



The ISTC is the United Kingdom's professional association for technical authors, technical illustrators, and information designers.

ISTC Office: Airport House, Purley Way, Croydon, Surrey CR0 0XZ
Tel: +44 (0)20 8253 4506
Fax: +44 (0)20 8253 4510
Email: istc@istc.org.uk
Web: www.istc.org.uk

This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus⁺* aims to cover anything of interest to the profession. To subscribe, contact the office.

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ISTC news

Technical Communication UK

As most of you will be aware by now, the programme for the ISTC conference Technical Communication UK is now complete. If you haven't already booked your place, go to the website where you will find details about the event including the workshops, speakers, exhibitions and sponsors.

This is an important event in the diary of technical communicators and is one of the few available worldwide this year. We would therefore encourage you to promote the event to your colleagues and, as Rachel Potts pointed out in last month's *InfoPlus⁺*, spread the word!

The conference is not just for members; it is of benefit to non-members and the wider community. This year's attendees include translators, graphic designers, help/support

technicians, illustrators, indexers and many more professionals within the industry.

You can keep up to date with conference news by subscribing to newsletter called *TCUK '09 News!* via the Conference website at: www.technicalcommunicationuk.com. If is a monthly publication and you can view the June edition at: www.technicalcommunicationuk.com/index.php?/newsletterjune2.html.

Council Nominations Reminder

The nomination forms for those interested in joining the ISTC Council were sent out with the Summer 2009 *Communicator*. Please make sure you return your form by 12 August.

The next Council meeting will be held in London on 1 August. Even if you are not on the Council, an ISTC member is entitled to observe the meetings. If you would like to do this, please contact the ISTC office for details.

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ISTC Open Learning Course Examinations

The results of the May 2009 Examination are in and once again they are of a high standard. Many congratulations to all the students, particularly to Rebecca Coatswith who achieved a Double Distinction and is the recipient of the ISTC President's Award.

Affiliate news

Stilo Migrate capabilities extended to offer online image conversion services

ISTC affiliate Stilo International has extended the capabilities of Stilo Migrate, the online content conversion service, to include comprehensive image conversion. Organisations can now use Stilo Migrate to quickly extract a range of image types embedded in legacy documents and convert them into a flexible, editable and reusable format, suitable for web publishing. Easy to use, the service saves vast amounts of time and money for teams involved in converting content from FrameMaker, Microsoft Word



Les Burnham, CEO of Stilo International

and other source files into XML-based formats.

Available around the clock, Stilo Migrate converts images in Adobe Illustrator, EPS, WMF, EMF, TIF and PDF formats into Scalable Vector Graphics

(SVG) format. Once in SVG, the images can be easily resized, edited, updated and published to the web. For an initial promotional period, organisations can use Stilo Migrate to convert images into SVG for just \$1 each.

Les Burnham, CEO of Stilo International, says: 'Many organisations have legacy documents with images embedded in them. Often these images have been created using specialist drawing tools, and converting them into a neutral format for further processing can be a real challenge. By using Stilo Migrate, all of the time and money originally invested in creating the image is saved, and authors can update and adapt their images again in the future if they need to.'

He adds: 'When organisations want to reuse their images, they often just create bitmap files. However, they then find that they cannot edit or resize them. Other companies resort to manually redrawing images, but this inevitably leads to high costs and quality issues. Stilo Migrate takes just a few minutes to deliver high quality images in SVG format.'

The SVG specification is an open standard, developed by the World Wide Web Consortium (W3C) for two-dimensional

vector graphics. It is the most flexible and versatile format available for manipulating image files and publishing them to the Internet.

Marc Speyer, vice president of content migration services at Stilo International,

explains: 'SVG defines images and their behaviours in XML text files, which can be compressed, searched, indexed and scripted. The standard can be used for both static and animated images, and allows authors to easily crop, resize, enhance or alter their images without adversely affecting their quality. For example, SVG enables organisations to easily create thumbnails and exploded views of images for the web, without risk of distortion.'

For further information about Stilo, visit: www.stilo.com.

For a full list of the ISTC's current Business Affiliates, see www.istc.org.uk/Business_affiliates/ba_home.htm. You can read more about the scheme at www.istc.org.uk/Membership/business_affiliates.htm.



Marc Speyer, Vice President, Content Migration

Podcast: Five things you should know about 3D CAD software

If you're a design engineer working in a typical manufacturing company, you may be spending up to three-quarters of your valuable time fixing old designs — updating them, optimising them, and making changes for ECOs — instead of creating new ones.

