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Evolution of TC 2026

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

Program

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	Warm Welcome by tekomp Bulgaria tekomp Bulgaria	
9:15–9:55	KEYNOTE The Psychology of Usable Content Design: Uncovering the Cognition of Effective Content Creation Kirk St. Amant	
9:55–10:30	Coffee Break and Meet the Sponsors	
10:30–11:10	Invasion of the Unicorns: Why Technical Communication is the New Center of the AI Universe Greg Fazekas	Why Content Review Breaks – and How Teams Fix It Mihai Coanda
11:20–12:00	Empowering Technical Communicators From Routine Tasks to AI-Powered Automation with MCP Servers Amandeep Singh Talwar	From Solo Scribe to Writing Dynamo: How I Cultivated a Company-Wide Writing Culture Christina Ausley
12:00–13:00	Lunch Break	
13:00–13:40	Developing and Integrating a Documentation AI Agent into Engineering Workflows Anna Goncharova	From Authors to Orchestrators: Choosing Deterministic vs. Agentic Flows in Technical Communication Elzbieta Wiltenburg
13:45–15:15	INTERACTIVE SESSION	INTERACTIVE SESSION
15:15–15:45	Coffee Break and Meet the Sponsors	
15:45–16:25	From Engineering input to structured technical information: An AI Workflow with Humans in Control Maria Nilsson	Docs-as-Code & AI: Powerful Vibe Authoring Workflows Harnessing AI Tool-Calling Sorin Carbutaru
16:35–17:15	Bringing them together – iIRDS and AI for compliance Helmut Nagy	From Wiki to Docs as Code: What we gained and what we lost along the way Uladzislava Lahun
17:15–17:30	Wrap-up and interactive game by tekomp Bulgaria	
18:30	Networking Dinner @ Q-Ftaria, 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	WORKSHOP Cognitive Mapping: How to Identify an Audiences Usability Expectations Kirk St. Amant	INTERACTIVE SESSION Ditch the platform: a blasphemy Desislava Mihaylova
11:00–11:15	Coffee Break and Meet the Sponsors	
11:15–13:45	WORKSHOP From UI Kit to Usable System: Creating Well-Documented Design Systems with AI Support Pavel Gospodinov	
13:15–14:00	Lunch Break	
14:00–16:00	INTERACTIVE SESSION Fishbowl Discussion on the Blurred Lines: When Does UX End and UA Begin? Lilyana Sapundzhieva	
16:00–16:15	Wrap-Up and Open Discussion incl. Raffle tekomp Bulgaria	