

# TCUK23 - Day 1 (Tuesday)

## Malvern

- Registration with coffee and pastry 08:45 - 09:30  
*Register for TCUK23 then grab a coffee and a pastry*
- Welcome from the TCUK23 team 09:30 - 09:50  
*Get the day started with any important information.*
- Keynote: Reasons to be cheerful: stubborn hope as a content strategy 09:50 - 10:40  
*Could we be the gardeners, planning growth, facilitating change, pouring our love into a hopeful future?*
- Break with refreshments 10:40 - 11:00  
*Take a moment to stretch your legs and grab a drink or snack in the Malvern Bar*
- Presentation: How to use data to inform your decisions 11:00 - 11:45  
*Using analytics to make data-driven decisions enables you to quickly understand how users interact with your content and where you should prioritise your efforts.*
- Presentation: Navigating the rapids of docs-as-code implementation 12:00 - 12:45  
*Writers become reviewers, and SMEs become writers.*
- Lunch 13:00 - 14:00  
*Buffet-style lunch served in Malvern*
- Room registration and group check-in, Park Suite Reception 14:00 - 14:30  
*For those staying overnight at the venue.*
- ISTC Annual General Meeting 14:30 - 15:00  
*Open to all to attend, but only ISTC members may vote.*
- Presentation: In-product guided tours: the how, the why, the how much? and the watch out! 15:00 - 15:40  
*Rachel discusses how to plan, develop and implement guided tours, along with considerations you need to be aware of before you start.*
- Break with refreshments 15:40 - 16:00  
*Grab coffee and cake in Malvern Bar*
- Interactive presentation: How to build a successful technical publications team  
*During the session the panel and members of the audience will be asked a series of questions relating to best practice around setting up and managing a technical*

## Eversfield

- Workshop: SVG in tech docs 11:00 - 12:45  
*This workshop will be presented in two halves. You are welcome to attend the appropriate half, or the full workshop. In part one, Tony will introduce SVGs and cover their many uses and benefits in technical documentation. Part two will be more advanced and include an in-depth process of creating an animated SVG. You can enter or leave between 11:45 and 12:00.*
- Available for fringe events 14:30 - 15:00
- Presentation: Learn the business with domain models 15:00 - 15:40  
*For technical communicators, domain models enable higher-level conversations with stakeholders and subject matter experts, inspiring documentation that meets the needs of users effectively.*
- Presentation: Feature toggles building symbiosis between authors and developers 16:00 - 16:45  
*This session will help you understand how feature toggles ensure only released features are available to customers.*

## Gloucester 1

- Sponsored presentation: Understanding the differences between CMS, CCMS, and related solutions 11:00 - 11:45  
*The content management system you choose can dramatically impact the business ROI, the success of the product, onboarding, and customer stickiness.*
- Available for fringe events 12:00 - 13:00
- Available for fringe events 14:30 - 15:00
- Sponsored presentation: Interdisciplinary synergy in technical communication 15:00 - 15:40  
*TWi firmly believe that effective communication lies at the core of every successful venture, and their strategy starts right at home.*
- Discussion session: TCUK Rants 16:00 - 16:45  
*Bringing together delegates, vendors, and sponsors, this session provides a safe space to vent about something that nobody outside our lovely community would understand.*