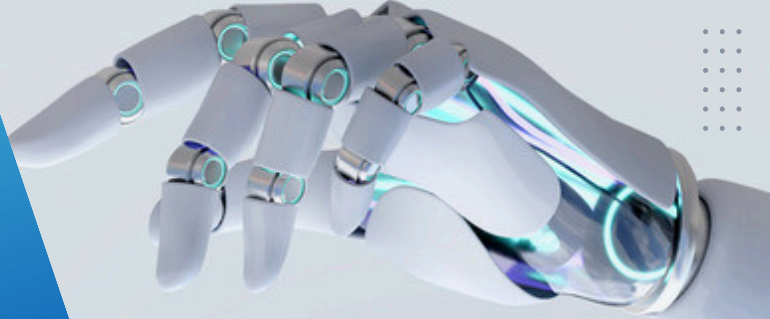


AI ALONG THE CONTENT CHAIN – FROM CREATION TO LOCALIZATION

Members-only online event of
tekomp Europe and the Globalization and Localization Association (GALA)



AI is transforming every stage of the content chain, from knowledge management and content creation to translation, localization, and delivery. This members-only event brings together experts from technical communication and localization to explore what happens when AI agents, knowledge graphs, metadata, and MCP reshape how content is created, managed, and reused.

Date

October 6, 2026, from 3:00 to 5:00 PM (CEST)

Place

Online via Zoom

Registration

Free for members of GALA and tekomp.

If you are a tekomp member, **register** [HERE](#).

Program at a glance

3:00 PM

Session 1 | One Knowledge Layer, Two Directions: Making Content Findable by Machines and Reliable Across Languages

Harald Stadlbauer and Viveta Gene

3:45 PM

Session 2 | Agentic AI for Technical Documentation: What We Learned Building It for Real

Production architectures, hard lessons, and the changing role of documentation professionals

István Lengyel and Michael Iantosca

4:30 PM

Panel Discussion | AI Along the Content Chain: Challenges and Opportunities

All four speakers | Moderator: Paula Stern

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Session descriptions and speakers

Session 1 | One Knowledge Layer, Two Directions: Making Content Findable by Machines and Reliable Across Languages

Terminology, taxonomies, and knowledge graphs are often discussed from two different perspectives: making content findable by machines and preserving meaning across languages. Harald Stadlbauer and Viveta Gene show how the same knowledge layer can support both goals. They explore its role in AI visibility and discoverability as well as in queryable institutional memory, translation, and localization. Two perspectives, one infrastructure, and a closer look at what changes when AI systems read, reuse, and translate organizational knowledge.

Harald Stadlbauer

NINEFEB Technical Documentation



General Manager of the NINEFEB Group, Harald Stadlbauer works on technical communication, intelligent information delivery, and digitalization. He is actively involved in iIRDS and the Asset Administration Shell (AAS), including the development and synchronization of metadata for intelligent information.

Viveta Gene

Intertranslations S.A. and Ionian University



Head of Global Localization Solutions and Innovation at Intertranslations and a postdoctoral researcher at Ionian University, Viveta Gene works at the intersection of localization, knowledge graphs, AI-assisted workflows, and multilingual compliance. She serves on the GALA Board of Directors and has more than 20 years of experience in translation and localization.

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Session 2 | Agentic AI for Technical Documentation: What We Learned Building It for Real

Production-scale agentic documentation is a fundamentally different problem from using AI for documentation via LLM prompting. In this session, Michael Iantosca, who has already built such an agentic system on top of DITA documentation at Avalara, a tax compliance company where precision is everything and hallucination costs millions, will share the story of that journey in a conversation with István Lengyel, who will ask him all the questions you'd be too shy to. The story starts with management mandating a time reduction for the first draft from two weeks to 20 minutes. What did he and his team build? Come find out, and see it in action.

Michael Iantosca

Avalara



Senior Director of Content Platforms at Avalara, Michael Iantosca has more than four decades of experience in content and technology, including 38 years at IBM. He was part of the team that pioneered structured content platforms based on SGML and DITA and helped develop DITA at IBM.

István Lengyel

BeLazy



István Lengyel is the founder of BeLazy, the company that makes localization possible across the entire supply chain. Previously, he was one of the founders of Kilgray, the makers of memoQ, and held various positions in the company. He tried most roles in the industry: he worked as a translator, as Director for Customer Success for On Global Language Marketing, and as a consultant for Nimdzi Insights. He holds several degrees including a PhD in translation studies from the ELTE University of Budapest.

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Panel Discussion | Where Does AI Change the Content Chain?

From knowledge management and content creation to localization and delivery, AI is transforming the content chain. Our four speakers will discuss the opportunities, challenges, and open questions this brings for our industry.

Harald Stadlbauer • Viveta Gene • Michael Iantosca • István Lengyel

Moderated by Paula Stern

Paula Stern

WritePoint



Paula Stern is a senior tech writer from Israel. She is the CEO of WritePoint Ltd. and the lead instructor of WritePoint's Technical Writing Course. Paula is also the Spokesperson for tekcom Israel, a popular blogger and presenter. Paula organizes the annual MEGAComm conference, uniting hi-tech professionals from the techcomm and marcom worlds. In recent years, her focus has been working for cyber-security companies and startups.