technical communication
tcworld

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Marketing Preview 2027

Conferences and Events Advertising Options



Plan your campaigns for 2027 – cross-media and international


Yuting Tang

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Dear Sir or Madam,

Technical communication is evolving. New regulatory requirements, digital product information, and artificial intelligence are reshaping the industry. At tekom, we keep pace with these developments, provide guidance, and foster the exchange of professional knowledge and expertise.

One of the key topics shaping the future in 2026 was the **Digital Product Passport (DPP).** Through our tekom FokusTag on the DPP, we provided industry professionals and executives with a platform to discuss the latest developments and practical approaches to implementation. In 2027, we will continue to address key topics shaping the future, including the **new EU Machinery Regulation (EU) 2023/1230,** which takes effect in January 2027 and introduces new requirements for technical documentation.

We are also expanding our international event portfolio. In 2027, **Evolution of TC will become part of Information Energy.** By bringing together the strengths of both formats, we are broadening the range of topics covered, including software documentation, AI, and advanced content technologies. This creates new opportunities for the international exchange of knowledge, ideas, and experience.

Another major milestone is the **launch of our new TC Knowledge Hub.** Starting in early 2027, we will build on our established professional Journal by transforming it into a digital information platform with continuously updated content at technischekommunikation.info. Together with our English-language online magazine, tcworld, this initiative will strengthen our digital presence and international reach while opening up new communication opportunities.

Targeted communication: your opportunities

Through our events, professional publications, and digital platforms, you can reach industry professionals, executives, and decision-makers in technical communication and related fields— in Germany, across Europe, and around the world.

Whether you are looking for exhibition space, sponsorship opportunities, company presentations, or digital advertising, our cross-media offerings help you showcase your products, services, and solutions to the right audience. We would be happy to work with you to develop a campaign tailored to your goals.

Reach your target audience— with tekom as your strong partner.

As always, tekom corporate members benefit from preferential rates on our offerings.

We would be delighted to assist you with your plans and provide personalized advice. You can reach our sales team by phone at +49 711 65704-51 or -57, or by email at vertrieb@tekom.org.

With kind regards,
Yuting Tang

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Reach Your Target Audience

SAVE THE DATES

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NORDIC TechKomm 2027

March 18–19, Stockholm, Sweden

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At NORDIC TechKomm, experts from various Nordic countries will convene in Stockholm to discuss trends and topics in the field of technical communication.

The focus of the two-day event is on Legal, Regulatory and Standards, UX, Information Design, Human-Machine Interaction, Documentation in Modern Product Development, Product Lifecycle, Service, and Sustainability. The conference theme will be: When Software Meets Hardware: Technical Communication for Cyber-Physical Products.

Over the course of the two days, attendees can take part in expert presentations, workshops, and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts.

The conference language is English.

Information

Target Audience

Attendees are managers, developers and technical communicators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: **Sponsoring Sheet**

Conference Website:
se.nordic-techkomm.com

Contact us:
sales@tekom.org
+49 711 6570457 and -51

Information Energy 2027

April 21–23, online

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Information Energy returns for its third edition in 2027, with an important new development: Evolution of TC will become part of this international online conference. By bringing together the strengths of both formats, we are expanding our program to cover innovative technologies, modern information processes, and the future of technical communication.

The focus will be on the latest developments and their practical application—from artificial intelligence, software documentation, and Docs as Code to content strategies, information architecture, UX, and accessibility. International experts will share their experiences, present practical solutions, and offer insights that attendees can apply in their day-to-day work.

In 2027, we are putting an even stronger emphasis on interaction and active participation. In addition to expert presentations and workshops, we plan to introduce new formats for dialogue and knowledge sharing, giving attendees opportunities to raise questions, exchange experiences, and discuss solutions together. This will further strengthen Information Energy as a platform for international knowledge transfer and professional networking.

Information

Target Audience

The conference is aimed at experienced technical writers, career changers, project managers, translators, and anyone who deals with information.



The English-language online conference offers a flexible way to participate without the need to travel. Presentation slides and recordings of selected sessions will also be available to attendees after the event.

Marketing Opportunities

Opportunities for Participation

- Announcement in the conference program
- Virtual showroom
- Sponsored presentations
- Advertising clips

Download: **Sponsoring Sheet**

Conference Website:
informationenergy.org

Contact us:

Sponsoring: **events@tekom.org**
+49 711 65704-57

Advertisements: **sales@tekom.org**
+49 711 65704-51

tcworld China 2027

May 20–21, Shanghai, China

technical communication tcworld CHINA 2027 SHANGHAI MAY 20–21

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tcworld China 2027 is Asia's leading conference for technical communication.

The event brings together national and international experts from China, Japan, Korea, Malaysia, Singapore, and other countries. It serves as a central platform for sharing insights on current trends and future developments in technical communication between Asia and Europe.

Attendees can look forward to a diverse program featuring high-level presentations, best-practice case studies, interactive discussions, and expert panels on key industry topics.

