tekom EUROPE

From Hidden Contributors to Essential Partners

The Strategic Value of Technical Writers

10.12.2026

Online via Zoom

A Cooperation between:

tekom ÖSTERREICH

tekom MAGYARORSZÁG

tekom ROMANIA

tekom TÜRKIYE

tecom Schweiz Suisse Svizzera

About this Webinar

This webinar explores the strategic value of technical writers and highlights how their contribution can support not only product quality and customer experience, but also future-oriented initiatives such as AI implementation. From managing complex information flows to structuring knowledge, improving content processes, and helping organizations prepare reliable data for AI-driven solutions, technical writers are well positioned to contribute to current and future transformation.

The session aims to encourage technical writers to make their expertise more visible, communicate their value with confidence, and actively position themselves as essential partners in product development, innovation, and AI readiness.

5 countries

5 sessions

30 minutes each

20–25 min talk
+ 5–10 min Q&A

Agenda

- 3:00 – 3:30 PM CET / 4:00 – 4:30 PM EET / 5:00 – 5:30 PM TRT
  Switzerland – Sebastian Göttel: From Sorcerer's Apprentice to Plant Manager: Keeping AI in the CCMS Under Control

- 3:30 – 4:00 PM CET / 4:30 – 5:00 PM EET / 5:30 – 6:00 PM TRT
  Austria – Klaus Fleischmann: How Structured Terminology Makes Enterprise AI Precise

- 4:00 – 4:30 PM CET / 5:00 – 5:30 PM EET / 6:00 – 6:30 PM TRT
  Türkiye – Selvaraaju Murugesan: Role of skills.md and MCP server in technical communication

Agenda

- 4:30 – 5:00 PM CET / 5:30 – 6:00 PM EET / 6:30 – 7:00 PM TRT
  Romania – Sonia Pavlenko & Melania Duma: Confidently Wrong: Spotting AI's Logical Fallacies Before They Ship in Your Docs

- 5:00 – 5:30 PM CET / 6:00 – 6:30 PM EET / 7:00 – 7:30 PM TRT
  Hungary – Adrienn Miklós: Technical writers – Changing requirements through the eyes of a consultancy company

3:00 – 3:30 PM CET / 4:00 – 4:30 PM EET / 5:00 – 5:30 PM TRT

From Sorcerer’s Apprentice to Plant Manager: Keeping AI in the CCMS Under Control

“The spirits that I summoned…!” The sorcerer’s apprentice let the magic get away from him because he never learned the master’s spell. The feeling is familiar the moment management pipes up: “Technical documentation? AI will be doing that soon enough!” Is AI really about to pull the plug on us — or does it need us, and our CCMS, more urgently than ever?

The answer unfolds in three stages, from a simple AI tool to the content factory, where artificial intelligence turns out documentation at industrial scale and yet nobody loses control. Instead of broomsticks endlessly hauling water: spirits with clear orders, guardrails, and an emergency stop button.

Because the master’s spell isn’t “AI can’t do that.” It’s “We can build this.”

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Sebastian Göttel (Quanos) has been around XML-based component content management and content delivery for a long time. He studied computer science with a focus on AI in Erlangen-Nuremberg and Bordeaux and has been working at Quanos in the CCMS space since 1998. Active in tekom, he helped shape iiRDS 1.0 as a founding member of the “Information 4.0” working group.

3:30 – 4:00 PM CET / 4:30 – 5:00 PM EET / 5:30 – 6:00 PM TRT

How Structured Terminology Makes Enterprise AI Precise

Large Language Models (LLMs) are trained to be helpful, but without explicit company knowledge and product context, they produce hallucinations, inconsistent wording, or off-brand output. In technical documentation, service, support, and translation, however, this leads to massive review, rework, and ultimately frustrated users.

So, how do you combine the probabilistic approach of LLMs with the deterministic world of metadata, taxonomies, and fixed processes in technical documentation? As real life has shown, glossaries or semantic retrieval-augmented generation (RAG) are not deterministic enough or do not provide precise context. But what if we connect a structured, human-grade, multilingual termbase to LLMs using model context protocol (MCP)? This webinar will show you how terminology data can make your AI output reliable, protect brand voice, eliminate manual rework, and save precious tokens.

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Klaus Fleischmann studied translation and interpreting in Vienna, holds an M.A. in Conference Interpreting from Monterey, California, and an MAS in Technical Communication from Danube University Krems. In 1996 he founded Kaleidoscope GmbH and built the enterprise terminology platform Quickterm. In 2007 he became managing director of Eurocom Translation Services GmbH. He served on the boards of GALA, ELIA, TermNet and LTI.

