



Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomp fair

Banner Advertising

Print Advertising

Other Services

# Marketing Preview 2026

Conferences and Events  
Advertising Options  
Calendar



# Plan your campaigns for 2026 – cross-media and international



Claudius Mehne

## Foreword

## Calendar

## NORDIC TechKomm Stockholm

## Information Energy

## tcworld China

## Evolution of TC

## NORDIC TechKomm Copenhagen

## tcworld conference and tekomp fair

## Banner Advertising

## Print Advertising

## Other Services

Dear Sir/Madam,

The importance of technical communication is constantly growing and, at the same time, requirements are increasing – both within companies and through new initiatives from the EU.

This makes it all the more important for your company to remain visible in your environment in 2026 and to support your customers in the transformation process. To this end, we offer you many cross-media opportunities to successfully promote your services and products.

Our target groups work primarily in the fields of technical documentation, software documentation, user experience, terminology, and localization. With our information platforms and conferences, whether online, hybrid, or on site, we reach multiple regions in Europe and Asia.

tekomp is constantly evolving. For example, the online conference “Information Energy” took place for the first time in 2025 and was a complete success. Here, you can reach a new, international target group.

In order to meet changing user needs, the English-language professional journal “tcworld magazine” is published as an online-only magazine.

### Reach everyone you want.

Thanks to a variety of packages and effective advertising elements, such as advertising clips and a combination of on-site, print, and online solutions, you can reach existing customers and attract new ones. For example, take advantage of our numerous conferences with exhibition stands, event sponsorships, sponsored presentations, and advertising clips. Or increase your visibility in the context of the professional journal ‘technische kommunikation’ with

advertising in the print magazine or on [technischekommunikation.info](http://technischekommunikation.info) – the internet portal of our journal ‘technische kommunikation’. The professional journal is the leading medium for company managers and specialists in our industry.

As usual, tekomp corporate members enjoy a preferential price on our offers.

We would be happy to support and advise you in your planning. You can reach our sales team by phone at +49 711 65704-57 or -58 or by email at [sales@tekomp.org](mailto:sales@tekomp.org).

With kind regards,

Claudius Mehne

# Calendar 2026

tekcom/tcworld events

Date of publication of

technische kommunikation

Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekcom fair

Banner Advertising

Print Advertising

Other Services

## January

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30	31	

■ technische kommunikation  
1/2026

## February

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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2	3	4	5	6	7	8
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## March

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30	31					

■ technische kommunikation  
2/2026  
■ NORDIC TechKomm 2026  
March 19 – 20, Stockholm

## April

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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27	28	29	30			

■ Information Energy 2026  
April 22 – 24, online

## May

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

■ technische kommunikation  
3/2026  
■ tcworld China 2026  
May 21 – 22, Shanghai

## June

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
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29	30					

■ Evolution of TC 2026  
June 2 – 3, Sofia

## July

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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6	7	8	9	10	11	12
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■ technische kommunikation  
4/2026

## August

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31						

## September

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■ technische kommunikation  
5/2026  
■ NORDIC TechKomm 2026  
September 23 – 24,  
Copenhagen

## October

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
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26	27	28	29	30	31	

■ technische kommunikation  
6/2026

## November

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

■ tcworld conference 2026  
tekcom fair 2026  
November 10 – 12, Stuttgart

## December

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

# NORDIC TechKomm 2026

March 19–20, Stockholm, Sweden



Foreword

Calendar

**NORDIC TechKomm  
Stockholm**

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomm fair

Banner Advertising

Print Advertising

Other Services

**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 UX Standards, Machinery Directive, Intelligent Content, Management of User Information, Digital Product Communication and Multimedia and Video Documentation.

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

Participants 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**

### Ad Placements

#### technische kommunikation 1/2026

Release date	<b>2026-01-27</b>
Advertising booking deadline	2025-12-04

Conference Website:  
**se.nordic-techkomm.com**

Contact us:  
**sales@tekomm.org**  
**+49 711 6570457 and -58**

# Information Energy 2026

April 22 – 24, online



APRIL 22 – 24, 2026

Foreword

Calendar

NORDIC TechKomm  
Stockholm

**Information Energy**

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomm fair

Banner Advertising

Print Advertising

Other Services

**After a successful launch last year, Information Energy returns as a global online event and key platform for technical communication professionals worldwide.**

The three-day event will bring the global TechComm community together to discuss current and future trends in the fields of technical communication, software documentation, and technical translation, and to explore the latest developments in the field of AI.

The conference offers a dynamic program with presentations, workshops, showcases, and discussions. The day kicks off with a "Breakfast Talk" — a lively morning session that sets the stage for the conference.

Information Energy provides the community with a unique opportunity to exchange knowledge, make contacts, and find out about new trends.

The conference will take place online via Zoom to enable interested parties worldwide to participate.

The conference language is English.