ISTC affiliate PTC recently identified five major issues that design engineers face:

- 'Easy to use' doesn't have to mean 'dumbed down'
- 3D CAD designs should be both robust and portable
- CAD software shouldn't make changes hard to deal with
- You shouldn't have to hit a functionality ceiling
- Maintenance shouldn't break the bank.

In its latest podcast PTC offer insight into how 3D CAD software resolves these issues, so you can spend more time doing what you do best and like most: designing great products.

You can download the free podcast by visiting this web page: www.ptc.com/appserver/wcms/forms/index.jsp?im_dbkey=92557&icg_dbkey=482.

Industry news

LISA workshops survey

From Michael Anobile, LISA Director

In an effort to help deliver effective and relevant professional globalisation skills training, the Localization Industry Standards Association (LISA) would like to know what topics you would find valuable in a workshop setting and where you would like to attend workshops. To help in planning, LISA asks you to visit its website and fill out a survey on your preferences for workshop locations and subjects. The survey can be found at: www.lisa.org/Survey.1152.0.html.

As a way of saying thank you for your time, if you fill out the survey and supply your contact information, the Association will discount your next registration for a non-academic LISA Forum by \$50/€50.

New tcworld website

tcworld has announced the launch of its new website. The web portal tcworld.info continues the great work of the tcworld magazine. tcworld.info is a platform for anyone facing the challenges of communicating across borders, selling

products and services to target audiences from different cultural backgrounds and establishing business relations with partners from around the world.

tcworld.info offers professional articles, news, event reports and a group listing of service providers and associations from the various fields of information management. The web portal will be updated on a monthly basis. The tcworld newsletter will keep you informed about any new articles and features on the website. planning, research and measurement.



New tcworld website

Science communications news

New Scientist editorial trainee scheme

Are you a graduate with a good science degree and a burning desire to be a science journalist? New Scientist's editorial trainee scheme runs for six months and provides paid work experience and training in its central London office. *New Scientist* is looking for one person to work on the environment desk and another to work on video production. Applications are required by 13 July. For more details, visit: www.newscientist.com/article/dn17308.

Minister for Science and Innovation to address IET Innovation Awards

Lord Drayson will be guest speaker at this year's Institution of Engineering and Technology (IET) Innovation Awards. Now in its fifth year, the IET's Innovation Awards reward the most outstanding inventions within the science, engineering and technology community. Those successfully

shortlisted will find out if they've won as they attend the IET Awards gala evening at Lord's Cricket Ground on 25 November 2009. The awards will be presented by former presenter of *Tomorrow's World*, Philippa Forrester.

Lord Drayson is no stranger to the world of engineering and technology, as he studied BSc (Hons) in Production Engineering and a PhD in Robotics at Aston University. In 1993, he co-founded the vaccine company PowderJect Pharmaceuticals where he was Chairman and Chief Executive. Over 10 years, he built PowderJect into one of the world's leading vaccines companies with operations in the USA and Scandinavia as well as the UK.

Lord Drayson then turned to the world of politics, where he has held various ministerial roles, before becoming the Minister for Science and Innovation in October last year.

A motor racing fanatic, Lord Drayson started racing in 2004. By 2007, he competed in the British GT sportscar championship, racing a unique bio-ethanol fuelled Aston Martin DBRS9, achieving a historic first win for a bio-fuelled car and coming second overall in the championship.

The prestigious IET innovation awards awards covers 15 categories: Asset Management, Built Environment, Electronics, Emerging Technologies, Information Technology, Measurement in Action, Power/Energy, Product Design, Security, Software in Design, Start-Up, Sustainability, Team, Telecommunications and Transport.

For more information, visit: www.theiet.org.

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Training courses

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might be of interest to *InfoPlus*⁺ readers, please contact the Newsletter copyeditor newsletter.editor@istc.org.uk.

If you would like to promote your course or event to ISTC members, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email istc@istc.org.uk.

July

- 6-8 Flash Action Script Intro**
This course teaches fundamental programming techniques. The course covers core concepts including instance names, variables, functions, properties, and methods; then proceeds through conditions, loops, event handling, and animating with ActionScript. It also covers the concepts of all Flash applications, Object-Oriented, event-driven programming.
- Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.

