

INFORMATION

energy

ONLINE CONFERENCE

APRIL 2 – 4, 2025

PROGRAM

WEDNESDAY, APRIL 2

	TRACK 1	TRACK 2	TRACK 3
09:30 – 10:10	Welcome & Breakfast Talk Michael Fritz, Fabrice Lacroix	PRESENTATION Unlocking Business Value: The Powerful Synergy of AI Klaus Fleischmann, Christian Lang	
10:30 – 11:10	PRESENTATION Developing Solutions in a Global, Virtual Team Laura Katajisto		TUTORIAL 10:00–11:00 How to Successfully Introduce AI into Your Editorial Team – A Step-by-Step Roadmap Daniel Baldassare
11:30 – 12:10	PRESENTATION How to Fix a Fragmented Customer Experience Fabrice Lacroix	EXHIBITOR PRESENTATION BY NOXUM: Efficient Integration: Technical Documentation and PIM in the Layout Process with InDesign Henrik Weiss	MEETUP 11:30– 12:30 Digitalization and AI – Will Technical Writers Still Exist in the Future? Rainer Börsig
12:00	COFFEE BREAK		
14:00 – 14:40	PRESENTATION AI and Metadata: From Basics to Benefits Fabienne Rothenberg	PRESENTATION Beyond Requirements. Why Accessibility Is Necessary to All of Us Pia Maria Karasjärvi, Rebekah Rousi	WORKSHOP 13:30–15:30 An Introductory Workshop on Prompt Engineering Nick Hill, Anastasiia Datsun
15:00 – 15:40	PRESENTATION Transforming Documentation: A Data-Driven Approach to Prioritization Maria Tippler	PRESENTATION Converting Legacy Unstructured Content to DITA Using Claude AI Keith Schengili-Roberts	
16:00 – 16:40	PRESENTATION Trends in TechComm: A Tale of Two Extremes Sarah S. O'Keefe	PRESENTATION Shit in Shit out – Now with AI! Philip Tschöke, Maurice Daum	TUTORIAL 16:00–17:00 Accelerating Translation Safely With Quality Prediction and Automatic Post-Editing Adam Bittlingmayer
17:00 – 17:40	PRESENTATION Graph-Driven RAG AI Powered by DITA Michael Iantosca, Helmut Nagy	PRESENTATION The Promptathon Concept: Exploring Generative AI Collaborative Learning Marianne Macgregor, Gabriele Buchner	
18:00 – 19:00	PANEL DISCUSSION Enhancing The Experience Through Interactivity, Formalization & Media Wouter Maagdenberg, Kees van Manson		



THURSDAY, APRIL 3

	TRACK 1	TRACK 2	TRACK 3
09:30 – 10:10	PRESENTATION Revolutionising Technical Content Creation: Lessons from AI-Powered Workflow Ferry Vermeulen	PRESENTATION Why Your Terminology Management Fails – And What You Can Do about It Lena Krauss	WORKSHOP 10:00–12:00 Designing Editorial Processes Successfully Birgit Fuhrmann, Christoph Beenen
10:30 – 11:10	PRESENTATION Cultural Empathy in UX Writing: Reaching Global Users Effectively Patrick Wels	PRESENTATION Will AI Kill Your CCMS? Sebastian Göttel	
11:30 – 12:10	EXHIBITOR PRESENTATION BY NINEFEB Beam Me Up, NINEFEB: The Road to Intelligent Content as a Service Harald Stadlbauer	EXHIBITOR PRESENTATION BY PANTOPIX Unlocking the Potential of Legacy Data With AI and Knowledge Graphs Sofia Darie, Nickhill Acharya	
12:00	COFFEE BREAK		
14:00 – 14:40	PRESENTATION Strategies for Successful Subject Matter Expert (SME) Interviews Nicky Bleiel	PRESENTATION Convince the Management: Investment in Technical Documentation Lars Kothes	
15:00 – 15:40	PRESENTATION Demystifying Content Personalization in 2025: Getting It Right Kevin P Nichols		TUTORIAL 15:00–16:00 Addressing Five Common Challenges in Technical Reviews Saul Carliner
16:00 – 16:40	PRESENTATION So, What? Now, What?: GenAI and Your Content Strategy Amanda Patterson		WORKSHOP 16:30–18:00 Information Modeling Dawn Stevens
17:00 – 17:40	MEETUP What is iIRDS? Why is it relevant? Harald Stadlbauer, Ulrike Parson	PRESENTATION Sustainable Content: Measuring and Mitigating the Carbon Footprint of Digital Content Alisa Bonsignore	
18:00 – 18:40	PRESENTATION Revolutionizing How Technical Writers Work: Five Ways to Leverage AI Co-Pilots Scott Abel		

FRIDAY, APRIL 4

	TRACK 1	TRACK 2	TRACK 3
09:00 – 09:40	PRESENTATION Leveraging AI and New Technologies in Home Appliance Manuals: A Shift in Technical Communication Bonim Kim, Hanbit Lee		TUTORIAL 9:30 – 10:30 Using IIRDS to Publish Intelligent Content as a Service – Use Cases and Discussion Helmut Nagy, Harald Stadlbauer
10:00 – 10:40	EXHIBITOR PRESENTATION BY FLUID TOPICS See Gen AI at Work in Content Delivery Fabrice Lacroix	PRESENTATION Meta-Information to Improve Search Efficiency – Learning From IEC PAS 63485 Yukiko Ueno	
11:00 – 11:40	EXHIBITOR PRESENTATION BY TCTRAINNET Boost Your Career With TCTrainNet Christine Keller	EXHIBITOR PRESENTATION BY T3 Step by Step to Intelligent AI: Three Use Cases from RAG to Knowledge Graph Integration Cornelia Mockwitz, Elmar Baumgart	TUTORIAL 11:00 – 12:00 Confluence as a Documentation Tool: Opportunities and Limitations Jennifer Czeschka
12:00 – 12:40	PRESENTATION Flaws of AI in Localizing Engineering Content: Why Human Expertise is Essential Almira Zainutdinova	PRESENTATION Audi Knowledge Tank – CDP: Intelligent Content Search and Problem-Solving with an AI-Driven Chatbot Kevin Johnson	
13:00 – 13:40	PRESENTATION Enhancing Software User Interfaces With Simplified Technical English (ASD-STE100) Uta Kreimeier	PRESENTATION Building an Accessibility-First Documentation Workflow Angel Petrov	