benefits for any organization that designs, builds, operates or supports complex equipment systems. This presentation will use case studies to explore the many different ways that Intelligent Content can deliver benefits in these cases. The presentation will conclude with a discussion of how these benefits can be realized through a practical use of available standards and lessons that have been learned over the last 20 years.
➔ Professional level
Presentation, 13:45, room 11A

CS 5 Content Strategy Goes Global
Val Swisher, Content Rules Inc., San Francisco, USA
You’re taking the plunge into content strategy. You are busy auditing your content, modeling it, and coming up with recommendations. Well, hold on a minute! Have you thought about your entire customer base? Yes, I mean all of those customers who are in other markets outside of your geography? Content strategy doesn’t end when you reach your country’s borders. Taking your strategy all the way through localization and translation is a critical and often overlooked part of the overall process. In this session, Val Swisher will help you understand what a global strategy is and why it’s important. We will discuss ways to think about your content strategically so you can grow from your source market to other markets around the world.
➔ Professional level
Presentation, 14:45, room 11A

CS 6 Transforming Technical Content into a Business Asset
Sarah O’Keefe, Scriptorium Publishing, Raleigh-Durham, USA
Technical content is often the last candidate for investment and innovation, but poor content has profound effects inside and outside the organization. Before relegating technical content to the “necessary evil” role with minimal investment, consider whether it might actually be less expensive to create high-quality technical information. In this session, participants will learn about the cost drivers for content strategy: the real cost of cheap documentation, efficient technical content development, reducing the cost of technical support, and content collaboration across the organization.
➔ Professional level
Presentation, 16:15, room 11A

CS 7 Everything is Connected: New Approaches to Technical Communication in a Global, Mobile World
Kyle Wiens, iFixit, San Luis Obispo, USA
Building the largest global repair community required bridging cultures across continents – iFixit has discovered that broken gadgets unite people around the world. So how do you localize 10,000 repair manuals with no translation budget? Learn first-hand how one company built a gorgeous mobile experience while trying to stay locally relevant. Discover how multimedia-heavy, photo-rich content saved the day. Hear about our travels and travails with crowdsourcing and machine translation.
➔ Professional level
Presentation, 17:15, room 11A

In addition, workshops CS 8, CS 9, CS 10, CS 11, CS 12, CS 13, CS 14, and CS 15 on content strategies are offered on Wednesday and Thursday.
TA 15 Educating DITA
Dr. Tony Self, HyperWrite Pty Ltd., Mulgrave, Australia
Nolwenn Kerzreho, Université Rennes 2, Rennes, France
Writing structured topic-based documents using a semantic markup language is markedly different in many respects to writing in a linear, document-centric form. Technical communicators migrating from legacy to structured approaches need to abandon some practices, focus on core writing skills, and develop new methods and techniques. So how do you teach a technical writer how to be an information developer? In this workshop, the approaches taken in DITA classes taught at two universities are reviewed and discussed. Nolwenn Kerzreho developed an undergraduate structured writing with DITA subject at Université Rennes 2 in France, and on the other side of the world Tony Self developed a postgraduate structured authoring subject at Swinburne University in Australia. Nolwenn and Tony will share their experience in this workshop, and look for ways in which their findings can be applied to DITA training in the workplace.
➔ Professional level
Workshop, room 1A/1

UA 15 Hands-On HTML5
Alan Houser, Group Wellesley, Inc., Pittsburgh, USA
HTML5 is the next-generation markup language for the World Wide Web. In this workshop, we will learn to write HTML5 markup for a basic Web site. We will focus on HTML5 structural and semantic elements and features that are new to HTML5. The workshop will also expose students to companion technologies and concepts, including CSS, JavaScript, and responsive design. A laptop computer is optional for this workshop; we will interactively create HTML5 on the instructor’s computer. Examples will be provided for students who wish to work along and for later reference.
➔ Professional level
Workshop, room 2A1

14:45–15:30

CS 5 Content Strategy Goes Global
Val Swisher, Content Rules Inc., San Francisco, USA
➔ Trend topic, see page 5
Presentation, room 11A

IM 5 Global Team Development of Dynamic Documentation
Bernard Aschwaneden, Publishing Smarter, King City, Canada
Explore the details of a three-month project that spanned the globe and resulted in the Adobe FrameMaker 10 Reviewer’s Guide. This study shows how an interactive multimedia PDF document with video, audio, detailed tasks, and multiple deliverables was created. From a draft to a finished set of files managed with the Adobe Tech Comm Suite, this session explores documenting one of the most popular tools used by technical communicators around the world. Learn how the project was conceived, planned, managed, implemented, and delivered in a truly global fashion.
➔ Professional level
Presentation, room 12C

UA 5 Chaotic Wiki meets Structured Authoring
Ulrike Parson, parson communication, Hamburg, Germany
Wikis are old and old are the problems that wiki authors and readers struggle with. Collaborative authoring in wikis might tap new synergies but often the outcome is as chaotic as a humming beehive. So how can you structure your content and make it accessible? Technical writing had to deal with these problems before and found one answer in structured, XML-based authoring. This presentation shows a solution for structured, DITA-similar authoring in a wiki by using forms and additional metadata. The solution is based on Semantic MediaWiki, but we also consider similar functions in Confluence.
➔ Professional level
Presentation, room 12D

16:15–17:00

CS 6 Transforming Technical Content into a Business Asset
Sarah O’Keeffe, Scriptorium Publishing, Raleigh-Durham, USA
➔ Trend topic, see page 5
Presentation, room 11A

IM 6 Automated Approach to Vendor Management Based on the Corporate ERP System
Tatiana Jelankina, Janus Worldwide, Saint Petersburg, Russia
Konstantin Josseliani, Janus Worldwide, Moscow, Russia
How the corporate ERP system helps automate and standardize Vendor Management approach; Keep track of vendor relations and quality of vendor’s performance. Following topics will be described:
➔ Automated job requests processing
➔ VCM procedures automation
➔ Automated rating for translators
➔ Invoices online tracking and processing
➔ Professional level
Partner presentation, room 12C

TA 16 Crossing the Divide – Advanced Techniques for Conversion to Structured FrameMaker
Jang Groat, JANG Communication, Amsterdam, Netherlands
Companies with lots of legacy documentation in FrameMaker are often having a hard time converting to the world of structured, intelligent content. The main roadblock is the time investment in bringing old content into the new paradigm. With a combination of scripting, automated conversion and XPath based transformations, it becomes feasible to make the move to Structured FrameMaker without having to rewrite what you already have. This tutorial explains advanced techniques for successful conversion of large documents, including handling of conditional text, variables and format overrides.
➔ Entry level
Tutorial, room 1A/1

UA 12 Best Practices for Mobile Outputs
Nicolella Bleiel, ComponentOne, Pittsburgh, USA
Developing Mobile outputs is the latest challenge for technical communicators, but more traditional outputs are still required. In this workshop, we’ll discuss how to create and structure Mobile Outputs in a single sourcing environment. These topics and more would be covered:
➔ Adapting graphics and tables for Mobile
➔ Structuring a table of contents to increase findability
➔ Managing desktop vs. Mobile terminology
➔ Minimalizing text for the screen
➔ Improving Mobile Help navigation
We’ll also discuss the other uses for Mobile output, such as: Field Service Team and Tourism Resources.
➔ Entry level
Workshop, room 2A1

Tutorials and Workshops are highlighted in grey.

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<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Description</th>
<th>Speaker(s)</th>
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<tbody>
<tr>
<td>17:15–18:00</td>
<td>CS 7</td>
<td>Everything is Connected: New Approaches to Technical Communication in a Global, Mobile World</td>
<td>Kyle Wiens, iFixit, San Luis Obispo, USA</td>
<td>11A</td>
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<tr>
<td>08:30–08:45</td>
<td>LOC</td>
<td>Gala Welcome Session – Welcome and introduction to the Gala Localization Forum</td>
<td>Matthias Caesar, iLocIT, Essen</td>
<td>12B</td>
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<tr>
<td>08:45–09:30</td>
<td>LOC 8</td>
<td>Highlights, Holes in and Hopes for the “Multilingual Web”</td>
<td>Jan Nelson, Microsoft, Seattle, USA; Christian Lieske, SAP AG, St. Leon-Rot</td>
<td>12B</td>
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<td></td>
<td>MOB 8</td>
<td>Mobile Documentation: Creating EPUBs and other Mobile Device</td>
<td>Gyanesh Talwar, Adobe Systems, Noida, India; Nandini Gupta, Adobe, Noida, India</td>
<td>12B</td>
</tr>
<tr>
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<td>TA 1</td>
<td>OAXAL – Open Architecture for XML Authoring and Localization</td>
<td>Andrzej Zydrón, XTM International, Gerrards Cross, Great Britain</td>
<td>12A</td>
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<tr>
<td></td>
<td>UA 8</td>
<td>The Cosmopolitan Information Topic</td>
<td>Waltraud Winter, Siemens AG, Forchheim; Uwe Reißenweber, DOCUFY GmbH, Bamberg</td>
<td>12D</td>
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09:45–10:30

**CS 8**
Content Quality: Three Dimensions to Creating Content that Works
Andrew Bredenkamp, Acrolinx, Berlin
Increasingly organizations have realized that their content represents a critical competitive advantage. But your content has to work for you. This session will show how asking the right questions can help you create content that works. Firstly we will look at making content people-ready: developing and understanding of who your audience is and how you can best create content which will resonate with them. Secondly, how can you prepare your content so it is global-ready: for instance to be able to survive machine translation by customers around the world. A third emerging requirement of content is that it also performs well on search engines. This session will address this final critical aspect of content quality, showing you how to build findability into your content when you write it. All of these aspects will be discussed with the help of practical content exercises demonstrating the value of the process of testing your content against these simple criteria.

→ **Professional level**
Workshop, room 2A2

**LOC 9**
Localization for iPhone
Dierk Seeburg, IcoText, Scottsdale, USA
The iPhone is the best selling consumer device ever sold. The iTunes app store is the largest software application marketplace ever created. Over 25 billion apps have been downloaded and sold in over a hundred languages. Would you like to know how to break into that market for localizing those apps? Would you like to know what’s involved? Come and learn about the ins and outs of localizing apps for iOS devices like the iPhone and iPad. Practical examples will be provided that will give an insight into technical and other aspects to get you started.

→ **Professional level**
Presentation, room 12B

**MOB 9**
Is Augmented Reality the Future of Technical Documentation?
Juergen Lumera, SPX, Garching
A couple of years ago Alan Brandon asked in an article about an Augmented Reality research project at the Columbia University the question: Is augmented reality the future of technical documentation? He did not really answer the question but he showed a huge potential of this technology. The research project did not change the technical documentation world at THAT time. This presentation will describe what has changed since then and why is the answer to his question now a definitive: YES this technology is changing the technical documentation world and we need to be prepared.

→ **Professional level**
Presentation, room 6.2

**TA 2**
Working with a Style Guide within DITA
Dr. Tony Self, HyperWrite Pty Ltd., Mulgrave, Australia
Although DITA is a standard, it can be implemented in non-standard ways. It is open for interpretation whether the name of a product is a trademark, a phrase, or a keyword. If DITA topics are really going to be interchanged freely between members of a team and even between companies, DITA authors have to apply DITA semantics consistently. The DITA language reference helps a little, but what helps more is a style guide. In this talk, the author of “The DITA Style Guide” explains the role of style guides in a DITA environment, and the interaction between corporate documentation standards and supra-organisational standards.