## Information

### Target Audience

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



## Marketing Opportunities

### Opportunities for Participation

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

Download: **Sponsoring Sheet**

### Ad Placements

**technische kommunikation 2/2026**

Release date **2026-03-13**

Advertising booking deadline **2026-02-02**

Conference Website:  
**informationenergy.org**

Contact us:

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

Advertisements: **sales@tekomm.org**  
**+49 711 65704-58**

# tcworld China 2026

May 21 – 22, Shanghai, China



Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

**tcworld China**

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomm fair

Banner Advertising

Print Advertising

Other Services

## tcworld China 2026 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.

## 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

Download: **Sponsoring Sheet**

### Ad Placement

#### technische kommunikation 3/2026

Release date	<b>2026-05-19</b>
Advertising booking deadline	2026-04-02

Conference Website:  
**tcworld-china.cn**

Contact us:  
**y.tang@tekomm.org**  
**+49 711 65704-41**

# Evolution of TC 2026

June 2–3, Sofia, Bulgaria

# Evolution of TC2026

S O F I A J U N E 2 - 3

Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

**Evolution of TC**

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomm fair

Banner Advertising

Print Advertising

Other Services

**Evolution of TC is the annual gathering of the software industry in Eastern Europe. The thematic focus is on the trends and innovations in software documentation, such as docs as code, API documentation, and ChatGPT/conversational AI.**

Here, all professionals in the industry come together – technical writers, information developers, technical editors, and translators, mainly with a software background.

Attendees can look forward to expert presentations, interactive workshops and sponsor presentations. During the breaks and at the networking dinner, you can continue discussing the topics, network with your peers, and expand your network.

The conference language is English.

## Information

### Target Audience

Participants are managers, software developers, technical communicators, and translators 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

The **Sponsoring Sheet** will be available soon.

### Ad Placements

#### technische kommunikation 3/2026

Release date **2026-05-19**

Advertising booking deadline **2026-04-02**

Conference Website:  
**evolution-of-tc.com**

Contact us:

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

Advertisements: **sales@tekomm.org**  
**+49 711 65704-58**



# NORDIC TechKomm 2026

September 23–24, Copenhagen, Denmark



COPENHAGEN SEPT 23-24

+Networking Event: Sept 22

Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

**NORDIC TechKomm  
Copenhagen**

tcworld conference  
and tekomm fair

Banner Advertising

Print Advertising

Other Services

**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.

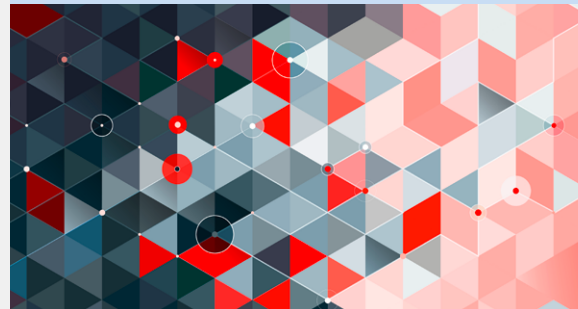
On the first day, attendees can expect a program rich in variety, with presentations and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts. On the second day, attendees can participate in workshops and sponsored presentations.

The conference language is English.

## Information

### Target Audience

Participants 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**

### Ad Placement

#### technische kommunikation 5/2026

Release date	<b>2026-07-17</b>
Advertising booking deadline	2026-06-08

Conference Website:  
**dk.nordic-techkomm.com**

Contact us:

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

Advertisements: **sales@tekomm.org**  
**+49 711 65704-58**



# tcworld conference and tekomm fair

November 10–12, Stuttgart, Germany



Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

**tcworld conference  
and tekomm fair**

Banner Advertising

Print Advertising

Other Services

## The tcworld conference with the tekomm fair in parallel has established itself as an important industry event.

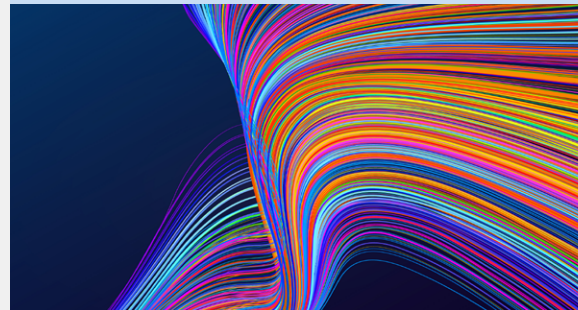
At the world's largest industry event, the full range and depth of topics in technical communication are addressed for attendees from all sectors and industries, and experts from all subject areas can present themselves to their audience. Even topics peripheral to technical communication are on the agenda here.

The tekomm fair brings together all market participants from the field of information development and management: decision-makers, software manufacturers, consultants and service providers, experts from the fields of product data management, multimedia, translation and localization.

## Information

### Target Audience

Conference attendees are decision-makers and employees from industrial and software companies and service providers.



