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KOMM 2024

COPENHAGEN, SEPT 17-19

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Program

# Copenhagen, Sept 17 – 19

## Scandic Syndhaven

## Pre Event – Tuesday, Sept 17

	Room: Oxygen + Nitrogen
14:00 – 16:30	Networking Event
17:00 – 18:30	Sightseeing Tour – Meeting Point: Lobby

## Agenda – Wednesday, Sept 18

07:00	Morning Swim – Meeting Point: Lobby	
08:30	Registration	
	Room: Scandium	Room: Titanium
09:00 – 09:15	Warm Welcome by tekem Denmark	
09:15 – 10:00	■ <b>Keynote</b>   The Psychology of Creating Usable Content: An Introduction for Technical Communicators Kirk St. Amant	
10:00 – 10:30	Coffee Break and Exhibition Visit	
10:30 – 11:15	■ <b>Presentation</b>   Automating and Modernizing Technical Reviews Thomas Bro-Rasmussen, Scott DeLoach	■ <b>Presentation</b>   GenAI for Content Delivery – Insights, Outcomes and Challenges from Real-Life Implementations Fabrice Lacroix
11:25 – 11:55	■ <b>Presentation</b>   Design Thinking in Action: Enhancing Projects Through Innovative Methods Sophie Bauer	■ <b>Presentation</b>   2024 Technical Content Benchmark Report: What the data tells us about content performance Joe Gelb
12:00 – 13:00	Lunch Break	
13:00 – 13:45	■ <b>Presentation</b>   Danfoss goes iIRDS – Moving to a standard-based metadata model – the journey continues Holger Thater, Frank Ralf	■ <b>Presentation</b>   Artificial intelligence and subtitling Peter Bjerre Rosa
13:55 – 14:25	Sponsored session   How to Prepare Technical Content for Scalable Translation Giacomo Vendemiati, Phrase	
14:35 – 15:20	■ <b>Presentation</b>   New regulations in Europe – New tasks and opportunities for Technical Communication Gabriela Fleischer	■ <b>Presentation</b>   From text to video; transformation is a process Wouter Maagdenberg
15:20 – 16:00	Coffee Break and Exhibition Visit	
16:00 – 16:55	■ <b>Presentation</b>   Convincing management to invest in a new toolset, and everything that comes after they say “Yes” Patrick Andriessen	■ <b>Presentation</b>   IDC & Quark CCMS Survey Results: Critical New Insights into TechComms, Content Automation and AI Emerson Welch
18:30	Conference Dinner at Restaurant “Axeltorv Bodega”	

## Agenda – Thursday, Sept 19

07:00	Morning Swim – Meeting Point: Lobby		
08:30	Registration		
	Room: Scandium	Room: Titanium	Room: Aluminium
09:00 – 09:45	■ <b>Workshop</b>   Help us get better – what do you need from us? Maiken Blok – till 10:30 –	■ <b>Presentation</b>   Structured for Success: The Ins and Outs of Implementing DITA and Structured Authoring Dipo Ajose-Coker	■ <b>Workshop</b>   Hands-on: Metadata for beginners Martin Ley – till 10:30 –
09:55 – 10:40		■ <b>Presentation</b>   Short term impact of AI on DITA Localisation Dominique Trousche	
10:40 – 11:10	Coffee Break and Exhibition Visit		
11:10 – 11:40	Sponsored session   How to Use Your Existing Assets for Faster, Scalable Localization Giacomo Vendemiati, Phrase	Sponsored session   Behind the scenes: HERE's journey to an AI-powered content strategy Nick Hill, HERE, Joe Gelb, Zoomin	Sponsored session   Playing for BBC: Building your Business Case Nolwenn Kerzreho, Madcap
11:50 – 12:20	Sponsored session   How to Use Microsoft Word and AI to Write Structured XML-Based Content Emerson Welch, Quark	Sponsored session   Content Delivery Platforms: your gateway to AI innovation Fabrice Lacroix, FluidTopics	Sponsored session   How meta-data and knowledge graphs strengthen the reliability of GenAI Karsten Schrempp, Pantopix
12:20 – 13:20	Lunch Break		
13:20 – 14:05	■ <b>Presentation</b>   What to choose Thomas Bro-Rasmussen	■ <b>Presentation</b>   Use iIRDS to provide content as a service Harald Stadlbauer, Helmut Nagy	■ <b>Workshop</b>   Stranded on the Moon – How can your writing skills save your life? Andras Juhasz
14:15 – 15:00	■ <b>Presentation</b>   UML: Making the invisible visible Marco Jaenicke	■ <b>Presentation</b>   Revolutionizing DEI and Regulatory Compliance in Global Tech Communication Leena Peltomaa	
15:00 – 15:20	Coffee Break and Exhibition Visit		
15:20 – 16:05	■ <b>Presentation</b>   AI and Technical Communication: The Future is Now Scott DeLoach		
16:05 – 16:35	Wrap-up and Closing		

■ Level up your technical communication  
■ Intelligent Content Creation and Delivery  
■ Localization

■ Artificial Intelligence (AI), Machines and Robots  
■ Legal Requirements and Standards  
■ UX