The International Symposium on Technical Communication and Standardization

The Business of Technical Communication in Europe

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Old paradigm

TC paradigms > Old paradigm > Document centered
Our approach ...

TC paradigms > New paradigm > Process oriented

Information Development

Information Life Cycle

Product Development

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TC paradigms > New paradigm > Standard Process Model

Information Product Development

Management Process

Analyze | Make Plans | Make Concepts | Information Creation | Media Production | Deliver | Collect Feedback

Support Processes

Products | Audiences | Markets | Technologies | Media


Print | User Feedback | Internal Feedback | Social Media Monitoring | Web Statistics

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What creates a market for Technical Communication?

... the **people** who maintain the information product creation process **meet on the Market**
TC as a market > How does this market look like?
How does this market look like?

- Employees of Manufacturer
- Employees of Software Companies
- Employees of Service Companies
TC as a market > How does this market look like?

- Employees of
  - Manufacturers
  - Software Companies
  - Service Companies
TC as a market > How does this market look like?

- Vendors of Services and/or Software
  - Self-employed
  - Service Firms
- Universities
  - Professors
  - Students
- Training Institutes
  - Owners
  - Trainers
“Suppliers”

TC as a market > How does this market look like?

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“What do these people offer and purchase on the market?”

TC as a market > How does this market look like?

- People
- Information
- Tools
- Services
- Advice
- ... 
- Chats
- Gossip
- Meet friends
TC as a market > Main Market Drivers in Europe

Main market drivers in Europe

- Legal Framework
- Globalization
- Technologies
- Customers Needs
- Education
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Legal Framework

TC as a market > Main Market Drivers in Europe

- **EU-Laws**
  - General Product Safety Directive
  - Domain Specific Directives
    - Machines
    - Low Voltage
    - Toys
    - ...

- **Legal Framework**
Standards

TC as a market > Main Market Drivers in Europe

- EU-Standards = International Standards
  - New International Industry Standard EN 82079-1
  - ISO/IEC 26514
Globalization

TC as a market > Main Market Drivers in Europe

- More and more Products
- More and more Countries
- More and more Languages
Globalization

TC as a market > Main Market Drivers in Europe

- **New Challenges**
  - Legal Requirements of the Target Markets
  - Distributed Content Creation
  - Controlled Language
    - Terminology
    - (English) Writing for non-native Writers
  - Translation Technologies
    - TMS
    - Machine Translation
Customer Needs

TC as a market > Current Market Drivers in Europe

- Quality of Instructions for Use
  - Availability in print and in electronic form
  - Easy to use
  - Findability of contents
  - Comprehensibility of contents

- Mobile Delivery of Contents
  - „Type A“: Advanced PDF, Ebooks
  - „Type B“: Browser Based Apps
  - „Type C“: Proprietory Apps
  - Hybrid Apps: Mixture of Types B and C
Technologies

TC as a market > Main Market Drivers in Europe

• „Intelligent Publishing“
  • Streamlined Processes
  • Structured Authoring Tools
    • Single Source (CMS)
    • Cross-Media-Publishing

• New Trends
  • Content Development for Mobile
  • „Responsive“ Design with HTML 5
Education

TC as a market > Current Market Drivers in Europe

- Higher quantitative and qualitative demand
  - More Technical Communicators needed
  - More formal Qualification needed

- Education and Training
  - University programs for Techwriters
  - Training opportunities for Techwriters
    - Entrants, Late Entrants
    - Life Long Learning

- Certification for Techwriters
  - Practitioners with no formal qualification
“tekom Europe is THE neutral platform for the TC market in Europe, with connections through tcworld to all other relevant markets in the world”