technical communication
tcworld
India 2018

PROGRAM OVERVIEW

8th International Conference on Technical Communication

CONFERENCE VENUE
Vivanta by Taj Hotel
Whitefield

tekom

TWIN
Knowledge shared is knowledge gained.
Technical Writers of India (TWIN)

Program, March 8, 2018   Thursday
Day 1 @ Vivanta by Taj, Whitefield

For any last-minute changes in the program or schedule, please see the agenda banners/display screens at the venue of the tcworld India conference.

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	TANGO 1		TANGO 2		TANGO 3	
09:00–9:30	Opening Ceremony					
9:30–10:00	Keynote: Envisioning the Future of Product Content: Deep learning, AI and Bots — Ms. Andrea Ames (Idyll Point Group, USA)					
10:10–10:55	How to Train Your AI Using DITA — Mr. Vishal Palliyathu (Cisco, India), Mr. Balaji Kumar (IBM, India)	Presentation	Content Strategy in an Augmented Reality World — Mr. Charles Cooper (The Rockley Group, Canada)	Presentation	How Information 4.0 is Driving Industry 4.0 — Mr. Stefan Gentz (Adobe Worldwide TechComm Evangelist, Germany)	Presentation
10:55–11:15	Break and Visit to the Exhibition					
11:15–12:00	Understanding the Blockchain Technology — Mr. Mayur Bhandarkar (Incedo Inc., India), Mr. Bhushan Jahagirdar (TIBCO Software, India)	Presentation	Intelligent Information for Smart Users — Mr. Jan Oevermann (ICMS GmbH, Germany)	Presentation	TechSmith Session: Snagit 2018: Tips and Tricks for Technical Communicators — Mr. Daniel Foster (TechSmith, USA)	Workshop
12:15–13:00	Building a Home for Excellence — Mr. Edwin Skau (Microsemi Corporation, India)	Presentation	Protecting All Shades of Intellectual Property — Ms. Paula R. Stern (WritePoint Ltd., Israel)	Presentation	Up the Career Pyramid — Ms. Amie Thacker (Nokia, India)	Presentation
13:00–14:00	Lunch and Visit to the Exhibition					
14:00–14:45	MadCap Session: MadCap Flare: Overview and the Latest Updates — Mr. Mike Hamilton (MadCap Software, USA)	Presentation	Producing Videos Using Chroma Key Technology — Ms. Amel Abdul Rahman (Cisco Systems, India), Ms. Ashalatha Tom (Cisco Systems, India)	14:00 - 15:00 Tutorial	Visualizing Your Content — Ms. Minnie Kaur (Emerson Engineering, India)	Presentation
15:00–15:45	'Why Click When You Can Simply Chat!' Transitioning to Conversational UIs — Ms. Nithya Krishnan (SAP Labs, India)	Presentation	Feeding the Chatbot — Mr. Steffen Frederiksen (Dita Exchange, Denmark)	Presentation	Content as a Code — Mr. Virendra Chauhan (TIBCO Software, India)	Presentation
15:45–16:15	Break and Visit to the Exhibition					
16:15–18:00	The Secret Lives of Structured Content — Ms. Rahel Anne Bailie (Scroll, United Kingdom)	Workshop	15 Ways to Animate Your Content With GIFs — Mr. Daniel Foster (TechSmith, USA)	Presentation	Things You Shouldn't Write — Ms. Paula R. Stern (WritePoint Ltd., Israel)	Workshop
			Dakota Session: Picture Perfect: Visualization Techniques for Monitoring Content Quality — Mr. Jang F.M. Graat (Smart Information Design, Netherlands)	Presentation		
19:30–22:00	International Networking Dinner and Party					

Program, March 9, 2018   Friday
Day 2 @ Vivanta by Taj, Whitefield

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	TANGO 1	TANGO 2	TANGO 3
9:00–9:30	Keynote: IoTaH - The Internet of Things and Humans Mr. Jang F.M. Graat (Smart Information Design, Netherlands)		
9:40–10:10	Adobe Session 1: **Latest Trends in Technical Communication Industry** (Findings from Adobe Tech Comm. Survey 2017-18) Ms. Amitoj Singh (Adobe Technical Communications, India) — *Presentation*	**Taking DITA Into the Future: Beyond XML Tags and PDFs - With New Technologies** Mr. Steffen Frederiksen (Dita Exchange, Denmark) — *Workshop*	**Part 1: Solving Problems Creatively with Design Thinking** Ms. Andrea Ames (Idyll Point Group, USA) — *Workshop*
10:10–11:10	Adobe Session 2: **Changing the Engine without Stopping the Car: Moving to Structured Authoring** Mr. Jang F.M. Graat (Smart Information Design, Netherlands) — *Presentation*		
11:10–11:30	Break and Visit to the Exhibition		
11:30–12:15	**Reference Material - Topics or Databases?** Mr. Ben Colborn (Nutanix, USA) Mr. Imran Pasha (Nutanix, India) — *Presentation*	**Adaptive Content to the MAX - Embedded Interactive Procedures** Mr. Jang F.M. Graat (Smart Information Design, Netherlands) — *Presentation*	**Part 2: Solving Problems Creatively with Design Thinking** Ms. Andrea Ames (Idyll Point Group, USA) — *Workshop*
12:15–13:00	**Transitioning from Structured Content to Intelligent Information - Ready for Information 4.0?** Ms. Nivedita Aggarwal (CA Technologies, India) — *Presentation*	**Pushing Syrup Through a Straw: When Content Exceeds Capacity** Ms. Rahel Anne Bailie (Scroll, United Kingdom) — *Presentation*	
13:00–14:00	Lunch and Visit to the Exhibition		
14:00–15:00	Adobe Session 3: **5 Things That You Didn't Know Adobe FrameMaker 2017 Can Do** Mr. Bharat Prakash (Adobe Technical Communication, India) — *Workshop*	**Can I Have the Cake and Eat it too?** Ms. Prarthana Ajith (Micro Focus, India) — *Presentation*	**And Yet It Matters: Optimal UA for Sustainable UX** Ms. Priyanka Jayadevappa Pallagatti (SAP Labs, India) Ms. Malavikha Anantha Shayanam (SAP Labs, India) — *Workshop*
15:00–15:45	Adobe Session 4: **5-Point Recipe to Wow Audiences with Adobe RoboHelp 2017** Mr. Manminder Singh (Adobe Technical Communication, India) — *Workshop*	**Operationalizing Augmented Reality in Large Enterprises** Mr. Sam George (Cisco Systems, India) — *Presentation*	
15:45–16:00	Break and Visit to the Exhibition		
16:00–16:45	**Technical Communication Innovation Award (TCIA)** Thanks to our Exclusive Sponsor of TCIA: VMware		
16:45–17:00	Closing Remarks		

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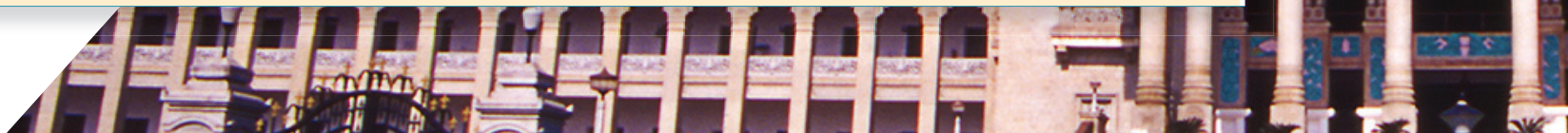
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