



Foreword

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tekomp-
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Copenhagen

tcworld conference
and tekomp fair

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Marketing Preview

2024

Conferences and Events
Advertising Options
Calendar



Plan your campaigns for 2024 – cross-media and international



Dr. Michael Fritz

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Dear Ladies and Gentlemen,

In 2024, would you like to be visible again as a company in your environment? To this end, we offer you many opportunities to successfully recommend your services and products. Expand and consolidate your customer base.

Choose from a wide range of advertising and sponsorship opportunities. Take advantage of our numerous conferences, fairs and information platforms. Two high-circulation professional journals round off our offer.

Reach your target group.

Most of our clients work in the field of technical documentation, software documentation, user experience, terminology and localization.

With our conferences, whether online, hybrid or on site, we reach several regions in Europe and Asia. Thanks to different packages and new promotional elements, such as the virtual showrooms or advertising clips, you will gain current and new customers.

Another forum for your advertising is our network 'technischekommunikation.info'. This is the online presence of the professional journal 'technische kommunikation' and the mouthpiece of the industry. This online magazine is the only medium with articles and topics on technical communication and thus reaches a large proportion of your target group.

The English-language 'tcworld magazine', in its online version, addresses numerous interested parties worldwide. Use this international opportunity to increase your reach.

As usual, tekomp company members benefit from a special price on our offers.

We will be happy to support and advise you in your planning. You can reach our sales team by phone at +49 711 65704-57 and -58 or by email at sales@tekomp.de.

With kind regards

Dr. Michael Fritz

Calendar 2024

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January

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29	30	31				

- tcworld magazine 1/2024
- technische kommunikation 1/2024

February

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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- tcworld India 2024
Feb./March Bengaluru

March

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- technische kommunikation 2/2024
- NORDIC TechKomm 2024
March 6 – 7, Stockholm

April

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- tcworld magazine 2/2024
- tekem-Frühjahrstagung 2024
April 11 – 12, Freiburg

May

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- technische kommunikation 3/2024
- tcworld China 2024
May 23 – 24, Shanghai

June

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- Evolution of TC 2024
June, Sofia

July

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- tcworld magazine 3/2024
- technische kommunikation 4/2024

August

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- NORDIC TechKomm 2024
September 18 – 19, Copenhagen
- technische kommunikation 5/2024

October

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- technische kommunikation 6/2024
- tcworld magazine 4/2024

November

Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.
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- tcworld conference 2024
tekem fair 2024
November 5 – 7, Stuttgart

December

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NORDIC TechKomm 2024

March 6 – 7, Stockholm, Sweden



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Banner Advertising

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Other Services

At NORDIC TechKomm, experts from various Nordic countries will convene in Stockholm to discuss trends and topics in the field of technical communication.

The focus of the two-day event is on UX Standards, Machinery Directive, Intelligent Content, Management of User Information, Digital Product Communication and Multimedia and Video Documentation.

On the first day, attendees can expect a program rich in variety, with presentations and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts.

On the second day, attendees can attend workshops and sponsored presentations.

The conference language is English.

Information

Target Audience

Participants are managers, developers and technical communicators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: **Sponsoring Sheet**

Ad Placements

technische kommunikation 1/2024

Release date **2024-24-01**

Advertising booking deadline 2023-11-30

tcworld magazine 1/2024

Release date **2024-01-17**

Advertising booking deadline 2023-11-30

Conference Website:
nordic-techkomm.com

Contact us:
sales@tekomp.de
+49 711 6570457 and -58

tekom-Frühjahrstagung 2024

April 11 – 12, Würzburg, Germany

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Other Services

The tekom spring conference is tekom's German language professional event with focus on networking. It is organized at alternating conference venues. This year it will take place on April 11 – 12 in Freiburg.

The topic fields offered cover the most significant areas of technical communication. Important fundamentals are presented in lectures, workshops and tutorials.

Presentations and workshops will provide basic and expert knowledge on these topics as well:

- Intelligent Information
- Professional language, technical translation and localization
- Creation process and technologies
- Editorial management and more.

The conference language is German.

Information

Target Audience

The conference is aimed at specialists and company managers who are involved in the industry and service providers who deal with information for use and want to improve their quality.