→ **Professional level**
Presentation, room 12A

11:15–12:00

**UA 9**
Adding Useful Interactivity to Online Help
Nicoletta Bleiel, ComponentOne, Pittsburgh, USA
Content is King, but adding a measured dose of interactivity to your online Help will increase readability and usability, as well as make it more compelling. This session will demonstrate a number of simple ways to improve your Help, even while single sourcing.

We will:
– Discover the options available for interactivity
– Discuss how they can improve readability and usability
– Review do’s, don’ts, and considerations
– Learn how to implement interactivity in a single sourcing environment

→ **Entry level**
Presentation, room 12D

**IM 8**
Technical Writing for the Machinery Industry in India: A Success Story
Ivo Sturzenegger, PackSys Global AG, Switzerland, Rueti
Simeon Lawrence, PackSys Global (India) Pvt. Ltd., Navi Mumbai, India
PackSys Global Ltd. is a world leading manufacturer of specialized equipment for packaging based in Switzerland, India and Thailand. Since 2011 it is part of the Bruencker Group in Siegendorf Germany which is one of the world’s leading technology companies for packaging equipment. The Indian operations offer services under the CO-NEA brandname in the field of RD, after sales and technical documentation. They are the process owners for customer related technical documentation which includes machine operating manuals, online and offline spare parts catalogs etc., for the PackSys Global group as well as for other.

→ **Expert level**
Presentation, room 12D

**LOC 10**
Localizing phone and tablet apps: Why and How, the client and vendor perspectives
Jose Palomares, OpenMints, Barcelona, Spain
This session will discuss both the strategy and technical requirements to start localizing mobile applications, including phone and tablet apps. Essential aspects such as profitability, automation and cultural targeting will be reviewed, inviting the audience to share their experiences. Hands-on demo on how easy it is to localize an app will be also provided.

→ **Entry level**
Presentation, room 12B
Tutorials and Workshops are highlighted in grey.

**MOB 10**

RTFM (Real & Touchable Front-end Matter) Or: Users decide on What/How/When.

Martin Rüegg, maxon motor ag, Sachsen, Switzerland

Within the next ten years, three topics will have a fundamental impact: The user’s self-determining demands, the high granularity of information, and the feedback of user and systems employed.

1) Until 2015, mobile devices will be established as THE in fact method for knowledge transfer and communication.

2) By 2020, out of the total volume of available/required information, only a small percentage will actually be consumed at the point of use.

3) Before 2025, user behavior will result in radical and fundamental changes of operating systems. The user’s behavior, expectations, and aspirations will be the motors of these changes and, particularly, will become the theses’ reality. “Transmitters” dealing with this challenge by means of an engaged parking brake will face a nasty surprise.

→ Expert level

Presentation, room 6.2

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**TA 3**


Jang Graat, JANG Communication, Amsterdam, Netherlands

In the internet age, users are swamped with information. Instead of telling users what you know, you should literally put yourself in their position and figure out what they need to know. And then see how you can make that information available as concise and clear as you can. After the initial extra effort, it will make your job, and your user’s lives, a lot easier and more productive.

→ Entry level

Presentation, room 12A

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**CS 9**

Adaptive Content Modeling

Ann Rockley, The Rockley Group, Schomberg, Canada

Val Swisher, Content Rules Inc., San Francisco, USA

Content models define how information products are structured to support reuse, consistency and adaptation to multiple devices. In this workshop, you will learn techniques for creating XML-ready content models that support content reuse in a structured authoring environment and how to create writing guidelines to support these models.

Participants will learn:
- The role of a unified content strategy
- How to design adaptive content models:
  - Component models
  - Reuse strategy
  - Rules for adaptation

→ Professional level

Workshop, room 2A2

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**UA 14**

Designing for the Searching User: Are You Still Designing Manuals Nobody Finds Any Answers In?

Jonatan Lundin, Västertå, Sweden

Many users of technical products do not find answers in manuals. Why? Because the technical communication industry lack principles to design for findability. To design for findability, you must understand information search behaviors. End users are active and goal oriented. If they get stuck they ask questions and search for answers. Technical communicators are actually answering questions and you must be able to predict user questions as you work in parallel with product development. This session introduces SeSAM – a design methodology used to predict user questions and make answers findable.

→ Professional level

Tutorial, room 2A1

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**UA 15**

Hands-On HTML5

Alan Housey, Group Wellesley, Inc., Pittsburgh

→ Repetition, see Tuesday, 13:45

Workshop, room 1A1

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**LOC 11**

The Need for Speed: How to Ensure the Completion of Your Most Urgent Translations within 3 Days

Uwe Muegge, Csoft International, Carmel, USA

Today, almost all product-related translation projects are time sensitive. In the case of life science companies, some documents absolutely must get translated in the shortest amount of time and at the highest possible level of quality to prevent potential harm to patients. In this case study, attendees will learn how Csoft worked with a medical device manufacturer to develop an integrated workflow that, among other things, eliminated in-country translation review, and resulted in turnaround times of three days or less.

→ Professional level

Presentation, room 12B

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**MOB 11**

The Business Case for Mastering Liquid Content

Chris Laska, Blondé, Belgium

Corporations are faced with big challenges regarding structuring and managing content and customer’s expectations as to documentation are shifting. Imagine a personalized web experience, for each unique user, based on live multidimensional profiling. Content becomes liquid (immediate, flexible and pliable) and flows into a delta of output channels (print, web, app, social).

How to truly understand user needs and improve the user experience? Which effective technology and performance management enablers are out there? Discover all this in Blondé’s business case for mastering liquid content.

→ Entry level

Presentation, room 6.2

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**TA 4**

EPUB3: What Does It Offer, and Is It Ready?

Scott Prentice, Leximation, Inc., San Rafael, USA

The EPUB3 specification was approved in October 2011 and there has been a lot of talk about its features and benefits. However, as with any new format it can take some time for the tools to catch up. If you’re creating eBooks, you’ll want to deliver the right format. Moving ahead too early, may leave some people unable to use your files, and moving ahead too late may mean that you’re not taking advantage of new features. This presentation goes over the new features in EPUB3 and examines the current state of the readers and authoring tools, to help you decide if it’s time to move to EPUB3.

→ Entry level

Presentation, room 12A

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**LOC 12**

An Organic Mechanism: Effective Localization QA in Agile Development Environments

Alberto Ferrera, Avira Operations GmbH & Co. KG, Friedrichshafen

As user-generated content grows and localization departments need to broaden their core responsibilities in order to face consumer demand, effective and consistent content adaptation and management are often put at risk by isolated development cycles where, due to tradition or lack of communication, quality assurance (QA) is often an afterthought. This talk will focus on how to achieve cost-efficient and demanding localization quality control within a tight agile development environment.

→ Professional level

Presentation, room 12B
what if you really have to but cannot afford to stop your documentation production for more than a couple of weeks? This presentation shows such a project. Existing content was converted to structured FrameMaker and pushed into a custom CMS, using scripts that minimized the manual work and enabled gradual transition. In the meantime, production of manuals continued and changes to the output were kept down to an absolute minimum. In the end, the team was well-prepared for a prosperous future without leaving the treasures from their past behind.

➔ Professional level
Partner presentation, room 12A

CS 10
Planning An Intelligent Content Project
Joe Gollner, Gnostyx Research, Ottawa, Canada
Attend this workshop to learn how to plan an Intelligent Content project. Students will review a real-world case study with the instructor in order to learn the steps necessary to successfully plan intelligent content projects. Topics covered include categorizing assets, identifying high priority opportunities, determining the benefits that will be achieved, leveraging strategies to control the cost and risk of early investments, getting management approval, assembling a suitable team, and getting the project started. In order to make the workshop as useful as possible, attendees will be provided with a worksheet to guide their planning process and an opportunity to explore how that worksheet might be applied to their specific situation.

➔ Professional level
Workshop, room 2A2

TA 18
Technical Authoring: Zero to S1000D in 1 hour 45 minutes
Gyanesh Tahwai, Adobe Systems, Noida, India
Nandini Gupta, Adobe Systems, Noida, India
S1000D, like DITA, is an international standard for technical publications, which is being used in various companies to document Aerospace, Defense, and Government projects. S1000D was first developed by the European military aerospace industry and is now adopted by countries and industries around the world. S1000D functionality in FrameMaker 10 is implemented using an application pack. S1000D, often, is a contractual requirement. It's the only way one can do documentation business with some governments and sectors.

➔ Professional level
Tutorial, room 1A2

TA 5
Changing the Car without Stopping the Engine
Jang Graat, JANG Communication, Amsterdam, Netherlands
Susanne Dahlen, IAR Systems AB, Uppsala, Sweden
You should never change a running system, but

➔ Wednesday, October 24, 2012

CM 10
Selecting the Best Technology to Support Your Content Reuse Strategy
Lisa Pietrangeli, ThirtySix Software, Rochester, USA
Technical communicators need to take advantage of content reuse in order to save time, save money, and generate higher quality documentation. A successful content reuse implementation requires a well-planned, well thought out content reuse strategy and a technology that effectively supports this strategy. There are countless vendor products, each differing in features, functionality, price, and complexity. This presentation outlines a practical approach for how to identify and evaluate content reuse technologies to ensure you select the one that best supports your content reuse strategy.

➔ Professional level
Presentation, room 11B

LOC 13
Addressing the Quality Gap: Unified Quality Assessment for Authoring, Human, and Machine Translation
Dr. Arle Lommel, Deutsches Forschungszentrum für Künstliche Intelligenz, Berlin
Aljoscha Burchardt, DFKI GmbH, Berlin
Language quality is difficult to assess and overarching standard methods for describing quality do not exist, especially across different tasks (human translation, machine translation, authoring). One of the goals of QT-Launchpad, a new project funded by the European Commission and led by DFKI, is to unify industry and research perspectives and requirements in a new, unified way of assessing quality that can be applied across many different tasks to allow comparison and benchmarking. Another project objective is the development of ways to automate the identification of translation problems and flag them for review and further attention.

➔ Professional level
Presentation, room 12B

LOC 14
Closing Session
Matthias Caesar, iLocIT, Essen
The closing session has proven to be one of the most popular sessions in the GALA Localization Track. The expert panelists, moderated by a senior localization professional, have a frank and open exchange about the practices, services, and technologies associated with translation, localization and interpreting with a special focus on the main subjects of this years localization track topics – Mobile, Quality and Big Data.

➔ Entry level
Presentation, room 12B

TA 19
Light Programming for Technical Writers
Russell Ward, Spirent Communications, Germantown, USA
Technical writers... do you think that programming is outside your job description? Think again. Increasingly, technical writers face technical problems related to authoring, information management, and publishing that could be solved with a little bit of code. In this session, we’ll explore ways that you can get started with scripting and software development, including techniques for customizing popular tools like Microsoft Word and Adobe FrameMaker. No software development experience required.

➔ Professional level
Tutorial, room 2A1

TA 6
The Usability of Layout: Advanced Visual Editing
Leah Guren, Cow TC, Karmiel, Israel
Go beyond the words: learn how to look at information in terms of visual structure, design, and layout. Despite the attraction of DITA and topic-based authoring, the overwhelming majority of technical documentation still requires good design. By understanding the usability implications of design, technical authors and editors can make better choices about templates and visual structure.

➔ Expert level
Presentation, room 12A

LOC 12
Reusing artifacts: impact on authoring and translation processes
Abraham de Wolf, Lucy Software and Services GmbH, Heidelberg
This presentation addresses what actually happens with copyrights when a text is translated using software and processes such as:

a) Machine Translation such as offered online by Google or other Machine Translation products;
b) using and creating a Translation Memory or Translation Memory or Translation Memory with translations;
c) using and creating a Terminology Database.

The presentation examines issues of copyright law and translations using software under English, US and German law. The focus is on the commercial aspects of copyright law.