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Role of skills.md and MCP server in technical communication

Skills files and MCP servers are changing how technical writers work. A skills file packages everything a writer relies on, including workflows, information architecture, style guides, templates, and tooling, into a reusable file that an AI agent can follow. An MCP server then executes those workflows against your real documentation platform. In this talk you will see how the two fit together, why skills are becoming a core deliverable for technical writing teams, and how to start building your own.

Key takeaways

- Understand what a skills.md is and what it captures: workflows, information architecture, style guide, and templates
- Watch a skill get built from scratch, so you know how to create your own
- See an MCP server connect your documentation platform using a skills.md file
- Run a real workflow end to end, from prompt to published output

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Selvaraaju (Selva) Murugesan is Senior Director of Data Science at the SaaS startup Kovai.co. He holds a B.Eng. in Mechatronics Engineering (Gold medalist, Anna University, 2004), an M.Eng. (2008) and a Ph.D. in Computational Mathematics from LaTrobe University, Australia. His interests are business strategy, data analytics, AI and technical documentation.

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Confidently Wrong: Spotting AI's Logical Fallacies Before They Ship in Your Docs

AI tools don't just draft documentation anymore; they are increasingly asked to verify it: *"Does this match the API?" "Is this changelog complete?" "Did the translation carry over?"* The trouble is, a wrong "Yes, verified!" rarely gets caught the way a bad sentence does, because by the time someone reads it, they're reading a status report, not editing a draft.

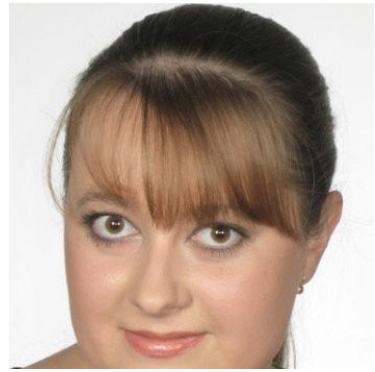
The talk illustrates this failure mode through eight classic logical fallacies – hasty generalization, circular reasoning, cherry-picking, false cause, affirming the consequent, equivocation, straw man, and false dilemma – each with a real prompt, an AI response, and the reality it glossed over. From an AI confidently declaring three updated endpoints "consistent" across twelve, to a build that passes clean while the content underneath is wrong, the examples show how confident phrasing can stand in for actual verification.

Finally, a practical checklist for interrogating an AI's "done" or "verified" – checking scope, source, omission, causation, logical form, meaning, and completeness – so technical writers (and not only!) can catch a confident false "all clear" before it ships.

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Sonia Pavlenko
Technical Writer @ Ascom Mobile Solutions



Melania Duma
Senior Technical Writer @ UiPath

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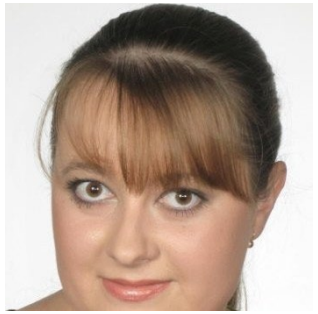
Speakers – Romania



Sonia Pavlenko

Technical Writer @ Ascom Mobile Solutions

Technical Writer, PhD in Philosophy, language expert and British Council examiner with over a decade of experience in the field. She is interested in information design that enhances usability and comprehension. Skilled in collaborating with developers, product managers and UX teams to produce content that bridges the gap between technical complexity and user understanding. Passionate about simplifying complexity and translating technical concepts into accessible content for diverse audiences.



Melania Duma

Senior Technical Writer @ UiPath

Senior Technical Writer at UiPath, PhD in Linguistics and British Council examiner. She is interested in helping development teams get their message across to users and stakeholders in a clear, simplified manner. For the past 14 years, she has been working with CMS systems, XML editors, DITA and GitHub. She holds the tekom Expert Technical Writing certificate.

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Technical writers – Changing requirements through the eyes of a consultancy company

How can you as a technical writer orient yourself in the turbulent environment today shaped by AI, economic disruption and general uncertainty?

Come and explore the trends and changing requirements towards technical writers as we see across our client base. Our clients cover a wide range of sectors including automotive, manufacturing, telecommunications, transportation, healthcare, and energy.

Discover together how technical writers can provide added value and the variety of ways they can support business success.

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Adrienn Miklós (Sigma Technology Hungary) is an experienced documentation leader and consultant with a background in managing documentation teams and large-scale content initiatives. She has experience in documentation migration, authoring processes, and capability development. Her work focuses on building effective teams and sustainable documentation practices.