Attendees can benefit from digital networking opportunities and exchange ideas with each other.

Marketing Opportunities

Opportunities for Participation

- Sponsored presentations
- Participation on site
- Virtual showroom
- Announcement in the conference program

Ad Placements

technische kommunikation 2/2024

Release date **2024-03-13**
Advertising booking deadline 2024-02-01

Special Pages (limited quota)

technische kommunikation 2/2024

Advertising booking deadline 2024-02-01

tcworld magazine 1/2024

Release date **2024-01-17**
Advertising booking deadline 2023-11-30

Conference Website:
Frühjahrstagung 2024

Contact us:
sales@tekom.de
+49 711 65704-57 and -58

tcworld China 2024

May 23 – 24, Shanghai, China

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Other Services

tcworld China 2024 brings together national and international experts in the area of technical communication.

We're thrilled to announce the 10th tcworld China. It's been ten years of sharing knowledge and working together with the industry.

To celebrate this special occasion, we're taking a giant leap forward. In 2024, the conference will feature an exciting exhibition alongside our renowned sessions.

Our primary mission remains unchanged: to foster an open dialogue among national and international leaders, professionals, and friends of technical communication. Join us as we exchange brilliant ideas, tackle specific TC challenges, and explore cutting-edge solutions.

At tcworld China 2024, you'll have the unique opportunity to connect with local and international TC experts who will share their invaluable experiences and best practices, with a focus on addressing China-specific challenges.

Stay tuned for more details and get ready for an unforgettable 10th-anniversary celebration!

Information

Target Audience

Conference attendees are managers and decision-makers from companies active in the national and international market who are interested in expanding their network in China.



Topics:

- AI in Technical Communication UX
- Software Documentation
- International Standards
- Globalization/Localization/Terminology
- Content Marketing
- Education and Career Development
- Content Management and Delivery
- Technical Authoring

Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages
- Sponsored presentations

Ad Placement

technische kommunikation 3/2024

Release date	2024-05-17
Advertising booking deadline	2024-04-04

tcworld magazine 2/2024

Release date	2024-04-18
Advertising booking deadline	2024-03-11

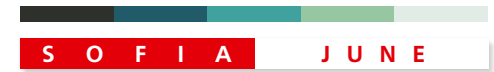
Conference Website:
tcworld-china.cn

Contact us:
y.tang@tekem.de
+49 711 65704-41

Evolution of TC 2024

June, Sofia, Bulgaria

Evolution of TC 2024



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Evolution of TC is the annual gathering of the software industry in Eastern Europe. The thematic focus is on the trends and innovations in software documentation, such as docs as code, API documentation and ChatGPT/conversational AI.

Here, all professionals in the industry come together – technical writers, information developers, technical editors and translators, mainly with a software background.

Attendees can look forward to expert presentations, interactive workshops and sponsor presentations.

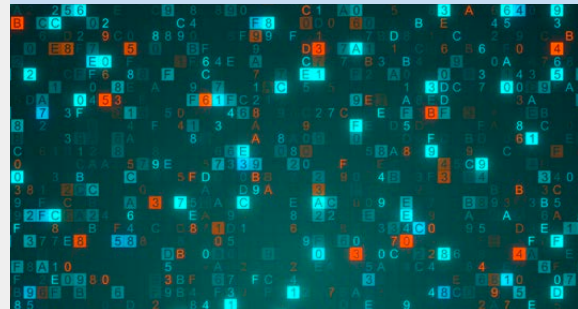
During the breaks and at the networking dinner, you can continue the thematic discussions, network with your peers and expand your network.

The conference language is English.

Information

Target Audience

Participants are managers, software developers, technical communicators and translators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: [Sponsoring Sheet](#)

Ad Placements

technische kommunikation 3/2024

Release date **2024-05-17**

Advertising booking deadline 2024-04-04

tcworld magazine 2/2024

Release date **2024-04-18**

Advertising booking deadline 2024-03-11

Conference Website:
evolution-of-tc.com

Contact us:
sales@tekem.de
+49 711 65704-57 and -58

NORDIC TechKomm 2024

September 18 – 19, Copenhagen, Denmark



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Banner Advertising

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Other Services

At NORDIC TechKomm, experts from various Nordic countries will convene in Copenhagen to discuss trends and topics in the field of technical communication.