➔ Professional level
Presentation, room 7

16:00–16:45

Tutorials and Workshops are highlighted in grey.
SOCIAL MEDIA

Engaging Readers in your Documentation – How and Why with Social Media
Sarah Maddox, Atlassian, Sydney, Australia

Blogs, websites, forums... There is so much information out there! How can we ensure people find our documentation? How do we even know that people are looking for information about our products? One answer lies in clever use of social media. This presentation focuses on combining a wiki with Twitter, YouTube and Flickr, to draw readers into the documentation. You will see how to harness the information that expert bloggers provide. You will learn innovative techniques and the pitfalls to be aware of too. You will take away ideas to put into practice in your own technical communication.

→ Expert level
Presentation, room 12D

TA 7

Writing for Global Audiences
Barbara Jungwirth, reliable translations llc, Brooklyn, USA

Writing in simple, easily understood English while retaining highly specific technical terms is becoming increasingly important as more and more industries turn to English as their lingua franca. This presentation outlines some issues English-language writers should consider when writing for readers whose primary language is not English.

→ Entry level
Presentation, room 12A

LOC 15

What Constitutes a Healthy Localization Department?
Shirley Yeng, EC Innovations, Inc., Singapore

To avoid being swamped by the abundance of solutions and thereby blurring the line of wants and needs, it is crucial to have clarity into what really matters in the localization department. This presentation will touch on the following key major areas:
- Design of the localization department
- Purpose of the different roles within – why they would fit nicely together
- What keeps the department together
- Watch out for the likely challenges that might affect the unity of the team
- Methods to overcome the challenges – how to walk in unity
- Building a strong and growing department

→ Professional level
Presentation, room 12B

LT 8

Translation Business Intelligence Analysis and Reporting Systems
Richard Sikes, Gatineau, Québec, Canada

Reporting functionality is touted as an important differentiator by translation workflow system manufacturers, yet users of enterprise-scale business intelligence analysis for translation activities maintain that commercially available systems do not provide sufficient analytic power. Where does reporting leave off and BI begin? This presentation compares enterprise needs with those of smaller-scale organizations such as LSPs and departmental translation entities. Is the enterprise model a valid indicator of where the next BI solution set might go in the future?

→ Professional level
Presentation, room 12D

TERM 8

ECQA Certified Terminology Manager
Blanca Nájera, TermNet, Vienna, Austria

In the globalised knowledge and information societies, specialised language has become a prerequisite of any kind of efficient and effective communication, management and interoperability of technical systems and methodologies. Terminology and terminology management build an integral, high quality and quality-assuring part of the end products, services and tools in the fields of
- INFORMATION & COMMUNICATION
- CLASSIFICATION & CATEGORISATION
- LANGUAGE INDUSTRY
The ECQA Certified Terminology Manager – Basic program combines and bundles the various competences of professionals active in these mentioned areas, providing accredited qualification and training, with an EU-wide recognised certificate.

→ Entry level
Presentation, room 6.1

CS 12

Global Content: Dealing With Multiple Mobile Devices in the Real World
Charles Cooper, The Rockley Group, Schomberg, Canada

Your users can be anywhere in the world, and there’s usually no way to know beforehand what device they’ll use to experience your material. They could be using one of a hundred different readers – it’s probably going to be handheld – but other than that, all bets are pretty much off. From simple eReaders, small screen smartphones and onto full fledged tablet devices, there are a plethora of possible “target devices” your users might have – and you have to be ready for any of them.

Join us and learn about some of the most common mobile devices used around the world (Android tablets and smartphones, iPhones and iPads and dedicated eReaders), and learn how a well homed content strategy can let you create information that can be used to its best advantage on multiple devices – wherever and whatever they are.

→ Professional level
Workshop, room 2A1

CS 13

Running a Content Requirements Workshop: The cornerstone of a content strategy
Rahel Ann Bailie, Intentional Design Inc., Vancouver, Canada

The content requirements workshop is the cornerstone of a content strategy. Whether you’re creating a site from scratch, culling an overstuffed content trove, or remaking a brand, your starting point will be to determine which content is needed to fulfill a set of requirements. Sure, you need a content inventory and some content analysis, but these are simply deliverables. They contribute to the larger discussion about content needs, in the larger context of an organization’s business requirements. The content workshop becomes an efficient and effective way for an organization to lay the groundwork for a content strategy and its implementation.

What participants will learn:
- How to structure a content workshop for maximum benefit
- Which deliverables to prepare and how to use them during the workshop
- What information to gather and how to focus participants to provide it
- Who to invite, and how to manage participant expectations
- How to distill the information, post-workshop, towards an implementation plan

→ Professional level
Workshop, room 2A2
Stephan Böhmig, Wordbee, Esch sur Alzette, Luxemburg

LOC 25
MULTIMODAL TEXTS: Reading, comprehension and writing, in Brazil and in Germany
Ana Elisa Ribeiro, CEFET-MG, Minas Gerais, Brazil
Sabrina Bauer, Karlsruhe

Reading multimodal texts is very important to communication. Nowadays, print and digital technologies provides this kind of texts more easily so that they widely spread in our society. Thus, navigating, reading and comprehending texts that employ several semiotic modes is a necessary ability to all citizens. Here, we will mention the case of the Brazilian way to compose technical documentation in some huge companies. Furthermore, we will look at some aspects of reading food labels and, finally, the interaction of readers and journalistic infographics, a kind of multimodal text that has the aim of explain, narrate or guide some content.

→ Entry level
Partner presentation, room 12B

LOC 19
Status of OpenTM2 – The Open Source Translation Memory System
Michael Schneider, beo GmbH, Stuttgart
Gerhard Fetz, IBM Deutschland, Herrenberg

OpenTM2 provides an open platform for managing translation related activities with enterprise level scalability and quality. It serves as an open yet comprehensive localization tool that provides that integration platform. OpenTM2 is continuously modularized, is extended through the integration of openTMS (a FOLT project) as the TM Server component to implement shared TMs, as well as with a post translation proofreading environment.

OpenTM2 is released under the nonrestrictive EPL License that is suitable for use with both commercial software and with other open source or free software.

→ Professional level
Presentation, room 12B

LT 12
Business Intelligence in Cloud Based Translation Environments
Stephan Böhmig, Wordbee, Esch sur Alzette, Luxemburg
Dave van den Akker, Tvcn, Hertogenbosch, Netherlands

The success of a translation department highly depends on how good teams are at optimizing communication, quality, cost and turnover times. Decisions that should lead to an optimal result often rely on the experience and implicit knowledge of individuals rather than factual historical data. We describe an approach where the TMS systematically tracks all jobs, client notations, changes/corrections, TM and MT leveraging rates, turnover times, team setups and more.

We will demonstrate how the data made available in a cloud based TMS/CAT environment provides valuable performance indicators for teams and how it can be used to objectively assess quality and support decision taking.

→ Professional level
Presentation, room 12D

CS 15
Authoring Visual Service Manuals for Mobile Devices
Kyle Wiers, iFixit Inc., San Luis Obispo, USA
Scott Abel, The Content Wrangler, San Francisco, USA

Manuals are far more useful when they’re available at the point of need, whether that’s under a car, on an assembly line, or at a computer. Mobile devices make repair knowledge vastly more accessible and useful. Learn how iFixit deployed the largest portable repair manual with a hybrid mobile and web publishing strategy. Our experience walking millions of people through complex repairs has taught us that step-by-step photos are the easiest and clearest way to explain elaborate procedures consistently. This hands-on workshop will include battle-tested lessons from deploying iPads in factories and on shop floors.

→ Professional level
Workshop, room 2A2

IM 9
Developing and Delivering Robust Sample Projects as User Assistance
Nicoletta Bleiel, ComponentOne, Pittsburgh, USA

One of the best ways to learn is by example, and sample projects that customers can use to learn your application are a valuable addition to your product’s user assistance set. The best sample projects should demonstrate different functionality, best practices, and features — and also be easy-to-use.

In this tutorial, we will discuss how to develop and roll out different types of sample projects. We will explore: Determining learning objectives, considerations for content, folding in the features, illustrating best practices, and distributing and publicizing samples.

→ Entry level
Tutorial, room 1A/4

LOC 24
Eight Steps to Get in Control of Quality
Susanne Dahlen, IAR Systems AB, Uppsala, Sweden

Are you in control of the quality aspects of your user documentation? This tutorial demonstrates a practical method to lead your documentation team step-by-step on the road to control of everything from defining quality requirements, quality assurance mechanisms and quality controls, to measuring quality.

Gathering everything in a quality plan gives an overview of the quality aspects. This method will help you identify weaknesses in your procedures and can help you prioritize among improvements. The tutorial includes interactive sessions where you can practice some of the steps.

→ Professional level
Tutorial, room 1A/2

TA 20
Hands on with EPUBs
Scott Prentice, Leximation, Inc., San Rafael, USA

Are you interested in developing eBooks as one option for delivering content to your customers? The EPUB format is the most widely accepted eBook format and there are many tools available for creating EPUB files. Providing your content as an EPUB means that it will be available on almost every device and platform, making your content always available to your customers. In this workshop, we’ll walk through the basics of the structure of an EPUB file and work with a number of popular authoring tools and conversion processes for creating EPUBs.

→ Entry level
Workshop, room 1A/3

14:30–15:15

15:30–16:15
Come and take part in the closing event, it’s well worth it. All those who are present until the end, have the chance of winning* a voucher for a journey or several software packages.

Play along! Just drop your name tag into the lottery pot on Thursday afternoon.

1. Prize
A travel voucher, worth 600 EUR
Sponsored by tcworld GmbH

2. Prize
Finalyser TERM CHECK (RRP 2,400 EUR)
Finalyser TERM CHECK checks the consistent use of terminology in documents. It is no longer necessary to resort to expensive external terminology systems. Finalyser TERM CHECK simply hooks up into the interfaces of programs used and enables the user to quickly access powerful terminology check functionalities.
Sponsored by SQUIDS | People. Products. Passion. and Acolada

3. Prize
Adobe® Technical Communication Suite 4 (RRP 2,260 EUR)
Adobe FrameMaker® 11
Adobe RoboHelp® 10
Adobe Illustrator® CS6
Adobe Captivate® 6
Adobe Presenter 8
Adobe Acrobat® X Pro
Sponsored by Adobe Systems GmbH

4. and 5. Prize
ErrorSpy 7.0 (RRP 980 EUR)
ErrorSpy 7.0 is a smart checking tool, which assists revision work for translations in many ways. Translations are automatically checked for a series of attributes. ErrorSpy simultaneously generates an assessment of the translation along with a list of errors. It supports various file formats like TTX, XLIFF, TMX or bilingual text files.
Sponsored by D.O.G. Dokumentation ohne Grenzen GmbH

6. Prize
Corel DESIGNER® Technical Suite X5 (RRP 949 EUR)
The trusted choice for businesses that need to effectively communicate the strengths of their products and services through clear, informative technical illustrations or diagrams.
Sponsored by Corel GmbH

7. Prize
CorelCAD™ (RRP 829 EUR)
CorelCAD is the high-performance CAD solution for day-to-day design work that requires precision and detail without the high price. Open, work with and save files in DWG format for easy collaboration with colleagues, suppliers and partners. Communicate your ideas with precision using customizable 2D and 3D design tools.
Sponsored by Corel GmbH

8. Prize
HelpServer™ (RRP 700 EUR)
HelpServer™ is a web-based single-source help authoring tool and CMS for Help & Documentation. It enables you to create and deliver dynamic content tailored to a user profile and deliver context-sensitive embedded help, manuals, and knowledge bases.
Sponsored by 4ST

9. Prize
CorelDRAW® Graphics Suite X6 (RRP 599 EUR)
Whether you’re an aspiring artist or an experienced designer, CorelDRAW® Graphics Suite X6 is your trusted graphic design software solution. With its content-rich environment and professional graphic design, photo-editing and website design software, you have everything you need to express your style and creativity with endless possibilities.
Sponsored by Corel GmbH

10. Prize
MadCap Mimic v6 (RRP 250 EUR)
MadCap Mimic is an easy-to-use software simulation and multimedia tool that lets you create fully interactive movies, simulations, presentations, and tutorials of software or systems.
Sponsored by cognitas Gesellschaft für Technik-Dokumentation mbH

11. Prize
Adobe® Photoshop® Elements 10 (RRP 100 EUR)
Software combines power and simplicity so you can make your photos look extraordinary, share your life stories in unique print creations and web experiences, and easily manage and protect all your photos and video clips.
Sponsored by Adobe Systems GmbH

* The attendance fee includes the price for one lottery ticket (1 EUR). Your name tag entitles you to participate in the lottery. Legal recourse is excluded.

