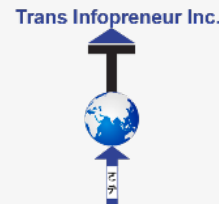


We kindly thank our sponsors



India 2015, Bangalore, March 12-13



PROGRAM OVERVIEW  
**5<sup>th</sup> International Conference on Technical Communication**

*"Success is a journey, not a destination"*



CONFERENCE VENUE  
Vivanta by Taj  
41/3, MG Road  
Trinity Circle  
Bangalore-560001

tcworld GmbH, Rotebühlstraße 64, 70178 Stuttgart, GERMANY  
info@tekom.de, www.tekom.de

#tcworldIndia2015

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“Success is a journey,  
 not a destination”

**India’s Only International Conference for Technical Communicators and Language Professionals is Back!**

Technical Writers of India (TWIN) and Gesellschaft für Technische Kommunikation – tekomp Deutschland e.V. (The German professional association for Technical Communication) are pleased to announce their fifth annual tcworld India conference, which will be held on March 12 – 13, 2015 at Taj Vivanta, 41/3, MG Road, Bangalore. Furthermore, there will be a preconference on March 11.

**Translation/Localization Track**

Because of the huge success of the Translation/Localization track in 2013 and 2014, the tcworld India 2015 conference will include the Translation/Localization track as well on March 13.

This special track will involve industry leaders from around the world. They will share information on the translation services in India, quality standards, machine translation, terminology management, and much more.

**Benefits for You:**

- ✓ Visit the best platform in India for showcasing your products and services to the Indian market.
- ✓ Expand your business network with India-based technical communication and language professionals.
- ✓ Expand your global team of technical communicators, translators, editors and translators.
- ✓ Keep pace with emerging trends and standards in the field of technical communication and translation.
- ✓ Find business partners in India.
- ✓ Familiarize yourself with the market situation and new opportunities.

PROGRAM, PRECONFERENCE from participants' office/home	
09:30 – 10:15	Trends: <b>Content Strategy for TechComm and Beyond</b> Ms. Gretyl Kinsey (Scriptorium, USA)
10:30 – 12:15	Workshop: <b>Cloud Documentation Using easyDITA</b> Mr. Amit Siddhartha (Metapercepts, India)
	<b>Break</b>
14:00 – 15:45	Workshop: <b>Using Automation to Improve Productivity and Quality of Documentation</b> Mr. Andrej Vernekar (Comtrade, Slovenia)

