

# June 2 – 3 SAP Event Space

## Tuesday, June 2 – Presentations and Interactive Sessions

8:00	Registration & Welcome Coffee	
Room	E.21 Event Space	E.11 Training Room
9:00–9:15	<b>Warm Welcome</b>	
9:15–9:55	<b>KEYNOTE</b> <b>The Psychology of Usable Content Design: Uncovering the Cognition of Effective Content Creation</b> Kirk St. Amant	
9:55–10:30	Coffee Break and Meet the Sponsors	
10:30–11:10	<b>Invasion of the Unicorns: Why Technical Communication is the New Center of the AI Universe</b> Greg Fazekas	<b>Why Content Review Breaks – and How Teams Fix It</b> Mihai Coanda
11:20–12:00	<b>From Solo Scribe to Writing Dynamo: How I Cultivated a Company-Wide Writing Culture</b> Christina Ausley	<b>Empowering Technical Communicators From Routine Tasks to AI-Powered Automation with MCP Servers</b> Amandeep Singh Talwar
12:00–13:00	Lunch Break	
13:00–13:40	<b>From Authors to Orchestrators: Choosing Deterministic vs. Agentic Flows in Technical Communication</b> Elzbieta Wiltenburg	
13:45–15:15	NETWORKING SESSION – NETWORKING CUPS	
15:15–15:45	Coffee Break and Meet the Sponsors	
15:45–16:25	<b>From Engineering input to structured technical information: An AI Workflow with Humans in Control</b> Maria Nilsson	<b>Docs-as-Code &amp; AI: Powerful Vibe Authoring Workflows Harnessing AI Tool-Calling</b> Sorin Carbutaru
16:35–17:15	<b>Bringing them together – iIRDS and AI for compliance</b> Helmut Nagy	<b>From Wiki to Docs as Code: What we gained and what we lost along the way</b> Uladzislava Lahun
17:15–17:30	Wrap-up and interactive game	
18:30	Networking Dinner @ Q-Ftetaria, Angel Kanchev 1, On The Second Floor, 1000 Sofia	

## Wednesday, June 3 – Workshops and Interactive Sessions

8:30	Morning Coffee	
Room	E.21 Event Space	E.11 Training Room
9:00–11:00	<b>WORKSHOP</b> <b>Cognitive Mapping: How to Identify an Audiences Usability Expectations</b> Kirk St. Amant	<b>INTERACTIVE SESSION</b> <b>Ditch the platform: a blasphemy</b> Desislava Mihaylova
11:00–11:15	Coffee Break and Meet the Sponsors	
11:15–13:15	<b>WORKSHOP</b> <b>From UI Kit to Usable System: Creating Well-Documented Design Systems with AI Support</b> Pavel Gospodinov	<b>WORKSHOP</b> <b>Basics of Prompt Engineering</b> Nicholas Hill
13:15–14:00	Lunch Break	
14:00–16:00	<b>INTERACTIVE SESSION</b> <b>Fishbowl Discussion on the Blurred Lines: When Does UX End and UA Begin?</b> Lilyana Sapundzhieva	14:00–14:40 <b>Developing and Integrating a Documentation AI Agent into Engineering Workflows</b> Anna Goncharova
16:00–16:15	Wrap-Up and Open Discussion incl. Raffle	