Members win members
In addition, we will draw the winner from our campaign “Members win members 2012”.
The prize is a travel voucher, worth 250 EUR.
Thursday, 16:15, room 6.2 (1st floor)
Scott Abel, San Francisco, USA
Aka The Content Wrangler, is an internationally-recognized content management strategist and social networking choreographer whose strengths lie in helping global organizations improve the way they author, maintain, and deliver information. Scott writes regularly for trade and industry publications, blogs, and newsletters. He also co-produces several content industry events, including the Intelligent Content conference. ➔ p. 4, 5, 13

Bernard Aschwanden, King City, Canada
Is a regular international presenter, an Adobe Certified Expert, a Certified Technical Trainer, and the author of many articles on xml-based publishing and single sourcing. He is an STC Director and the founder and President of Publishing Smarter. ➔ p. 4, 5, 13

Rahel Ann Bailie, Vancouver, Canada
Principal of Intentional Design, is a recognized thought leader in the content strategy field. She integrates content strategy, business analysis, information architecture, and content management to increase the ROI of product lifecycle content. An aficionado of content structure and standards, she is in demand for her appreciation of the technical side of content and her creative approach to developing solutions that involve content. ➔ p. 4, 5, 11

Francoise Bajon, Lyon, France
Is the Pres. of ELIA. She has more than 20 years of experience as head of Version internationale (France). The company has always been very technology-oriented, while focused on quality. The emergence of MT is challenging us to ensure high-quality and efficient Post-Editing services. ➔ p. 4

Sabrina Bauer, Karlsruhe
Studied in the Bachelor’s and Master’s program of Technical Communication at the University of Applied Sciences in Karlsruhe. In October 2011 she went to Brazil to interview experienced professionals from various work areas about technical communication processes. The results are presented in her Master Thesis. ➔ p. 13

Daniel Benito, Paris, France
I was raised in a bilingual environment, and was introduced to computers at a very young age. My interest in programming, combined with his involvement with translations, which began in my early teens when I helped my father with the translation of repetitive hardware and software manuals, inevitably led to the creation of Dêjà Vu in 1993. I went on to study at Imperial College in London, where I obtained an MSc in Mathematics and Computer Science. After completing my studies, I returned to work at Atril, where I now oversee the future vision and development of the product. ➔ p. 12

Nicoletta Bleiel, Pittsburgh, USA
Is a Lead Information Developer at Compeon- tOne with 18 years of experience in the software industry. She is a popular speaker at many conferences (including tcworld, STC, & WritersUA) on embedded Help, user assistance design, single sourcing, & more. Nicky is the Vice President of STC. ➔ p. 6, 8, 9, 13

Eef Blommaart, Gent, Belgium
Business Development Manager at Yamagata Europe and has been in the localization field for over 4 years. Previously she has been working in different positions in marketing, sales and software customer care and has exceptional skills of leading customers through complex and technical projects. ➔ p. 12

Stephan Böhmig, Esch sur Alzette, Luxemborg
Co-founded Wordbee, a company developing cloud based translation management solutions. Stephan holds a PhD in computer science. He is CTO and technology evangelist of Wordbee. ➔ p. 13

Andrew Bredenkamp, Berlin
CEO of acrolinx GmbH, has over 17 years’ experience as a technical consultant in practical applications of language technology. Until starting acrolinx at the beginning of 2002, Andrew was head of the Technology Transfer Centre at the German Research Centre for Artificial Intelligence (DFKI) Language Technology Lab. ➔ p. 8

Aljoscha Burchardt, Berlin
Works in the Language Technology Lab of the German Research Center for Artificial Intelligence (DFKI GmbH). He is a manager within the European Network of Excellence META-NET that is preparing a Technology Alliance for Multilingual Europe and project leader of the project taraXU that develops hybrid machine translation technology in a consortium with industry partners. Burchardt has a background in semantic Language Technology. After his PhD in Computational Linguistics at Saarland University he coordinated the Center of Research Excellence “E-Learning 2.0” at Technische Universität Darmstadt. ➔ p. 10

Matthias Caesar, Essen
Consultant and Partner at IlocIT, has been in the localization industry since 1994. Caesar was the Managing Director of Locatech GmbH, a leading German LSP general manager of LCJ EEIG, Board Member of Jonckers and also served on the board of directors of GALA (Globalization and Localization Association) from 2006 to 2009. ➔ p. 7, 10

Charles Cooper, Schomberg, Canada
Is Vice President of The Rockley Group, Inc. He has over 20 years of experience in quality assurance and over 15 years of experience in eContent, user experience, taxonomy, workflow design, composition, and digital publishing. He teaches, facilitates modeling sessions and develops taxonomy and workflow strategies. ➔ p. 11

Susanne Dahlén, Uppsala, Sweden
Since 2007, Susanne has been a team leader for a documentation team in a software company; she is also the chair of the Swedish Society for Technical communication (FTI). Susanne has been working with technical information since 1992. She first started with documenting working procedures for a company in the paper industry when they prepared for an ISO9000 certificate. Since 1995 she has worked at IAR Systems, first as a technical support engineer and then as a technical communicator. ➔ p. 10, 13

Nathalie De Sutter, Gent, Belgium
Began her career as a computer linguist at Lern- nuit & Hauspie. At CrossLang, an independent integrator of automated translation solutions, she has gained extensive experience working with various language technologies such as machine translation and workflow. ➔ p. 13

Alberto Ferreira, Friedrichshafen
A professional localization project manager with over five years of experience in the industry, he has overseen the complete centralization of database and content management internal systems at OneVision Software AG, successfully integrating cutting-edge agile principles in the company’s native backend and development workflow and structuring. He has also worked at the European Commission and the European Parliament as translator and proofreader. Currently at Avira Operations, his work in the localization field encompasses agile integration in localization, process definition, terminology management, team communication, guidelines definition and graphical user interface design adaptation. ➔ p. 9

Gerhard Fetz, Herrenberg
Member of the IBM Globalization Team and IBM TranslationManager/2 development Lead. ➔ p. 13

Joe Gollner, Ottawa, Canada
Is the Director of Gnostyx Research, an initiative he recently launched with the purpose of helping organizations adopt open content standards and leverage intelligent content technologies. In this activity, he focuses on providing objective, independent guidance (based on 20 years of wide-ranging implementation experience) on how to establish a practical content strategy and how to manage the design, development, and deployment of cost-effective solutions. ➔ p. 4, 5, 10

Jang Graat, Amsterdam, Netherlands
Studied Physics, Psychology, and Philosophy and has used his exceptional talent for explaining technological concepts as a marketing manager, technical author, and trainer for more than 20 years. He has delivered hundreds of presentations in Europe, America, and the Far East. ➔ p. 6, 9, 10
Nandini Gupta, Noida, India
Is Content and Community Manager in Adobe Systems and is based in India. She has about 15 years of experience in instructional design and technical writing and has created inspirational and instructional videos and user documentation for consumer and enterprise software. Her areas of interest are user experience, instructional design, and authoring strategies. She has presented in tcworld 2011. ➔ p. 7, 10

Leah Guren, Karmiel, Israel
Entered the field in 1980. She develops and conducts training programs for all levels of TCs, engineers, and managers. Her clients are leading hi-tech and medical companies, including Microsoft, Intel, IBM, Johnson & Johnson, EC, Cisco, Given Imaging, and more. Leah is an internationally-recognized speaker and an Associate Fellow of STC. ➔ p. 4, 10, 12

Thomas Hayk, Zürich, Switzerland
Founder and CEO of Hitchensen Professionals, a consulting and training company active in the area of relationship management. He works for SMEs as well as for corporations on both sides of the table: strategic procurement and customer relationship management. ➔ p. 4

Alan Houser, Pittsburgh, USA
Is a distinguished consultant and trainer in the fields of XML, XML technologies, publishing workflows, and authoring and publishing tools. Alan enjoys seeking the appropriate mix of technology-based and people-based solutions for publishing-related problems. Alan is President of the Society for Technical Communication, 2012–2013. Alan is an STC Fellow, a member of the OASIS DITA Technical Committee, and a popular presenter at technical communication conferences. ➔ p. 6, 9

Konstantin Josseliani, Moscow, Russia
Has two diplomas; Linguistics and in management with 16-years of unique experience in localization. In 1996, he founded Janus Worldwide, a group of professionals to further grow into Eastern Europe’s third largest translation company, according to CSA Annual Report 2009. ➔ p. 6

Tatiana Jelankina, Saint Petersburg, Russia
Has 12 years experience in the language industry, including 6 years development of multilingual linguistic content and 6 years in localization area, both on client side and in localization agencies. ➔ p. 6

Barbara Jungwirth, Brooklyn, USA
Of reliable translations llc has written software documentation for a diverse audience. Since 2010, she translates technical documents from German to English, tailoring some of them to audiences whose primary language is not English. Barbara also writes a blog and is active on Twitter. You can find more information about her background at www.reliable-translations.com. ➔ p. 11

Nolwenn Kerzreh, Rennes, France
Is in charge of the technical writing program at University Rennes 2 Haute Bretagne. She has lead the DITA adoption effort at Technicolor as a trainer and information architect. Nolwenn is now a DITA consultant at Componize Software, based in the South of France. ➔ p. 6

Yang Sook Kim, Gyeonggi-do, South Korea
Is President of Hansem EUG, a one-stop documentation service company with a 22-year history of providing high-quality user guidance for consumer electronics. She is President of the Korea Technical Communicators Association. ➔ p. 4

Uta Kreimeier, Münster
Has a degree in English studies, is a sworn court interpreter and translator and a certified termologist. She has a strong interest in automation and process optimization. She is coordinating software localization at Olympus Soft Imaging Solutions GmbH. ➔ p. 12

Chris Laska, Blondev, Belgium
Is a Strategic Marketing Professional with 16 years of experience in the Data & Content Management industries with a focus on projects that bring significant revenue growth and savings. He has been successful working with Silicon Valley startups, F500 and government agencies. ➔ p. 9

Simeon Lawrence, Navi Mumbai, India
Head of technical documentation department at PSG Mumbai branch. 10 years of experience in the technical documentation. Graduate Engineer in Mechanical Engineering. Post Graduate in Business Administration. Certified Technical Trainer (tekom). ➔ p. 8

Tony Lee, Seoul, South Korea
Is CEO and President of Saltlux in Korea. – Adjunct Associate Professor, Inha University – Chairman, KM and ECM Association – Committee Member ISO TC 37 – Board Member, Society of computer Intelligence – Chief Advisor board member, Korean Government ➔ p. 7