## Marketing Opportunities

### Opportunities for Participation

- Numerous sponsoring and advertising opportunities
- Exhibitor presentations

### Ad Placements

#### technische kommunikation 6/2026

Release date **2026-10-13**

Advertising booking deadline 2026-08-31

### Special Pages (limited quota)

**technische kommunikation 6/2026**

Advertising booking deadline 2026-08-31

Conference Website:  
**tcworld conference 2026**

Contact us:

Fair/Sponsoring: **events@tekomm.org**  
**+49 711 65704-57**

Advertisements: **sales@tekomm.org**  
**+49 711 65704-58**

# Banner Advertisements

on [tekcom.de](http://tekcom.de), [tekcom.eu](http://tekcom.eu), [tcworld.info](http://tcworld.info)  
and [technischekommunikation.info](http://technischekommunikation.info)

Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekcom fair

**Banner Advertising**

Print Advertising

Other Services

**The [tekcom.de](http://tekcom.de), [tekcom.eu](http://tekcom.eu) and [tcworld.info](http://tcworld.info) WebPortals are an excellent way to maintain your online presence.**

## **[tekcom.de](http://tekcom.de), [tekcom.eu](http://tekcom.eu)**

The tekcom 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.

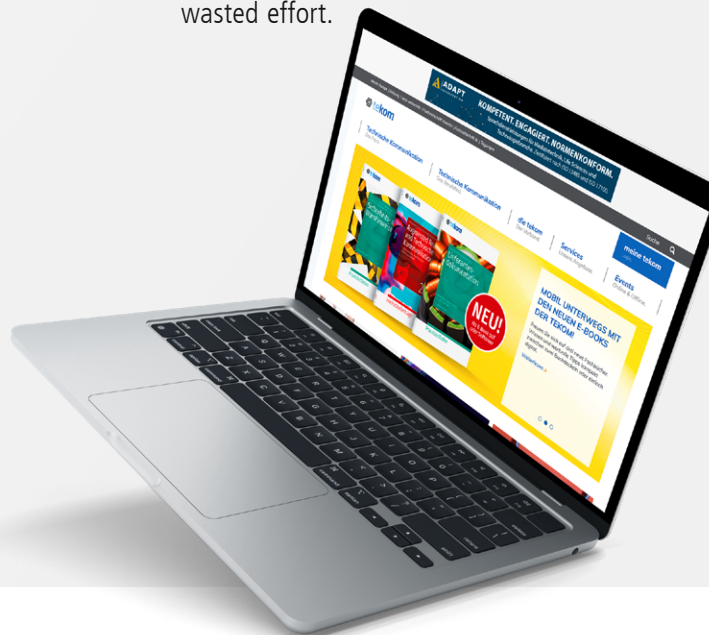


## **[tcworld.info](http://tcworld.info)**

The English-language online magazine at [tcworld.info](http://tcworld.info) offers articles on information management, oriented towards an international audience in the field of technical communication.

## **[technischekommunikation.info](http://technischekommunikation.info)**

The German-language website, a qualified research platform for topics in the field of technical communication currently comprising around 500 specialist articles, is continuously expanded. With [technischekommunikation.info](http://technischekommunikation.info), reach your target specialists and managers – without any wasted effort.



tcworld Website:  
**tcworld media kit**

Contact us:  
**[sales@tekcom.org](mailto:sales@tekcom.org)**  
**+49 711 65704-58**

# Print Advertisements

in the professional journals 'tcworld magazine'  
and 'technische kommunikation'

Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomp fair

Banner Advertising

Print Advertising

Other Services

**For your ad placement, we offer you two professional journals that reach a national and international target audience.**

'tcworld magazine' is the internationally oriented online magazine of tcworld GmbH, while 'technische kommunikation' is the German-language publication for technical documentation.

## 'tcworld magazine'

The online magazine 'tcworld' includes experts and opinion leaders from the fields of technical communication, translation, localization, content marketing, intercultural communication, and others, from 46 countries.

## 'technische kommunikation'

This magazine is published in German every two months and has a total annual circulation of 60,000 copies. It is oriented towards a highly qualified group of technical writers, translators, illustrators, graphics experts, and multimedia experts.



## Dates of Publication

### technische kommunikation

1/2026 – 2026-01-27

2/2026 – 2026-03-13

3/2026 – 2026-05-19

4/2026 – 2026-07-17

5/2026 – 2026-09-17

6/2026 – 2026-10-13



Download as PDF:  
Media Data **technische kommunikation**

Contact us:  
[sales@tekomp.org](mailto:sales@tekomp.org)  
+49 711 65704-58

# Other Services



Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomp fair

Banner Advertising

Print Advertising

Other Services

## 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 tekomp 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

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

## Publications

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



TCTrainNet Website:  
[tc-train.net](https://tc-train.net)

Certification:  
[technical-communication.org/  
career-education](https://technical-communication.org/career-education)

Website:  
**tekomp Publications**

Contact us:  
[info@tekomp.org](mailto:info@tekomp.org)  
+49 711 65704-0



Foreword

Calendar

NORDIC TechKomm  
Stockholm

Information Energy

tcworld China

Evolution of TC

NORDIC TechKomm  
Copenhagen

tcworld conference  
and tekomp fair

Banner Advertising

Print Advertising

Other Services

## **tcworld GmbH**

Heilbronner Straße 86  
70191 Stuttgart  
DEUTSCHLAND

www.tekom.de  
+49 711 65704-0

HRB 22804 Amtsgericht Stuttgart  
CEO: Claudius Mehne

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