- 8 Adobe Acrobat 8 Intermediate**
In this one-day course, you will use Adobe Acrobat 8 to create multimedia content that can be shared across different computer platforms, enhance and control PDF content accessibility, customise PDF documents for interactive use online and prepare PDFs for commercial printing.
- Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.

- 9-10 Introduction to Adobe InDesign**
This course provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
- 10% discount for ISTC members.
- Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/printdesigntraining.

- 14 Web Training Course: Writing for the Web**
This one-day course looks at how people actually use the web and how you need to prepare your copy and content for the purpose. The course is editorial rather than technical and will cover the principles and techniques of usability, how you can exploit journalism techniques for web copy as well as the relationship between design and content and the way users consume your pages.
- Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.
- 15-16 Quark Introduction**
This course is suitable for those with little or no previous experience of Quark or those who are self taught. Familiarity with the operating system and the keyboard is a course prerequisite.
- Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.

...July

17 Introduction to Technical Authoring

This intensive one-day course is ideal for people who are not career technical authors, but who need to carry out such work. It covers project planning, writing from a design, structuring documents, good writing practice, punctuation and grammar, navigation techniques, proofreading and standards.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/techauthortraining.

20-21 Flash Intro

This Flash course is aimed at web designers and animators who need to create dynamic and exciting animations.

Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.

22-23 Adobe Illustrator Introduction

Our course enables delegates with no previous experience of Illustrator or any graphics program to produce effective drawings and illustrations, and those with a design background to effectively utilise and manipulate this drawing tool. You will learn professional approaches to creating artwork projects efficiently and how to integrate Illustrator's vast array of special effects into your graphics. You will prepare Illustrator files for print and the web.

Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.

24

Adobe Acrobat 8 Advanced

In this one-day course, you will use Adobe Acrobat to enhance PDF accessibility and security, convert technical documents to PDF files, collaborate with individuals and teams, automate forms and accomplish tasks for greater productivity and efficiency.

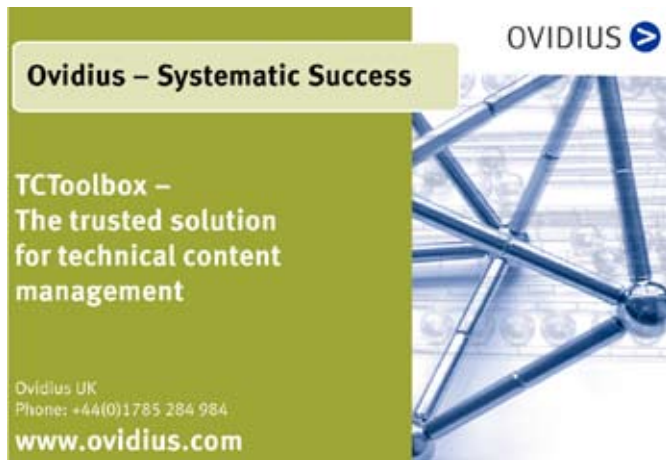
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.

29

Adobe Illustrator Advanced

This one-day course focuses on the advanced features of Illustrator and power shortcuts to enhance your workflow. A methodical approach to using the vector drawing tools in Illustrator will be taught to help you unlock your creative potential.

Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm.



...July

29-31 Advanced Technical Authoring Techniques

This intensive course is designed for career technical authors who want to improve their skill set and the quality and effectiveness of the documentation they produce.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armadaonline.co.uk/techauthortraining.

30-31 Adobe Photoshop Introduction

This two-day enables delegates with no previous experience of Photoshop and to acquire theoretical and practical proficiency. Those with a repro background can gain an understanding of related theory to adapt their expertise efficiently.

Mekon Creatives, Sutton, Surrey.

www.mekon-creatives.com/courses.cfm.

Events news

Cherryleaf: Career development for technical authors

ISTC affiliate Cherryleaf is offering an authoritative seminar to new and experienced technical communicators to show them the skills that are key to professional success as a technical author, and provide a practical approach to developing a successful career in technical communication.

In June, the TransAlpine Chapter of the Society for Technical Communicators (STC) asked Cherryleaf to reveal the key to building a highly successful career as a technical communicator. They felt it was vital their members had the skills and strategies to develop professionally — particularly in



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these tough economic times — and so they paid for one of Cherryleaf's staff to fly to Vienna, Austria and deliver a workshop on how they could do this.