The focus of the two-day event is on Intelligent Information, User Experience and Industry 4.0. Topics of the conference will consist of options for providing content, augmented reality and localization, along with legal requirements and structuring methods.

On the first day, attendees can expect a program rich in variety, with presentations and interactive sessions. In between, there will be many opportunities to exchange experiences and make new contacts. On the second day, attendees can attend workshops and sponsored presentations.

There will also be a networking event on September 17.

The conference language is English.

Information

Target Audience

Participants are managers, developers and technical communicators from all over Europe and the USA.



Marketing Opportunities

Opportunities for Participation

- Various sponsoring packages, e.g. Platinum Package, Gold Package etc.
- Basic Package (Visibility)
- Sponsored presentations
- Conference bags
- Lanyards

Download: **Sponsoring Sheet**

Ad Placement

technische kommunikation 4/2024

Release date **2024-07-18**
Advertising booking dead 2024-06-06

tcworld magazine 3/2024

Release date **2024-07-15**
Advertising booking deadline 2024-06-07

Conference Website:
nordic-techkomm.com

Contact us:
sales@tekomp.de
+49 711 65704-57 and -58

tcworld conference and tekomm fair

November 5 – 7, Stuttgart, hybrid



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**tcworld conference
and tekomm fair**

Banner Advertising

Print Advertising

Other Services

The tcworld conference with the tekomm fair in parallel has established itself as an important industry event. For 2024, the event will be in hybrid format.

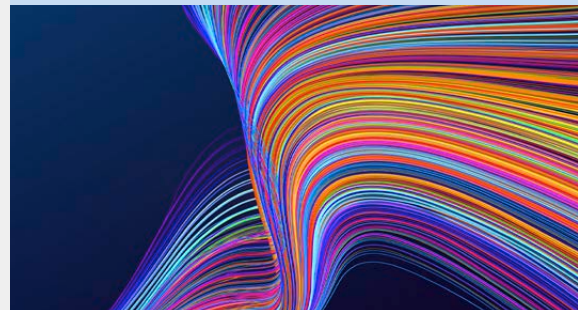
At the world's largest industry event, the full range and depth of topics in technical communication are addressed for attendees from all sectors and industries, and experts from all subject areas can present themselves to their audience. Even peripheral topics of technical communication are also on the agenda here.

The tekomm fair brings together all market participants from the field of information development and management: Decision-makers, software manufacturers, consultants and service providers, experts from the fields of product data management, multimedia, translation and localization.

Information

Target Audience

Conference attendees are decision-makers and employees from industrial and software companies and service providers.



Marketing Opportunities

Opportunities for Participation

- Numerous sponsoring and advertising opportunities
- Exhibitor presentations

Ad Placements

technische kommunikation 6/2024

Release date **2024-10-10**

Advertising booking deadline 2024-08-29

tcworld magazine 4/2024

Release date **2024-10-21**

Advertising booking deadline 2024-09-12

Special Pages (limited quota)

technische kommunikation 6/2024

Advertising booking deadline 2024-08-29

Conference Website:

tcworld conference 2024

Contact us:

sales@tekomm.de

+49 711 65704-57 and -58

Banner Advertisements

on tekom.de, tekom.eu, tcworld.info
and technischekommunikation.info

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Other Services

The tekom.de, tekom.eu and tcworld.info WebPortals are an excellent way to maintain your online presence.