Christian Lieske, St. Leon-Rot
Works for SAP in the area of internationalization and translation. He is actively involved in standards activities driven by OASIS, the W3C and others. Due to his background in computer science and computational linguistics, he enjoys internal consulting and project work related to NLP and XML, as well as general authoring and localization issues. ➔ p. 7

Dr. Arle Lommel, Berlin
Is a Senior Consultant at DFKi’s Language Technology Lab where he works on issues related to standards and quality assurance. He is also the Coordinator of the GALA Standards Initiative and previously worked for the Localization Industry Standards Association. ➔ p. 10, 12

Juergen Lumera, Garching
Has more than 15 years experience in XML authoring and delivery solutions. In his current role as Director TIS Product Management and Innovation, he is defining the next generation of technical documentation system. He is especially interested in new trends and technologies for tech docs. ➔ p. 8

Jonatan Lundin, Västerås, Sweden
Has 20 years of experience from the technical communication industry as an information architect. Jonatan takes interest in DITA is co-chairing the DITA machine industry SC. He is a PhD student at Mälardalen University, studying information search behaviors and how to design for the searching user. ➔ p. 9

Sarah Maddox, Sydney, Australia
Is a technical writer at Atlassian in Sydney, Australia. She has worked in technical communication for 14 years, and has lived in South Africa, the UK, Netherlands and Australia. She writes a blog at http://ffeathers.wordpress.com. ➔ p. 11

Uwe Muegge, Carmel, USA
Has more than 15 years of experience in the translation and localization industry, having worked in leadership functions on both the vendor and buyer side. He has published numerous articles on translation tools and processes and taught computer-assisted translation and terminology management courses at the college level in the United States and in Europe. Uwe Muegge has been with CSOFT International, a leading provider of language services based in Beijing, since 2008, and he currently serves as Senior Translation Tools Strategist for North America. ➔ p. 9

Blanca Nájera, Vienna, Austria
Works since 2004 for TermNet, the International Network for Terminology, as project and event manager with focus on terminology strategies for the industry, quality assurance, certification and innovation. Blanca is Deputy Director of TermNet since October 2011. ➔ p. 11
Jan Nelson, Seattle, USA
Is a Senior Program Manager at Microsoft Corporation in the Windows Division where he focuses on world-readiness for Windows and partner products, is active in cross-company internationalization engineering leadership and a member of the W3C Multilingual Web-LT workgroup. Jan holds several patents related to language processing and translation engineering. One of his current projects is the Multilingual App Toolkit for developers of Metro style apps running on Windows 8. → p. 7

Sarah O’Keefe, Raleigh-Durham, USA
Is the founder of Scriptorium Publishing and a content strategy consultant. Sarah’s focus is how to use technical content to solve business problems; she is especially interested in how new technologies can streamline publishing workflows to achieve strategic goals. Her latest book, scheduled for publication in September 2012, is Content Strategy 101: Transform Technical Content into a Business Asset. → p. 5, 6, 8, 9

Jose Palomares, Barcelona, Spain
Is a consultant and trainer with over 13 years of experience in the L10N industry, and founder of OpenMints, a 11on engineering and consulting provider. A professional translator and certified localization engineer himself, he has helped hundreds of global products happen. → p. 8

Ulrike Parson, Hamburg
Is the owner of Parson Communication, a documentation service provider specialized in software and process documentation. She looks back on more than 15 years of professional experience in technical writing. The clients of Parson Communication include international and regional companies from various branches, such as software development, logistics, education, or healthcare. They profit from the extensive know-how of Parson Communication in structured authoring, implementing XML-based documentation solutions, agile project management, and training. → p. 6

Lisa Pietrangeli, Rochester, USA
Is Dir. of Client Solutions at ThirtySix Software. Lisa specializes in working with clients to develop customized content development strategies. Lisa has over 12 years of experience helping companies around the world streamline content development and localization processes. → p. 10

Scott Prentice, San Rafael, USA
Has been in the techcomm field since 1991. His work focuses on EPUB, online help, and custom web application development, as well as FrameMaker (plugin and structure application) development. He is very involved with DITA development and created the DITA-FMx plugin for FrameMaker. → p. 9, 13

Marijana Prusina, Karlsruhe
Is the principal of mp documentation, a content management and technical documentation consultancy based in Karlsruhe, Germany. Her redakteuse.de blog, started in 2008, was the first German blog to focus on DITA-related content. → p. 9

Uwe Reißbenweber, Bamberg
Managing director of DOCUFY GmbH, is an expert in configuring and integrating tailor-made documentation solutions. He has been professionally involved in SGML, XML and process optimisation of technical documentation for more than 20 years. Since 1999 he is managing director of DOCUFY GmbH. → p. 7

Ana Elisa Ribeiro, Minas Gerais, Brazil
Is researcher and teacher in Federal Center of Technological Education, in Minas Gerais, Brazil (CEFET-MG). She is doctor in Applied Linguistics and post-doctor in Communication. In her thesis and articles, she studies multimodal e multisemiotic aspects of reading and literacies. → p. 13

Ann Rockley, Schomberg, Canada
Is President of The Rockley Group, Inc. She has an international reputation for developing intelligent content management strategies and underlying information architecture. Rockley is a frequent contributor to trade and industry publications and is a keynote speaker at numerous conferences in North America and Europe. → p. 4, 5, 9, 11, 12

Martin Rüegg, Sachseln, Switzerland
Technical Author at maxon motor ag (Sachseln, Switzerland). Since 1997 Technical Author in international corporations and SMEs. Professional concerns are “to the heart of the matter”, “less is more”, “made for users”. → p. 9

Annick Scherer, Paris, France
I have grown up in a bilingual and multicultural environment and travelled to different countries, which gave me the opportunity to open up to the world from early days. After obtaining my master’s degree in intercultural management and translation at ISIT in Paris, I worked in sales, translation and new technologies, before now joining the Atril family. At Atril I am in charge of Freelance Translators Worldwide, as well as University Partnerships. → p. 12

Michael Schneider, Stuttgart
Since 2003, Michael Schneider is the Managing Director of beo Gesellschaft für Sprachen und Technologie mbH. → p. 13

Christian Schwendy, Berlin
Is VP of ELIA and co-founder of Gemino, a German language service provider located in Munich and Berlin. From the early years Gemino has always put its focus not only on high-quality technical translations but also making use of the latest translation and localisation technology. → p. 4

Dierk Seeburg, Scottsdale, USA
Is the owner of textX, a translation management company in Scottsdale, Arizona. His experience covers language related technologies from internationalization to translation, localization and globalization. His work now focuses on iOS localization and social language technologies. → p. 8

Dr. Tony Self, Mulgrave, Australia
Based in Australia, Dr Tony Self has been involved in documentation for 30 years. In 1993, Tony founded HyperWrite, a consultancy company specialising in hypertext. Tony is also the Director of Training for TCTrainNet, and an adjunct teaching fellow at Swinburne University. He is a member of the DITA TC. → p. 6, 8, 9

Richard Sikes, Gatineau, Québec, Canada
Has been immersed in technical translation and localization for over 25 years. He has worked on the supplier and the buyer side of the industry, and is known as an author, speaker, and mentor. He holds three academic degrees: BA in Fine Arts, Diplom Betriebswirt (FH), and MBA. → p. 11

Ivo Sturzenegger, Rueti, Switzerland
20 years experience in technical documentation. Documentation manager at PSG Switzerland / India. 20 years experience in creating and designing of technical documentation for the machinery, aviation, software and medical industry. Post-graduated in Software engineering. Graduated mechanical engineer. → p. 8

Val Swisher, San Francisco, USA
Founded Content Rules recognizing that even the largest companies often do not have the technology, people, and expertise to create content that is global-ready. Founded in 1994, under her leadership the company has grown to encompass 200 customers and a network of 2,000 technically astute content developers. Val is a frequent speaker on how to create, standardize, and get your content ready for the demands of the global marketplace. → p. 5, 6, 9, 12

Gyanesh Talwar, Noida, India
Is Senior Content and Community Lead with Adobe Systems, where he documents FrameMaker and a couple of other products. He has 12 years of experience and has been in love with FrameMaker since 2003. Gyanesh has presented in various STC conferences. His interests include XML, DITA, FrameMaker, and Biking. → p. 7, 10
Stuart Umpoleby, Oldham, UK  
Has international experience in customer life cycle management and strategic business development. As commercial services director at ALS he is responsible for delivery of all language services to global customers, including developing integration and automation solutions through utilization of customized machine translation. ➔ p. 12

Dave van den Akker, Hertogenbosch, Netherlands  
Is business development manager for TVcN, part of ManpowerGroup Language Solutions. Dave has almost 15 years of professional experience in managing client relations and developing various (language) solutions. ➔ p. 13

Tiene Vertriest, Gent, Belgium  
Business Development Manager at Yamagata Europe and has been in the localization field for 12 years. She was closely involved in the start-up of the translation department at Yamagata Europe and has gained extensive experience in various translation technologies, including MT and CMS solutions. ➔ p. 12

Russell Ward, Germantown, USA  
Is an experienced technical writer, structured technologies developer, and avid developer of plugins for Adobe FrameMaker. He is also an experienced trainer and speaks periodically at conferences and other peer events. ➔ p. 10

Kai Weber, Frankfurt  
Is a Senior Technical Writer for SimCorp in Frankfurt. He’s been writing, editing and translating software documentation for over 20 years, focusing on financial and banking systems since 2001. He’s passionate about the tech comm community, blogging at http://kaiweber.wordpress.com/ and speaking at conferences such as tcworld, TCUK and the STC Summit. ➔ p. 4

Kyle Wiens, San Luis Obispo, USA  
Is the co-founder and CEO of iFixit, the largest online repair community and Apple parts retailer. iFixit is dedicated to helping people everywhere keep their hardware running longer. In 2011, he started Dozuki, a software company that is revolutionizing online technical documentation. He co-authored the first free repair manuals for Apple hardware while studying Computer Science at Cal Poly, San Luis Obispo. ➔ p. 5, 7, 13

Waltraud Winter, Forchheim  
Head of Customer Documentation at Siemens Healthcare Computed Tomography  
Studies: Chemistry and Biology, Information technology. Worked in the field of information development at SAP, Force Computers, Motorola and now running the customer documentation department at Siemens Healthcare Computed Tomography. ➔ p. 7

Toshimasa Yamazaki, Tokyo, Japan  
– Head of Management Steering Committee of JTCA  
– Served as manager of implementation of technical communication at Panasonic Corporation  
– Was in charge of corporate standardization of manual and internal regulations related with manual production  
– leading role in compiling a guideline for safety ➔ p. 4

Shirley Yeng, Singapore  
Has been in the localization industry for more than 17 years. She started her career as an I18N software engineer in Omron and Software AG. Then vendor management, AM, senior sales role in LMI, Berlitz GlobalNET, Bowne Global Solutions and now as a senior partner of EC Innovations, Inc. ➔ p. 11

Andrzej Zydrón, Gerrards Cross, Great Britain  
Has been responsible for the architecture of the essential word and character count GMX-V (Global Information Management Metrics eXchange) standard, as well as the revolutionary xml:tm (XML based text memory) standard which will change the way in which we view and use translation memory. Zydrón is also heading up the new OASIS OAXAL (Open Architecture for XML Authoring and Localization) reference architecture technical committee which provides an automated environment for authoring and localization based on Open Standards.  
Zydrón has worked in IT since 1976 and has been responsible for major successful projects at Xerox, SDL, Oxford University Press, Ford of Europe, DocZone and Lingo24 in the fields of document imaging, dictionary systems and localization. Zydrón is currently working on new advances in localization technology based on XML and linguistic methodology. ➔ p. 7
### Tuesday, October 23, 2012

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<th>IM 12C</th>
<th>IM 12D</th>
<th>UA 11A</th>
<th>CS 1 A/1</th>
<th>CS 2 A/2</th>
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<td>Tenders, biddings, requests for? – How customers get what they really need</td>
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<td>Intelligent Content in the Real World: Equipment Systems</td>
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**Get Together:** Foyer 1st floor - Welcome to all attendees (free beer) sponsored by Atlassian and K1st Software GmbH

**Deutsches Filmhaus Meeting point:** Main entrance Rhein-Main-Hallen

**International Networking Evening Restaurant:** Lumen am Marktplatz sponsored by euroscript
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<td>LOC 9 Palomares</td>
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<td>TA 3 Write less – say more. The added value of minimalism.</td>
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<td>TA 5 EPUB3: What does it offer, and is it ready?</td>
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**Visit to the Fair**

**Lunch**

**Visit to the Fair**

**Closing Session**

**Dinner with tekcom officials, tekcom Docu Award 2012** Dorint Pallas Wiesbaden
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<thead>
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<th>Room</th>
<th>LOC</th>
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Lumen Restaurant
Wiesbaden, 23/10/2012

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Wiesbaden, 23-25/10/2012
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Again tekcom, together with partner associations, international guests and exhibitors is present in the Trade Fair. Don’t miss this opportunity to establish contacts with experts from different countries and learn about the challenges that technical communicators face in other regions of the world. At the tekcom booth, you find all relevant information about tekcom, our services and activities.