Held on site in Shanghai, the event gathers professionals and decision-makers from across the region. Among the participating companies are leading organizations such as Huawei, Alibaba, WeChat, ByteDance, Xiaomi, Innovance, Hisense, Haier, ZTE, ABB, Sany, GWM, and XCMG. tcworld China offers a unique opportunity for networking, knowledge exchange, and international collaboration.

The conference language is English.

Information

Target Audience

Conference attendees are managers and decision-makers from companies active in the national and international market who are interested in expanding their network in China.



Topics:

- AI in Technical Communication
- UX
- Software Documentation
- International Standards
- Globalization/Localization/Terminology
- Content Marketing
- Education and Career Development
- Content Management and Delivery
- Technical Authoring

Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages
- Sponsored presentations

The **Sponsoring Sheet** will be available soon

Conference Website:
tcworld-china.cn

Contact us:
contact@tcworld-china.cn

FokusTag NEW
June 2027

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With the tekom FokusTag, tekom has introduced a new event format dedicated to topics that are shaping technical communication and related fields today and will continue to do so in the future.

Each event centers on a clearly defined topic, explored from multiple perspectives over the course of a focused one-day program.

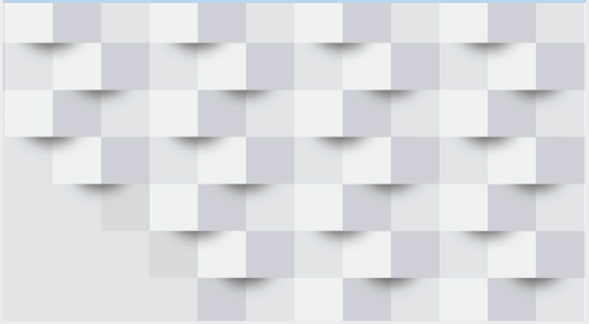
Following the successful launch of the event with a focus on the Digital Product Passport (DPP) in June 2026, the 2027 FokusTag will once again address a timely topic of particular relevance to the community. Potential topics include the Machinery Regulation, the Digital Product Passport, or another current regulatory or strategic issue. The specific focus will be determined based on the latest developments and the information needs of the industry.

Beyond providing expert insights, the event focuses on a key question: What do current developments mean for businesses, and what concrete steps do they need to take now?

Information

Target Audience

The FokusTag is aimed primarily at professionals, managers, and decision-makers in technical communication, product management, compliance, legal affairs, IT, and other related business functions.



Presentations, case studies, discussions, and interactive sessions provide guidance and create opportunities for direct exchange with experts and other companies. Drawing on its extensive expertise, tekom offers attendees practical recommendations and actionable guidance for implementing the latest developments within their organizations.

Marketing Opportunities

Opportunities for Participation

- Online visibility on the event website as a FokusTag Sponsor
- Sponsor stands
- Company presentations and practical case study sessions
- Customized sponsorship packages tailored to the event's specific focus topic

Sponsoring Package
available upon request

Conference Website:
tekom.de/fokustag

Contact us:
Sponsoring: **events@tekom.org**
+49 711 65704-57
Advertisements: **vertrieb@tekom.org**
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NORDIC TechKomm 2027

September, Copenhagen, Denmark

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At NORDIC TechKomm, experts from various Nordic countries will convene in Copenhagen to discuss trends and topics in the field of technical communication.

The focus of the two-day event is on Intelligent Information, User Experience and Industry 4.0. Topics of the conference will consist of options for providing content, augmented reality, and localization, along with legal requirements and structuring methods.

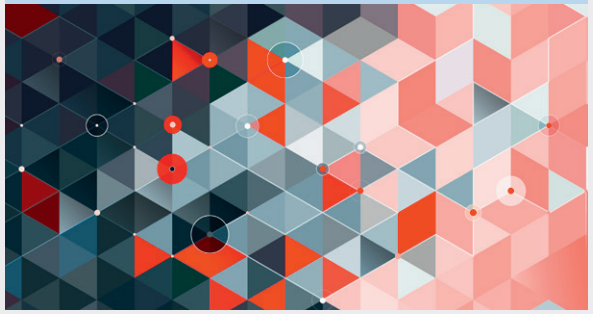
On the first day, attendees can expect a program rich in variety, with presentations and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts. On the second day, attendees can participate in workshops and sponsored presentations.

The conference language is English.

Information

Target Audience

Attendees are managers, developers, and technical communicators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: **Sponsoring Sheet**

Conference Website:
dk.nordic-techkomm.com

Contact us:

Sponsoring: **events@tekom.org**
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Advertisements: **sales@tekom.org**
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tcworld conference and tekom fair

November 9–11, Stuttgart, Germany

tcworld conference 2027
STUTTGART NOV 9–11

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The World's Largest Event for Technical Communication

The tcworld conference, held in parallel with the tekom fair, is the premier meeting place for the international technical communication community. Every year, around 7,800 attendees and visitors from more than 35 countries come together in Stuttgart to exchange knowledge, explore new technologies, and build valuable professional connections.