tekom.de, tekom.eu

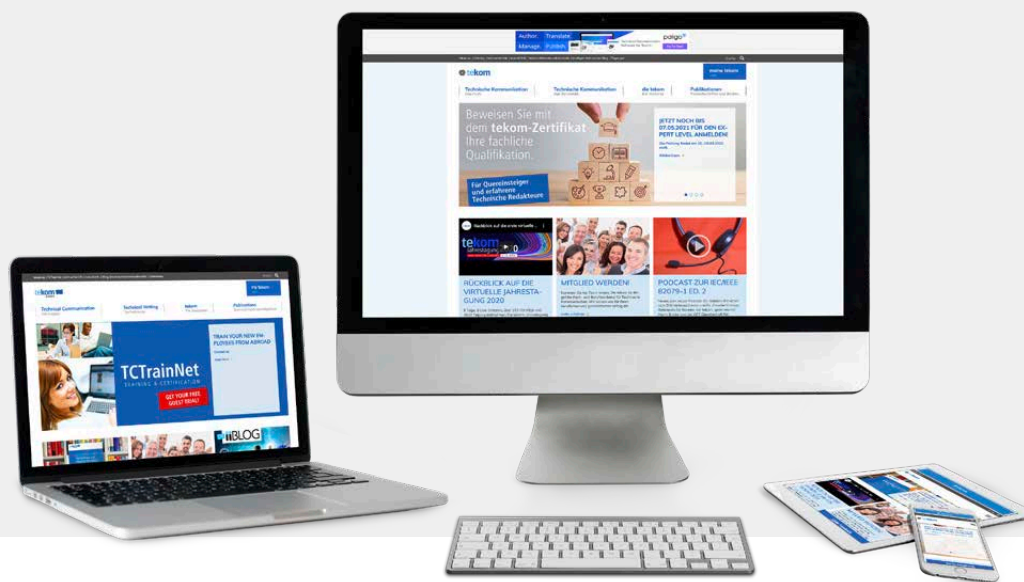
The tekom WebPortal bundles together all the activities of the German and European Association for Technical Communication. There are also job offers, a database of service providers, and a calendar with important industry events.

tcworld.info

The English-language online magazine at tcworld.info offers articles on information management, oriented towards an international audience in the field of technical communication.

technischekommunikation.info

The German-language website, a qualified research platform for topics in the field of technical communication currently comprising around 500 specialist articles, is continuously expanded. With technischekommunikation.info, reach your target specialists and managers – without any wasted effort.



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Media Kit **Banner Advertising**

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sales@tekom.de
+49 711 65704-58

Print Advertisements

in the professional journals 'tcworld magazine'
and 'technische kommunikation'



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For your ad placement, we offer you two professional journals that reach a national and international target audience.

'tcworld magazine' is the internationally oriented magazine of tcworld GmbH while 'technische kommunikation' is the German-language publication for technical documentation.

'tcworld magazine'

'tcworld magazine' appears every quarter and has a circulation of over 10,500 copies annually.

'technische kommunikation'

This magazine is published in German every two months and has a total annual circulation of 60,000 copies. It is oriented towards a highly qualified group of technical writers, translators, illustrators, graphics experts and multimedia experts.



Dates of Publication

tcworld magazine

- 1/2024 – 2024-01-17
- 2/2024 – 2024-04-18
- 3/2024 – 2024-07-15
- 4/2024 – 2024-10-21

technische kommunikation

- 1/2024 – 2024-01-24
- 2/2024 – 2024-03-13
- 3/2024 – 2024-05-17
- 4/2024 – 2024-07-18
- 5/2024 – 2024-09-19
- 6/2024 – 2024-10-10



Download as PDF:
Media Kit **tcworld magazine**
Media Data **technische kommunikation**

Contact us:
sales@tekomp.de or
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TCTrainNet

TCTrainNet is an international online training and certification program in English for technical communicators.

Individual Counseling – Qualification Consultation

The need for further training in technical communication is assessed individually based on the tekomp qualification modules in an hour-long discussion.

Best Practice Workshops

Managers from different fields have the opportunity to compare their own information products, processes and strategies with those of other companies in result-oriented workshops.

Certification

tekomp certification offers both career changers and experienced practitioners the opportunity to qualify in an external professional examination.

Publications

tekomp regularly publishes current and established work and decision-making aids for technical communicators and responsible managers as tekomp guidelines, tekomp university publications in technical communication, and tekomp studies.



TCTrainNet Website:
tc-train.net

Certification:
[technical-communication.org/
career-education](http://technical-communication.org/career-education)

Website:
tekomp Publications

Contact us:
info@tekomp.de
+49 711 65704-0

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tcworld GmbH

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+49 711 65704-0

HRB 22804 Amtsgericht Stuttgart
CEO: Dr. Michael Fritz, Claudius Mehne

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