F01 ELIA – European Language Industry Association Ltd, Leeds, Great Britain
is a pan-European forum of translation, localisation and interpreting companies that promotes and facilitates business development and professional standards in the language industry. Cooperative Stand with:
• ADA Translations
• Global textware
• GUIA Traduções e Representações Lda.
• LEXIKA s.r.o.
• Linguamundi
• ORCO S.A.

F02 Crestec Europe B.V., Amsterdam, Netherlands
Crestec, founded in 1984, has a network of 16 offices in nine countries. We deliver documentation services to high Japanese quality standards in over 60 languages.

F03 TOIN Corporation, Tokyo, Japan
Established in 1963, TOIN Corporation is a solidly established Asian Multi-language Vendor (MLV) with headquarters in Tokyo.

F04 ISE Information System Engineering Inc., Tokyo, Japan
With technological excellence in technical communication, ISE is a leading company in Asia which creates new value of technical documentation.

F05 Japan Technical Communicators Association JTCA, Tokyo, Japan
JTCA is the largest organization of technical communicators in Asia. JTCA was established in 1992 and was inaugurated as a general incorporated foundation as of January 2009. JTCA is also active in supporting the Asian Pavilion on its planning and operation since 2010.

901 SEATONGUE, Kuala Lumpur, Malaysia
SEATONGUE is a localization company special-ized in Asian and Middle Eastern languages with strong focus on Southeast Asian languages. With in-house teams of qualified linguists across Asia and the Middle East, we offer highly reliable localization services delivered by local specialists.

902 Saltlux Inc., Seoul, South Korea
Saltlux started with Technical translation company in 1979 and has grown as a systematic and automatic asset management Services company.

903 Hansem EUG Inc., Gyeonggi-Do, South Korea
is a leading provider of localized user guidance to Asian markets for more than 20 years.

F06 European Language Industry Association Ltd, Leeds, Great Britain

F07 Technical Writers of India TWIN, Bangalore, India
Since it was first conceived about ten years ago, TWIN has grown quickly. One of the essential factors that have had a role to play in this evolution is the nearly sudden explosion of awareness about Technical Communication in India.

F08 BDÜ – Bundesverband der Dolmetscher und Übersetzer e.V., Berlin, Germany
The Federal Association of Interpreters and Translators (BDÜ) is Germany’s largest association representing more than 7,000 professionally qualified interpreters and translators for 555 special subjects and over 80 languages.

F09 DTT Deutscher Terminologie-Tag e.V., Heidelberg, Germany
The German Terminology Society (DTT e.V.) provides a forum for all who are involved in any aspect of terminology. Services: advises, organises workshops and biannual symposia, publications.

F10 STC, Fairfax, USA
The Society for Technical Communication (STC) is the world’s oldest professional association dedicated to the advancement of the field of technical communication. The Society produces two award-winning publications, Intercom and Technical Communication.

F11 GALA, Andover, Massachusetts, USA
GALA is the largest global non-profit association within the language industry, providing resources, education and research for companies working with translation services, language technology and content localization. Member companies are vendors and buyers of language services and technologies.

F12 Translators without Borders, Paris, France
Traducteurs sans Frontières (TSF) was founded in 1993 by Lori Thicke and Ros Smith-Thomas to link the world’s translators to vetted NGOs that focus on health, nutrition and education. Today TSF’s American sister non-profit organization, Transla-tors without Borders, assists in translating more than two million words per year for NGOs such as Médecins sans Frontières, Médecins du Monde, Action Against Hunger, Oxfam US and Handicap International.

F13 CIUTI, Brussels, Belgium
CIUTI – Conférence Internationale Permanente d’Instituts Universitaires de Traducteurs et Interprètes is the world’s oldest and most prestigious international association of university institutes with translation and interpretation programmes. Membership requires fulfilment of strict quality criteria. Devoted to excellence in T&I training and research, being a member of CIUTI is both a rewarding status and a continuous challenge.

F14 TECOM Schweiz, Zofingen, Switzerland
The Swiss Association TECOM offers professional information, advanced training and international contacts.

F15 ANETI, Barcelona, Spain
ANETI is the Spanish translation industry association. Founded in 2006, ANETI includes over 40 companies, large and small, from all over Spain that offer specialised translation services and share a common concern: to provide clients with quality service that really adds value to their projects and goals.

F16 COM&TEC, Pescara, Italy
COM&TEC is the Italian association for technical communication. Its objective is to support professionals in the field of technical communication and documentation as well as translation and localisation.

F17 LinkedIn Localizations Professional Group
has been created to help localization profession-als. With more than 11,000 members, it allows to network, share thoughts, initiate and read discus-sions, seek providers or collaborators, publish and browse job openings and make contacts with peers. It’s completely free to use!
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  Chat with tekom board members, members of the tekom work groups and expert committees.

• **Meeting point career:** Make contacts with representatives from the industry and educational institutions. You are looking for young academics or experienced practitioners? Place your job ads!

• **Meeting point regional groups and country groups:**
  Meet colleagues from the tekom regional and country groups.

**Find a detailed schedule of all events in your conference bag!**

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**Activities within the Associations World**

- **Japanese drum performance**
- "Taste of Asia" – The Asian Pavilian will present Sushi, Sake and Asian Snacks from Japan, China and Korea.
- Look at „Japan Manual Awards“ during the period of the Fair at the JTCA booth
- Treasure Hunt Prize Drawing
  The winners will get wonderful Asian souvenirs.

- **Gayageum-Performance**
  Hear the soft, delicate sounds of one of Korea’s traditional stringed instruments. Live renditions of well-known music by two professionally-trained musicians are certain to entertain and inspire you. Be sure to stop by the Asian Pavilion and take advantage of this unique experience during the conference.
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<td><a href="http://www.2wgm.de">www.2wgm.de</a></td>
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<td><a href="http://www.4-text.de">www.4-text.de</a></td>
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<td>Together with beo Gesellschaft für Sprachen und Technologie mbH, Stuttgart; coopmedia AG, Köln</td>
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<td><strong>Adobe Systems GmbH, München</strong></td>
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<td>Adobe verändert die Welt durch digitale Erfolgsstrategien.</td>
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<td><a href="http://www.adobe.de">www.adobe.de</a></td>
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<td><a href="http://www.antennahouse.com">www.antennahouse.com</a></td>
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<td><a href="http://atlassian.de">atlassian.de</a></td>
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mytag GmbH, Chemnitz
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Together with Kaleidoscope GesmbH, Maria Enzersdorf; Loctimize GmbH, Saarbrücken
→ www.mytag.de

ng GmbH – next level globalization, Regensburg
Stand number: 101, 102
→ www.ngworldwide.com

Nexum GmbH, Würzburg
Stand number: 140
→ www.nexum.com

oneword GmbH, Böblingen
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Together with Across Systems GmbH, Karlsbad; Congree Language Technologies GmbH, Karlsbad; Globaldocs GmbH, Düsseldorf
→ www.oneword.de

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→ www.orco.gr

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Stand number: 114
Together with EasyBrowse GmbH, Schwerin; Zindel AG – Technische Dokumentation und Multimedia, Hamburg
→ www.ovidius.de

PackSys Global (India) Pvt. Ltd,
Navi Mumbai, India
Stand number: 464b

Pgx software solutions GmbH, Ostelshausen
Stand number: 430
Together with IBJ, Leipzig; KONTECXT GmbH Technische Dokumentation, Essen; Salzer 3D, Leinfelden
→ www.pgxd.de

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Planatol Coating GmbH, Rohrdorf
Stand number: 462
→ www.planatol-coating.de

Plunet GmbH, Berlin
Stand number: 447
→ www.plunet.com

portamis Software GmbH, Erlangen
Stand number: 403
→ www.portamis.de

Projektron GmbH, Berlin
Stand number: 334
→ www.projektron.de

Riedel GmbH, München
Stand number: 117
Together with CCS SOLUTIONS GmbH, Moorrege; Fischer Computertechnik GmbH, Radolfzell
→ www.riedel-doku.de

RKT Übersetzungs- und Dokumentations-GmbH, Schramberg
Professionalität und Innovation
Stand number: 113b
→ www.rkt-online.com

Saltlux, Seoul, South Korea
Stand number: 902
Together with JTCA – Japan Technical Communicators Association, Tokyo; Crestec Europe B.V., Amsterdam; HansemEUG Inc., Gyeonggi-Do; Information System Engineering Inc. (ISE), Tokyo; Saltlux, Seoul; The TOIN Corporation, Tokyo
→ www.saltlux.com

Salzer 3D
Salzer 3D, Leinfelden
Stand number: 430
Together with IRL Leipzig; pxg software solutions GmbH, Ostelshausen; KONTECXT GmbH Technische Dokumentation, Essen
→ www.salzer3d.eu

SAP Deutschland AG & Co. KG, Walldorf
Stand number: 448
Together with TID Informatik GmbH, Inning am Ammersee; CatalogCreator GmbH, Amberg
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SCHEMA GmbH, Nürnberg
Stand number: 150
→ www.schema.de

Schmeling + Consultants GmbH, Heidelberg
Stand number: F16 EG
→ www.schmeling-consultants.de

SDL, Stuttgart
Stand number: 437
Together with Trados GmbH, Stuttgart; SDL Passolo GmbH, Köln
→ www.sdl.com

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Together with EnssnerZeitgeist GmbH, Schweinfurt
→ www.servotech.de

SKRIVANÈK
Stand number: 331
→ www.skrivanek-gmbh.de

SL innovativ GmbH, Dinkelsbühl
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Stand number: 150
→ www.schema.de
Presentation opportunities at the fair

**Tool Presentations** (individual presentation)
A 30-minute individual presentation about software tools and applications for TD, highlighting user-focused solutions for problems as well as product-specific processes.

**Technology Panels** (presentation – comparison – discussion of several companies)
These are 45-minute panels of several service providers, software companies or distributors about a current, TD-specific subject. This provides exhibitors the opportunity to present, discuss and compare different technologies or aspects of technologies.

**Industrial Lectures** (no specific requirements – also available for non-exhibitors)
45-minute time slots that can be purchased by companies (1000 EUR per slot).