With more than 300 presentations, workshops, tutorials, and meetups, the tcworld conference offers a diverse program tailored to a wide range of audiences. Executives gain insights into AI strategies, business performance, management, and regulatory requirements. Technical professionals deepen their knowledge of content strategy, information architecture, technical documentation, software documentation, UX, terminology, and localization while discovering new technologies and practical solutions for their day-to-day work. Beginners and career changers can build a solid foundation and find guidance for their professional development.

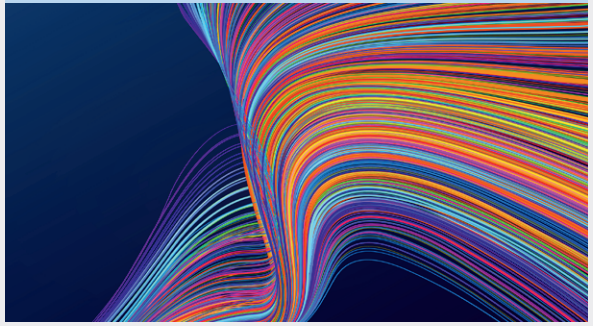
The tekom fair complements the conference with more than 100 international exhibitors. Leading software vendors, consulting firms, and service providers showcase innovative solutions and technologies by combining professional development, face-to-face networking, and innovative solutions. The tcworld conference and tekom fair provide a unique platform for the global TechComm community—and an attractive meeting place for exhibitors, sponsors, and prospective customers.

The tekom fair covers a broad range of topics, including product information, technical documentation, information management, and translation. Visitors can explore products and services, connect directly with providers, and find solutions tailored to their professional needs.

Information

Target Audience

Industry professionals, executives, decision-makers, and technical writers from industrial, software, and service companies.



Marketing Opportunities

Opportunities for Participation

- Numerous sponsoring and advertising opportunities
- Exhibitor presentations

Conference Website:
tcworld conference 2027

Contact us:
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Advertisements: **sales@tekom.org**
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Introducing Our New Digital TC Knowledge Hub NEW

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The German-language magazine 'technische kommunikation' is going digital – creating new opportunities to reach your target audience.

Launching in early 2027 at technischekommunikation.info, the new TC Knowledge Hub will replace the printed magazine, offering continuously updated expert articles, industry news, and practical insights into technical communication.

Reach the Right Professionals

The platform is designed for specialists, managers, and decision-makers across industry and service providers, as well as independent professionals working in technical documentation and information management or evaluating software, technologies, and services.

Advertising on the platform puts your brand in front of a highly targeted professional audience within a trusted editorial environment.

Increase Your Visibility with Digital Advertising

Regularly published articles and dedicated topic areas will keep the platform relevant and up to date. Search-engine optimized, interconnected content will help professionals discover the platform when researching specific topics and solutions.

Whether you want to promote your products and services, advertise job opportunities, or strengthen brand awareness, the new platform offers a range of ways to connect with your target audience.

Explore New Advertising Opportunities Starting in 2027!

We would be happy to advise you on suitable advertising formats and tailored solutions.



Marketing Opportunities

Display Advertising

Showcase your brand, products, and services with digital ad spaces within the editorial content of the industry portal.

Sponsored Industry Content

Position your company with professionally relevant content and demonstrate your expertise on current industry topics. Promotional articles are clearly labeled as such.

Custom Campaigns

Combine your presence on the industry portal with other digital media and events organized by tekom to reach your target audience across multiple media channels.

Gain visibility where industry professionals go for information.

Contact us:
sales@tekom.org
+49 711 65704-51

Banner Advertisements

on tekom.de, tekom.eu, tcworld.info



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The tekom.de, tekom.eu and tcworld.info WebPortals are an excellent way to maintain your online presence.

tekom.de, tekom.eu

The tekom WebPortal bundles together all the activities of the German and European Association for Technical Communication. There are also job offers, a database of service providers, and a calendar with important industry events.

tcworld.info

The English-language online magazine tcworld, published by tekom Europe at tcworld.info, covers international developments in information management and technical communication. For over 20 years, it has provided insights from experts and opinion leaders across 46 countries and fields including technical communication, translation, localization, content marketing, and intercultural communication. It addresses professionals who create and design product information in any format or language, across platforms and channels, for both human and machine consumption.



Contact us:
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TCTrainNet
TCTrainNet is an international online training and certification program in English for technical communicators.

Individual Counseling – Qualification Consultation
The need for further training in technical communication is assessed individually based on the tekom qualification modules in an hour-long discussion.

Best Practice Workshops
Managers from different fields have the opportunity to compare their own information products, processes, and strategies with those of other companies in result-oriented workshops.

Certification
tekom certification offers both career changers and experienced practitioners the opportunity to qualify in an external professional examination.

Publications
tekom regularly publishes current and established work and decision-making aids for technical communicators and responsible managers as tekom guidelines, tekom university publications in technical communication, and tekom studies.



TCTrainNet Website:
tc-train.net

Certification:
technical-communication.org/career-education

Website:
tekom Publications

Contact us:
info@tekom.org
+49 711 65704-0

Imprint

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CEO: Yuting Tang

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Banner Advertisements: Browser: Fotolia, jamdesign
Other Services: iStock, Christopher Futcher