	Trinity 1 TRENDS	Trinity 2 LEADERSHIP	Vijaynagar 1 CAREER DEVELOPMENT	Vijaynagar 2 TOOLS/TECHNIQUES	Richmond/Kensington BREAKOUT GROUPS
09:30-10:00	<b>Opening Ceremony</b> Mr. Akash Dubey (HP, India), Ms. Sandhya Ranganathan (Varnika Consulting, India), Dr. Michael Fritz (tekem Deutschland e.V., Germany)				
10:00-10:45	<b>Keynote: Innovation in Technical Communication</b> Mr. Tom Johnson (41st Parameter, USA)				
10:45-11:30	<b>Break and Visit to the Exhibition</b>				
11:15-12:00	<b>Technical Communication for Aerospace Industry</b> Mr. Devesh Nayel (Cappgemini, India)	<b>Building a Knowledge Infrastructure for a Successful Multichannel User Experience</b> Prof. Sissi Closs (C-Topic Consulting GmbH, Germany)	<b>Going Agile in a Multinational Work Environment... And the Tool we Chose to Implement it: Robohelp</b> Ms. Paula R. Stern, CEO (WritePoint Ltd., Israel)	<b>SDL Terminology Platform</b> Ms. Lydia Simplicio (SDL, United Kingdom)	
12:00-12:45	<b>Essentials of Open Source Documentation</b> Ms. Divya Shetty (Brocade, India), Ms. Shahida Thiruvathodi (Brocade, India), Ms. Moitrayee Borah (Brocade, India)	<b>Panel Discussion: Technical Communication Requirements of Startups</b> Moderator: Ms. Sandhya Ranganathan (Varnika Consulting, India) Panelists: Mr. Parveen Mittal, Mr. Tharun Unni, Ms. Shanthi Mohan, Ms. Paula R. Stern	<b>Guidelines for Preparing Manuals for the Machine Industry</b> Mr. Simeon Lawrence (packSys Global, India)	<b>Responsive Content Authoring</b> Mr. Jacob Royal (Adobe Systems, India)	<b>Ask the Expert: Adobe RoboHelp</b> Mr. Amit Jha
12:45-14:00	<b>Lunch and Visit to the Exhibition</b>				
14:00-14:45	<b>The Hybrid Publishing Age: Custom Output to Pixels or Paper</b> Mr. Max Hoffmann (Adobe, USA)	<b>Eureka! I Have an Idea!</b> Ms. Roopa Ravikumar (SAP Labs India) and Mr. Hemant Basrur (SAP Labs India)	<b>Overview of Korean TC Industry and Prospects of Indian Technical Writers Working in Korea</b> Ms. Yang-sook Kim (HansemEUG, South Korea) and Ms. Shruti Pantangi (HansemEUG, South Korea)	<b>Efficient Translation Project Management with Plunet BusinessManager</b> Mr. Bastian Enners (Plunet, Germany)	<b>Managers' Chit-Chat</b> Moderator: Mr. Vasanth Vaidyanathan (KLA-Tencor, India)
14:45-15:30	<b>Big Data, Small World</b> Ms. Nupoor Jalindre (TIBCO Software, India)	<b>Shape of a Modern Technical Communication Organization</b> Ms. Laura Bellamy (VMware, Inc., USA)	<b>Technical Writing for the Analytical Applications in the Financial Service Industry</b> Mr. Surag Ramachandran (Oracle, India)	<b>The Benefits of S1000D, a Guide to Implementing Structured Documentation</b> Mr. Kris Weylo (Iterative Knowledge Solutions, India)	<b>Women Talk</b> Moderator: Ms. Archana Maheshwari (Citrix, India)
15:30-16:15	<b>Break and Visit to the Exhibition</b>				
16:15-17:00	<b>Tasks, Roles and Competencies for Technical Communicators</b> Dr. Michael Fritz, CEO (tekem Deutschland e.V., Germany)	<b>Team Leadership Progression (-17:15)</b> Moderator: Mr. Kumar Dhanagopal (Oracle, India) <b>1. Risk Management Tips &amp; Tricks</b> Ms. Latha S (SABCONS Project Management-Consultancy) <b>2. The Strength of Strengths</b> Mr. Pradeep Sosale (Cisco Systems, India) <b>3. Content Council</b> Ms. Archana Maheshwari (Citrix, India) <b>4. Motivating Team Members During Difficult Times</b> Mr. Aravind Jayaraman (Oracle, India)	<b>Structured Writing in Pharma, Energy and Banking Verticals</b> Ms. Swapna Narayanan (Information Mapping, India)	<b>Implementing SEO Techniques Using DITA</b> Mr. Mayur Bhandarkar (TIBCO Software, India)	<b>Unconference</b>
17:30-18:15	<b>Meditation Session</b> Manjula Kandula (Srishti School of Art, Design and Technology, India)				
19:00-22:00	<b>International Networking Dinner and Party</b>				

