

technical communication  
**tcworld**  
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PROGRAM OVERVIEW  
**8<sup>th</sup> International  
Conference  
on Technical  
Communication**



CONFERENCE VENUE  
Vivanta by Taj Hotel  
ITPB, Whitefield  
Bangalore, 560 066



**twin**  
Knowledge shared  
is knowledge gained.

Technical Writers of India (TWIN)

	TANGO 1	TANGO 2	TANGO 3
09:00–9:30	Opening Ceremony		
9:30–10:00	<b>Keynote: Envisioning The Future Of Product Content: Deep learning, AI, And Bots</b> Ms. Andrea Ames (Idyll Point Group, USA)		
10:10–10:55	<b>How To Train Your AI Using DITA</b> Mr. Vishal Palliyathu (Cisco, India) Mr. Balaji Kumar (IBM, India)	<b>Content Strategy In An Augmented Reality World</b> Mr. Charles Cooper (The Rockley Group, Canada)	More Information will follow.
10:55–11:15	Break and Visit to the Exhibition		
11:15–12:00	<b>Understanding The Blockchain Technology</b> Mr. Mayur Bhandarkar (TIBCO Software, India) Mr. Bhushan Jahagirdar (TIBCO Software, India)	<b>Intelligent Information For Smart Users</b> Mr. Michael Fritz (tekem e.V., tcworld GmbH, Germany)	<b>Snagit 2018: Tips and Tricks for Technical Communicators</b> Mr. Daniel Foster (TechSmith, USA)
12:15–13:00	More Information will follow. Mr. Edwin Skau	<b>Protecting All Shades Of Intellectual Property</b> Ms. Paula R. Stern (WritePoint Ltd., Israel)	<b>Up The Career Pyramid</b> Ms. Amie Thacker (Nokia, India)
13:00–14:00	Lunch and Visit to the Exhibition		
14:00–14:45	<b>MadCap Flare: Overview and the Latest Updates</b> Mr. Mike Hamilton (MadCap Software, USA)	<b>Producing Videos Using Chroma Key Technology</b> Ms. Amel Abdul Rahman (Cisco Systems, India) Ms. Ashalatha Tom (Cisco Systems, India)	<b>Visualizing Your Content</b> Ms. Minnie Kaur (Emerson Engineering, India)
15:00–15:45	<b>,Why Click When You Can Simply Chat!' - Transitioning To Conversational UIs</b> Ms. Nithya Krishnan (SAP Labs, India)	<b>Feeding the Chatbot</b> Mr. Steffen Frederiksen (Dita Exchange, Denmark)	<b>Content As A Code</b> Mr. Virendra Chauhan (TIBCO Software, India)
15:45–16:15	Break and Visit to the Exhibition		
16:15–18:00	<b>The Secret Lives Of Structured Content</b> Ms. Rahel Anne Bailie (Scroll, United Kingdom)	<b>15 Ways To Animate Your Content With GIFs</b> Mr. Daniel Foster (TechSmith, USA)	<b>Things You Shouldn't Write</b> Ms. Paula R. Stern (WritePoint Ltd., Israel)
		<b>Can I Have The Cake And Eat It Too?</b> Ms. Prarthana Ajith (Micro Focus, India)	
19:30–22:00	International Networking Dinner and Party		



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