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**Tuesday, October 23, 2012**

### Authoring Systems (AUT)

**T3-AUT**
**Global markets – global standards. Follow the steps of SAP to adopt DITA**
Learn how DITA works, WEBTOP and Componize help to create, organize and publish your single source documentation using DITA. Benefit from experiences of a market leader and get an overview of unique DITA support.

Gunthilde Sohn and Alexej Spas, instinctools
13:45, room 4A

**T6-AUT**
**Single Source XML Based Publishing with Qxygen XML Editor**
Many companies realize the limitations of traditional publishing based on word processors and the advantages of using Single Source Publishing. QXYGEN XML Editor helps with Single Source Publishing based on open XML standards like DITA or DOCBOOK.

George Bina, SyncroSoft
17:00, room 4A

### Localisation (LOC)

**T5-LOC**
**Refactor your translation business with memoQ**
Join this presentation to get familiar with the thinking and many revolutionary concepts behind memoQ. Learn how to increase translation productivity with the world’s fastest developing translation tool and where it differs from competing solutions.

Istvan Lengyel, Kilgray Translation Technologies
16:15, room 4C

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### Content Management Systems (CMS)

**T1-CMS**
**HelpServer CMS: web- and server-based documentation and help**
HelpServer is a web- and server-based team authoring platform, which provides a secured desktop-like collaboration environment. Authors work together in real time using a Word-like editor. Content can be conditional and is stored as XML in a database that resides on a server (intranet / extranet). When content is ready to go it can instantly be published (= made accessible in real time via a web-portal) or can be exported to popular file types.

Dimitri Tetsch, 4.ST NV
11:15, room 4B

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### Project Management (PM)

**T1-PM**
**Fully Automated Project Management**
As a result or integration with client portal and web-based CAT tool, XTRF™ offers an automate
flow from quote placement to invoicing. No- or low-cost project creation and completion will be presented.

Andrzej Nedoma, XTRF Management Systems Ltd.
17:00, room 2B2

**Terminology Management (TERM)**

**T2-TERM**
Workflow and interoperability – keywords for improved terminology management.

Global organizations continually seek more efficient and seamless ways to improve collaboration among widely dispersed work teams. TermWeb’s workflow and interoperability capabilities improve co-operation across work teams and software to enable more powerful terminology management.

Ioannis Iakovidis, Interverbum
10:00, room 4B

**T3-TERM**
Terminology management with qTerm 2.0. Speak the same language!

Using qTerm, companies and organizations can turn their terminology into a corporate asset that facilitates internal and external communication and improves the quality of technical communication. Learn about the latest trends in terminology management.

Madeleine Lenker, Kilgray Translations Technologies
10:00, room 4C

**Wednesday, Oktober 24, 2012**

**Authoring Systems (AUT)**

**T7-AUT**
Start small – grow big. Adopt world-wide leading single source publishing standard DITA.

Learn how you can adopt world-wide leading single source publishing standard DITA in your organization using the DITAworks product family. The presentation will show how you can start small with a single project and use DITAworks scalability options for further roll-out.

Alexej Spas, instinctools
10:00, room 4A

**T8-AUT**
Author-it Could – changing the way the world works with technical communications

Author-it Cloud brings you all of the power of Author-it’s end-to-end enterprise authoring platform, “On-Demand” over the Internet. It simplifies and speeds the creation and management of your critical business content. Nowhere else will you find an end-to-end Enterprise Authoring Platform on the Cloud built from the ground up, by one company.

Paul Trotter, Author-it
11:15, room 4A

**Content Standards (CS)**

**T1-CS**
Structured Writing with Information Mapping®. What is it? How can it help Me?

Learn about Information Mapping® and what’s in it for you. This presentation is the perfect opportunity for you to get acquainted with the method and see how you can use it to analyze, organize, and present information clearly and consistently.

Tom Van der Vennet, Information Mapping International
16:15, room 4B

**Localisation (LOC)**

**T10-LOC**
Optimize MT quality and maximize ROI Projects with Systran Customer Services.

Customization is key to enhance machine translation quality. Based on customer cases, this presentation will demonstrate how raw MT quality can be significantly improved with SYSTRAN Customer Services and thus easily outstrip free translation portals.

Pierre Bernassau, SYSTRAN
14:45, room 4C

**T11-LOC**
MemSource Cloud & MemSource Server: A Complete Translation Environment

MemSource Server and its cloud version, MemSource Cloud, include translation memory, integrated machine translation, terminology management, and MemSource Editor, a translator’s workbench that is available as a free download.

Josef Kubovsky, MemSource Technologies
15:30, room 4C

**T16-LOC**
adapt plus for multiple authoring systems

What are the difficulties when translating authoring system file formats? A look into the solutions available, best practice when authoring technical documentation and the translate plus approach centered around flexibility to avoid these limitations.

Svenja Müller, translate plus
15:30, room 2B2

**Project Management (PM)**

**T3-PM**
Plunet BusinessManager: The leading Business and Translation Management System for LSP’s and Translation Departments

Plunet BusinessManager is the leading Business and Translation Management System for the translation and localization industry. On a web-based platform, Plunet supports all company processes of LSPs and In-house Translation Departments.

Bastian Enners, Plunet GmbH
11:15, room 2B2

**Quality Management (QM)**

**T1-QM**
The new Paradigma for DITA: Collaborative Content Creation, Review and Commenting in one Integrated Platform

We look at how you can expand the benefits of DITA beyond just technical documentation to include subject matter experts and collaborate with them in the review process. In one integrated platform, Subject Matter Experts can review and create DITA topics without needing to know about DITA, create comments on content that are round-tripped back to the author, and adhere to company style and brand voice guidelines as they work.

N.N., SDL
12:00, room 2B2

**Technical Communication (TC)**

**T1-TC**
Technical communication 2.0 “Powered by Class”

ClassTERM™ and ClassCOCKPIT™: a whole new approach to technical communication! Start at the source, guarantee quality of your master data to stimulate data recycling and embed quality communication throughout your whole organization.

Anja Koster, D&Ts Simplified Business Processes
16:15, room 4A
Tool presentations

Technology panels

Thursday, October 25, 2012

Document Management (DOC)

T2-DOC
MultiTrans Prism Version 5.5 – Web Editing Server and BI Reporting
MultiTrans Prism 5.5 – translation project control on 3 levels: translation assets, workflow & project management, and process adherence. New: browser-based translation environment plus an all-new module for state-of-the-art dashboards and reports.
N. N., MultiCorpora
9:15, room 4A

Localisation (LOC)

T17-LOC
Got Translation pains? Pain relief ideas for the tekom Professional!
Translating a website into multiple languages to reach out to global audience, often turns out to be a long and laborious project. SYSTRANLinks is an on-line service which enables webmasters to create multilingual versions of a website quickly and easily, whatever the contents (links, images, texts…).
Scott Carothers, Kinetic the Technology Agency
10:00, room 2B2

T18-LOC
SYSTRANLinks – a brand new way of managing website localization
N.N., SYSTRAN
11:15, room 2B2

Tuesday, October 23, 2012

TECH-POD 2
Is translation Software heading to the Cloud?
Participating companies: MemSource Technologies, SDL, Wordbee s.a.
14:45–15:30, room 2C

TECH-POD 4
DITA is here!
Participating companies: Scriptorium Publishing, instinctools, Componize
9:45–10:30, room 2C

Localisation (LOC)

T17-LOC
Got Translation pains? Pain relief ideas for the tekom Professional!
Translating a website into multiple languages to reach out to global audience, often turns out to be a long and laborious project. SYSTRANLinks is an on-line service which enables webmasters to create multilingual versions of a website quickly and easily, whatever the contents (links, images, texts…).
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T18-LOC
SYSTRANLinks – a brand new way of managing website localization
N.N., SYSTRAN
11:15, room 2B2
How to attend

Registration

Register online at conferences.tekom.de/tcworld12 or send in the attached form no later than October 8, 2012. The deadline for early registration is September 24, 2012.

Exhibition

Conference attendees have free access to the exhibition. Separate tickets for the exhibition can be purchased for 20 EUR incl. VAT per day at the cash desk. These tickets are valid exclusively for the exhibition and tool presentations. They do not include access to the conference presentations.

Conditions of Participation

Registration for the conference is non-transferable and binding. Registration with the provision to participate in a specific presentation, workshop or evening event is not permitted.

Payment

The attendance fee is due upon registration. It is payable immediately upon the receipt of the invoice. The early bird discount is only granted if the invoiced fee is paid immediately. If no receipt of payment has taken place three weeks after the early bird discount was invoiced, the difference to the regular fee will be charged. The early bird payment is required before the event, it cannot be paid at the door. The obligation to pay does not cease in case the applicant does not participate. If the participant cannot ensure that the invoiced amount is paid before the event begins, he/she will have to pay the due amount onsite, or show proof that the amount has been transferred.

Cancellation

No cancellation fee is charged if the cancellation is completed up to four weeks before the conference starts. For all subsequent cancellations we charge a processing fee of 90 EUR plus VAT, regardless of the reasons for cancelling. If the cancellation is carried out later than October 19, 2012 or while the conference is in progress, the entire conference fee is due, or if the conference fee has already been paid, it will not get refunded.

Workshops and tutorials

Attendance at workshops is included in the conference fee. Workshops have to be booked in advance when registering. Attendees can choose up to three workshops on the registration form. The number of attendees is limited to 30–40 per workshop. Lists of workshop attendees will be published on the bulletin board close to the conference office. Workshop booking during the conference is only possible if the workshop is not fully booked. In this case, just fill in your name in the empty space on the list of attendees for the respective workshop.

Attendance certificates will be sent by e-mail. Please leave your contact with the person in charge at the workshop room.

Attendance of tutorials is included in the conference fee and without registration in advance.

Registration rates

<table>
<thead>
<tr>
<th>Registration rates are valid until September 24, 2012</th>
<th>Registration rates from September 25, 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member*</td>
<td>Member reduced**</td>
</tr>
<tr>
<td>1 day</td>
<td>380 EUR</td>
</tr>
<tr>
<td>2 days</td>
<td>480 EUR</td>
</tr>
<tr>
<td>3 days</td>
<td>580 EUR</td>
</tr>
</tbody>
</table>

Please add an additional 19% VAT to all fees. The fees include attendance of the workshops and the fair visit.

Fair ticket

Visitors who only want to attend the fair can buy a fair ticket onsite.

The fair admission ticket costs 20 EUR incl. VAT per day and includes the fair visit as well as the attendance of the Tool Presentations, the Technology Panels and the Industrial Lectures.

Discounts

* These fees apply to members of the following organizations: ADÜ, APCOMTEC, Aticom, BDÜ, COM & TEC, CRT, CSVTK, DGI, DTT, ELIA, EUATC, FTV, GALA, ISTC, INTECOM, JTCA, KTCA, PSBT, QSD, STC, STIC, STVY, TAC, TECOM Schweiz, tekom, TermNet, Translators without Borders and TWIN.

Please submit a copy of your membership credentials with your registration.

** This reduced attendance fee is valid for apprentices, interns, retirees, and unemployed persons who are tekom members or who are becoming tekom members during the registration for the tekom annual conference. These fees are also valid for full-time students who are tekom members or who are becoming tekom members during the registration for the tekom annual conference. They also apply to students who are currently participating in a tekom-accredited course of education: www.tekom.de/artikel/artikel_3039.html.

Please submit proof of your full-time student status along with your registration.