	Trinity 1 CONTENT EXPERIENCE	Trinity 2 LEADERSHIP	Vijaynagar 1 TOOLS	Vijaynagar 2 TRANSLATION/LOCALIZATION	Richmond/Kensington BREAKOUT GROUPS
09:00-09:15	Summary of Previous Day's Sessions			<b>Welcome and Morning Address</b> Mr. Stefan Gentz (TRACOM, Germany)	
09:15-10:00	<b>State of Structured Authoring</b> Mr. Kapil Verma (Adobe, India)	<b>Who Owns the Content?</b> Debate between Mr. Ravi Kiran (SAP, India) and Mr. Edwin Skau (Solutions by Design, India) Moderator: Mr. Akash Dubey (HP, India)	<b>Data Security in Linguistic Supply Chains</b> Mr. Christian Weih (Across Systems GmbH, Germany)	<b>Smarter Systems: Emotional Computing and the Challenge of Deeply Integrating Computers in Our Decisions</b> Mr. David Orban, CEO (dotsub, USA)	
10:00-10:45	<b>But I am not a UI Designer!</b> Ms. Anindita Basu (IBM, India)	<b>Life of a Project</b> Ms. Paula R. Stern, CEO (WritePoint Ltd., Israel)	<b>Visual Help – Documentation for Faster Product Deployment</b> Mr. Amith Pujar (HP, India), Ms. Priyanka Nair (HP, India)	<b>How to NOT Run a Translation Business</b> Mr. Joaquim Alves, CEO & President (JABA, Portugal)	<b>Ask the Expert: Adobe FrameMaker</b> Mr. Max Hoffmann (Adobe, USA)
10:45-11:30	<b>Customer Support Users Drive Technical Communication</b> Ms. Anu Kothari (Cisco Systems, India)		<b>Mobile Publishing in TechComm</b> Mr. Max Hoffmann (Adobe, USA)	<b>International Collaboration in India: History, Challenges and Future for LSPs</b> Mr. Biraj Rath, CEO (Brahmam Net Solutions, India)	<b>Speed Mentoring</b> Ms. Sandhya Ranganathan (Varnika Consulting, India)
11:30-12:00	Break and Visit to the Exhibition				
12:00-12:45	<b>Reduce the Complexity of Creating and Distributing Information</b> Prof. Sissi Closs (C-Topic Consulting GmbH, Germany)	<b>Enabling Innovation in an Organization</b> Mr. Brij Sethi	<b>Writing is Design</b> Ms. Mugdha Kulkarni (TIBCO Software, India)	<b>High Noon! Panel Discussion</b> Moderator: Ms. Madhuri Hegde, CEO (Mayflower Language Services, India)	<b>Career Counseling</b> Ms. Manjula Kandula (Srishti School of Art, Design and Technology, India)
12:45-14:00	Lunch and Visit to the Exhibition				
14:00-14:45	<b>Terminology and Translation Process: A Difficult Love Story with a Happy Ending</b> Ms. Isabelle Fleury (Fleury & Fleury Consultants, Germany)	<b>API Documentation Workshop</b> Mr. Tom Johnson (41st Parameter, USA)	<b>Improving Accessibility and Usability – Section 508 Compliance in Documentation</b> Ms. Bindu Nayar (Novell, India)	<b>Quality Systems, Standards and Certification. Let's Clear the Mess.</b> Mr. Alex Lik (A-CLID, Israel)	<b>Unconference</b>
14:45-15:30	<b>Making Fun Work – Customer Interaction Methods</b> Mr. Edwin Skau (Solutions by Design, India)		<b>A Free CAT Tool for Machine-Translation Post-Editing</b> Mr. Marco Trombetti (Translated, Italy)	<b>Will Machine Translation Make Us Jobless?</b> Mr. Dion Wiggins (Asia Online, Singapore)	<b>Unconference</b>
15:30-16:00	Break and Visit to the Exhibition				
16:00-16:45	<b>User is the Key in User Documentation</b> Mr. Vijay Kulkarni (Novell Software, India)	<b>Open House with TechComm Leaders: How to Stay Relevant and Add Value</b> Moderator: Ms. Ritu Gupta	<b>Right-Sizing Your Content Using 'Content Miner'</b> Ms. Rashmi AR (Innovatia), Ms. Supriha Kumar	<b>Single-Sourced Multi-Lingual Content Development</b> Mr. Jose Sermeno (MadCap Software, USA)	
16:45-17:30	<b>11 Reasons Why Your DITA Implementation Failed to Deliver Its Promise</b> Mr. Gyanesh Talwar (Adobe, India)	<b>Open House with Localization Leaders: How to Save Costs and Improve Standards</b> Moderator: Ms. Roopa Ravikumar (SAP Labs, India)	<b>Advantages of Using XSLT</b> Ms. Pavithra Garre (Samsung R&D, India)	<b>CAT Fight – 3 ... 2 ... 1 ... GO!</b> SDL, across, MadCap, MateCat	
17:30-18:00	<b>Adjourning</b> Akash Dubey (HP, India), Ms. Sandhya Ranganathan (Varnika Consulting, India)			<b>Adjourning</b> Mr. Stefan Gentz (TRACOM, Germany), Ms. Madhuri Hegde (Mayflower Language Services, India)	