Dear technical communication colleague,

As members of the Initiative Committee of tekom Belgium we are pleased to invite you to our first digital satellite conference on November 5 as part of this year's tcworld conference!

Secure your early bird ticket by October 20 to join us for an afternoon filled with online presentations by top speakers in our industry.

But that's not all! Your ticket also gives you access to the digital tcworld conference and fair from November 2 to 6 with 120 online presentations, over 80 digital exhibitor booths and plenty of online networking opportunities such as chat groups, interactive coffee breaks and a relaxed evening program.

Not a tekom member yet? Become a member of the largest professional association for technical communication today to benefit from a conference ticket discount and to gain access to valuable resources, contacts and information throughout the year.

Program November 5

Deliver highly personalised content aggregated from content silos to support use case-based workflow

14:00-14:45

Presented by RUUD DE BRUIJCKERE - Signifikant Svenska AB & JAN VAN DER VEEN – ContentProducts

Consumers of product content are most effective when the content is highly personalised. That means adapted to their role, preferences, expertise level, the

workflow they want to undertake, and to the individual instance of the product they are interacting with.

Different types of product content are typically created and maintained in separate editorial environments. A professional in the field however, needs content relevant for the current step in a workflow. Regardless of the information type or the system, the information is maintained. This means that information, regardless of its type, needs to be organized around product structure and product workflows. We will demonstrate how you can manage product content from content creation to publication so that full personalization becomes easier.

Reserve your seat for this presentation here!

Which impact does user feedback have on the software development cycle and overall user experience?

15:00-15:45

Presented by MAIKEN BLOK-WAHLGREEN - TimeLog A/S

Learn how a customer centered approach and listening to user feedback help companies improve the user experience through their software development cycles. In this particular case, we look into how it was done in practice at TimeLog A/S, which is a software company developing a software for professional services automation.

Reserve your seat for this presentation here!

The journey to a new normal in technical writing

16:00-16:45

Presented by JENS VANACKER – Savaco & BRAM LOWAGIE – Daikin Europe

The manual of the future will be completely different! But which steps can you take now to be future proof? Technologies like Sequenced Animations and Augmented Reality don't have to take over your manual today. Instead use them to enrich your existing manual. Via QR codes added to your existing manual, animations or AR instructions can be called to support the end user.

Reserve your seat for this presentation [here](#)!

CareAnimations: from structured scripts to personalized medical videos, a business case.

17:00-17:45

Presented by WOUTER MAAGDENBERG - [TXTOmedia](#)

During this talk the value of working with structured dialogues to automate video creation is presented. It is about the reuse of fragments. The initial text fragments later become audio fragments and video fragments. Reuse is extremely valuable; financially, timewise and because of consistency in messaging. Examples are shown to explain how structured content is ideal to build humanlike conversations and dialogues for different audiences at once.

Reserve your seat for this presentation [here](#)!

Interested in more presentations? Check out the full tcworld conference program [here](#).

We look forward to seeing you soon!

Best regards,

The IC of tekom Belgium