*** These fees apply to tekom members who are participants of EU member states who joined the EU after 2004 or Turkey.
**Bistro**

In hall 9 you will find the bistro. The bistro offers delicious snacks and drinks at reasonable prices. It is open Tuesday and Wednesday from 09:00 to 18:00, and on Thursday from 09:00 to 15:30.

**Cash Desk**

You will find the cash desk on the ground floor next to the registration desk in the foyer area. Conference attendees who have booked at short notice and not paid the attendance fee yet, can settle their bills here. Tickets for the exhibition can also be purchased here. EC-, Visa-, Master- and American-Express-Cards are accepted.

**Cloakroom and Lockers**

In the basement a cloakroom and lockers are available for a small fee.

**Conference Addresses**

Rhein-Main-Hallen Wiesbaden  
Main Entrance Friedrich-Ebert-Allee  
65185 Wiesbaden  
Germany  
Phone +49(0)611/144-0  
Fax +49(0)611/144-118  
www.rhein-main-hallen.de

**Conference Office**

In the foyer on the first floor you will find the conference office.

**Conference Pack**

The conference pack consists of a USB stick with the proceedings, your name tag and your lunch vouchers.

**Food and Beverages**

Lunch and refreshments are included in the attendance fee. Food vouchers are in your conference pack. Please note that forgotten or lost food vouchers will not be replaced. On Tuesday and Wednesday between 07:30 and 08:30 and on Thursday morning between 07:45 and 08:45 coffee will be offered in the coffee lounge hall 4.

**Hotels**

Rooms in several hotels in Wiesbaden have been set aside by Wiesbaden-Marketing.

On www.tekom.de/conference under "Hotels" you can find a comprehensive list of hotels along with prices and web links. Most of the hotels are located around the inner city area. Room reservation is possible online via our conference site.

For special wishes please contact:  
Wiesbaden Tourist Service  
Hotel Reservierung  
Postfach 38 40  
65028 Wiesbaden  
Germany  
Phone +49 611/1729-777  
Fax +49 611/1729-799  
hotel@wiesbaden-marketing.de  
www.wiesbaden.de

**Internet Access / WLAN**

In the foyer of the first floor as well as in the fair hall number 4 we offer terminals with free Internet access for our conference participants.

In addition to this, the Rhein-Main-Halle offers a WLAN service in the foyer. For this you will need a WLAN-capable device.

**Job Market**

Are you looking for a new job or do you have one to offer? We can publish your advert! Please hand your advert in to the tekom-exhibition booth "Treffpunkt Karriere" in the Associations World in the Foyer, 1st floor. Please include your contact details during the conference.

**Name Tag**

Your name tag will be provided on registration. The name tag serves as your identification for the sessions. Please keep your name tag always visible, it will be checked at the entrance to the lecture rooms.

**Recordings and Photographs**

Tape recordings, video recordings and photographs are absolutely not permitted. Exceptions must be discussed with conference management beforehand.

**Registration Counter**

In the entrance area you will find the registration counter.  
Opening hours:  
Monday: 18:00–20:00  
Tuesday: 07:30–19:00  
Wednesday: 07:30–18:00  
Thursday: 08:00–15:00

Please try to register on the preceding evening. You can then read through your conference materials in the evening and attend the presentations free of stress in the morning.
How to get to the Rhein-Main-Hallen

Postal address:
Rheinstraße 20, 65185 Wiesbaden,
Germany
Internet: www.rhein-main-hallen.de
The main entrance for conference guests and visitors is located on Friedrich-Ebert-Allee.

By foot:
The Rhein-Main-Hallen are about 10 minutes by foot from the central train station, via Friedrich-Ebert-Allee.

By train:
Wiesbaden central station is on Eurocity and Intercity lines. Numerous other rail connections are possible via neighboring Mainz (9 minutes away by train). The city railway ("S-Bahn") between Mainz and Wiesbaden runs on average every 20 minutes.

The German Railways (Deutsche Bahn) offer a special ticket for the journey to the conference: you can travel to Wiesbaden and back (second class) from any train station of the German Railways for 99 EUR. First class tickets cost 159 EUR. This special offer is valid for all trains of the German Railways, including the ICE. For further information, please visit our website: http://conferences.tekom.de

By air:
Rhein-Main International Airport at Frankfurt-Main can be reached in 30 minutes by car or taxi, and easily in 40 minutes with the city railway. Cheap air fares via Hahn Airport. Hahn airport west of Wiesbaden can be reached by car in approx. 60 minutes. A bus and train shuttle via Mainz takes approx. 2 hours.

By car:
8 motorways lead to Wiesbaden: for example, from the north via the A5, from the west via the A61/A60, from the east via the A3/A66 and from the south via the A5 as well as the A67/A63.

Parking:
No parking places are available to visitors at the Rhein-Main-Hallen. The nearest multilevel car garage is the Rhein-Main Hallen parking lot diagonally opposite the Rhein-Main-Hallen, at the corner of Rheinstrasse and Wilhelmstraße.

Tourist Information Desk

If you want to do some sightseeing during your stay in Wiesbaden, you can ask for information at the tourist information desk in the foyer on the ground floor.

http://conferences.tekom.de

Visit our tcworld conference portal on the Internet at http://conference.tekom.de. Here you can search for information about speakers, topics, and about the exhibitors. Use the options functions to draw up a personalized conference program.
Social Events

Wining, dining and networking: Social events and sightseeing 2012

After the conference, our evening program provides entertainment, sightseeing and networking opportunities. We arranged some interesting events in selected places where you can socialize, chat, learn more about Wiesbaden and German culture.

Previous registration is required for all events. To register, please use the online registration or the conference registration form.

Tuesday, October 23, 2012

Welcome event
GET TOGETHER with free beer

tekom invites everyone with free beer.

This evening will be sponsored by:

Atlassian

\/// K15t SOFTWARE

- Date: Tuesday, October 23, 2012
- Time: 18:00–20:00 hrs
- Place: Associations World, Foyer 1st floor

Behind the scenes of the Deutsches Filmhaus

At this event you have the opportunity to look behind the scenes of the Deutsches Filmhaus (German Film Institute) in Wiesbaden, and to learn more about the work of the staff.

You will look at the functions of the Friedrich-Wilhelm-Murnau-Stiftung (Friedrich-Wilhelm-Murnau Foundation) and the FSK (Freiwillige Selbstkontrolle der Filmwirtschaft – Voluntary Self-Regulation of the Film Industry).

With the showing of the restored versions of Fritz Lang’s “Metropolis” and “Die Nibelungen” the Murnau Foundation was able to celebrate two major premieres in 2010. But how are films actually restored? This is one of the questions that will be tackled this evening.

Every kid knows that movies have different ratings. But why and how movies receive a specific rating is a rather fascinating question, which we will approach today with the help of audio-visual examples.

The evening will conclude with an entertaining short film from the Murnau Foundation’s legal film stock (probably a comedy from the thirties or forties).

- Date: Tuesday, October 23, 2012
- Meeting point: 18:30 hrs at the main entrance of the Rhein-Main-Hallen, from where we will walk approx. 1.5 km.
- Duration: approx. 1.5 hrs
- Language: German
- Price/person: 20 EUR
- Number of participants: minimum 15 persons, maximum 30 persons

International Networking Dinner

The tcworld conference is an international meeting point for for experts and guest delegates from all over the world. This evening is an excellent opportunity for networking and information exchange across borders. Come and meet people from different countries and industries in an informal setting.

- Date: Tuesday, October 23, 2012
- Time: 19:00 hrs
- Location: Historische Markthalle Wiesbaden – entry via Restaurant Lumen at the market place in Wiesbaden
- Price/person: 60 EUR* per ticket (incl. dinner and drinks)

Please note: There is only a limited number of tickets for sale. Therefore we recommend to register soon!

This evening will be sponsored by:

euroscript
T THE WORLD OF DOCUMENTS
Get Together: Virtuous Entertainment with BOOGIE SEM

Meeting point for everyone! 
With wine and small delicacies.

This evening will be sponsored by:
altalingua

- Date: Wednesday, October 24, 2012
- Time: 18:00–20:00 hrs
- Place: Associations World, Foyer 1st floor

Adventure Park
On the trees, set, go!

The indoor climbing world will inspire you: 
With spectacular and unique designs, you can try out all climbing variants in the "Adventure Park".
It is not only an indoor forest ropes course with over 50 exercises available, but experience over 30 climbing walls and ropes of varying difficulty. You can also try out the mega-giant swing with up to 12 meters in height. Weatherproof, eventful and the latest in safety technology.
An unforgettable experience awaits you.

- Date: Wednesday, October 24, 2012
- Meeting point: 18:30 hrs at the main entrance of the Rhein-Main-Hallen, where a tourist guide will meet the group and lead the city walking tour.
- Duration: approx. 1.5 hrs
- Language: English
- Price/person: 15,00 EUR*
- Number of participants: minimum 15 persons, maximum 30 persons

The musician with his lantern

The historian, archivist and writer Christian Spielmann (1861–1917) was head of the Wiesbaden City Archives since 1914 and was its' first Director. 
Like no other, he conducted endless research and was a connoisseur of the Wiesbaden history par excellence.
He told a wealth of history and stories during evening walks with his lantern through the most beautiful streets and squares in the city of Wiesbaden.

- Date: Wednesday, October 24, 2012
- Meeting Point: 18:30 hrs at the main entrance of the Rhein-Main-Hallen, where a tourist guide will meet the group and lead the city walking tour.
- Duration: approx. 1.5 hrs
- Language: English
- Price/person: 15,00 EUR*
- Number of participants: minimum 15 persons, maximum 30 persons

Dinner with tekom officials – Bestowal of the tekom Documentation Award

In an exclusive setting you can meet the tekom board members, the heads of the tekom regional groups, members of expert committees and work groups for a chat and a good glass of local wine. Furthermore, the winners of the tekom documentation award are announced.
Enjoy the dinner buffet à la Chef (variety of starters, soup, different main dishes, variety of desserts and salads) and drinks. All this is included in the registration fee.

Please note: There is only a limited number of tickets for sale. Therefore we recommend to register soon!

- Date: Wednesday, October 24, 2012
- Time: 19:00 hrs
- Location: Dorint Pallas Wiesbaden, Auguste-Viktoria-Str. 15
- Language: Mainly German
- Price/person: 75,00 EUR*

Thursday, October 25, 2012

tcworld conference After Party

What better way to wrap up tcworld conference than with an After Party featuring a live DJ, great food and drinks?
Meet us on Thursday evening at Rhein-Main-Hallen, Saal 1a.

- Date: Thursday, October 25, 2012
- Time: 19:00 hrs
- Location: Rhein-Main-Hallen, Saal 1a
- Price/person: 20 EUR*

* All prices including VAT
mt-g medical translation

is the leading provider of medical and pharmaceutical translations in Europe, offering at present 46 native languages and 560 language pairs.

mt-g’s most valuable asset are its 50 highly qualified employees and the thousand native speaking, linguistically and medically highly specialised freelance translators and experts.

State-of-the-art translation technology ensures efficient processes, with quantifiable cost and time advantages. Seventy-five percent of the world’s top 100 medical and pharmaceutical concerns benefit from mt-g’s professional translation know-how. Is your company one of them?

Specialty fields and teams

- Medical Devices & Translation Technology
- Global Regulatory Affairs
- Clinical Studies
- Pharmaceutical & Medical Communication
- Dentistry & Dental Technology
- Translation & Localisation Engineering

Your direct contacts in the Sales Department

Dr. Frank Kuhnert | Tel. +49 731 176397-27
frankkuhnert@mt-g.com

mt-g medical translation GmbH & Co. KG
Eberhard-Finchk-Str. 55
89075 Ulm / Germany
Tel. +49 731 176397-0 | www.mt-g.com