Now Cherryleaf have decided to share this information with a few other Technical Communicators in a special, half-day, workshop in London called 'Career development for Technical Authors'.

The number of delegates on the workshop is restricted to 12; this is to make sure everyone receives the best possible level of training. Places are sold on a first come, first served basis. Sorry, spaces are limited, so you need to book early in order to guarantee your place.

What you will get

We will

- ▶ look at the future of technical writing and
- ▶ discuss the latest research into what makes a good technical writer.

We will then move onto

- ▶ the issue of marketing yourself (within your employer or as a freelancer)
- ▶ networking, and
- ▶ job searching strategies.

This will include some practical exercises.

You'll also have the opportunity to get some feedback on your CV, if you wish.

Date and location

On Monday 13 July we will be presenting the workshop near a venue in central London — a few minutes walk from London Victoria station and St James Park Underground station. Attendees are invited to arrive for tea and coffee from 1:30pm for a prompt start at 1:45pm. The seminar will finish by 4.45pm although attendees may stay to chat and network for a while afterwards.

About your presenter

Ellis Pratt co-owns Cherryleaf Limited, a technical communication company that carries out work throughout the UK and Europe. At Cherryleaf, Ellis is the Sales and Marketing Director, as well as the Head of Recruitment. He has presented on the future of technical communication at the STC's TransAlpine, TICAD and UA Europe conferences, as well as for the ISTC's London Special Interest Group. Ellis drives the Cherryleaf blog and produces its acclaimed monthly newsletter. He has authored 'Tech Writing 2.0 — The application of Web 2.0 technologies', 'So you want to become a technical author,' 'Network to Get Work' and co-authored 'BusinessWise

— Words of Wisdom for Small Businesses with Big Ambitions'. He also has an article on measuring the value of technical communication, due to be published later this year in 'Intercom' magazine.

For more information and to register, visit: www.cherryleaf.com/careerdev.htm.

System Safety 2009: It's Not Just About Wires

The Institution of Engineering and Technology (IET) and the Safety and Reliability Society (SaRS) are teaming up to incorporate their two major safety conferences for 2009. This will give engineers and safety professionals an even better opportunity to share the latest knowledge and best practice.

The IET International System Safety Conference 2009 and the SaRS Annual Conference — whose theme for this year is 'It's not just wires' — will focus on the development and assurance of safety systems. Sessions will provide a clear insight into the specific issues in the sector and sector themes such as standards, competence and safety integrity levels.

Four of the most respected figures in the industry will be keynote speakers at this

year's conference, including Professor James Reason, author of The Human Contribution. Dr Barry Kirwan, from EUROCONTROL, will be discussing the safety culture in air traffic management; Duane Kritzingler from Marshall Aerospace will give a talk about the relationship between safety assessment and safety cases and Peter Ladkin from University of Bielefeld, Germany will look into securing the interface.

Dr. Carl Sandom, conference chairman said: 'This joint venture between SaRS and the IET is particularly important, as it will provide the safety profession with more cohesion and will undoubtedly enhance the standing of 'system safety' as a premier UK safety event, providing delegates with even more added value.'

Organised by the IET Functional Safety Network, this prestigious event will take place from the 26-28 October 2009 at Savoy Place, the London home of the IET. There will be a workshop session on the 26, followed by conferences on the 27 and 28. Please note that registration is required. For more information, please visit www.theiet.org/system-safety.

Events listings

This section introduces new events and reminders of the most relevant events in the coming months. ISTC events are highlighted.

You can view previous events listings on the ISTC website's Newsletter archive at www.istc.org.uk/Publications/Newsletter/newsletter.htm

To include an event in the listings, please email events@istc.org.uk

July

2 **SDS July talk and social evening: Wayfinding in the public realm**

A talk by Sue Manley of Placemarque will concentrate on wayfinding in the urban context, by using a number of case studies such as the City of London, Cambridge and Durham.

London, UK.

www.signdesignsociety.co.uk/content.php?folder_id=21.

13-15 **Association Congress 09: Strategies and Tactics for Tough Times**

The Association Congress is a key event for executives concerned with providing a high-value service to members in the areas of events, membership, education, online services, publishing and networking. The agenda has been finalised.

London, UK.

www.associationcongress.com/index.asp?page=agd.dsp&type=all.

27-28 **The Summer XML 2009 Conference**

Presentation submissions are now being accepted for this XML conference.

Raleigh, North Carolina USA.

www.aboveandbeyondlearning.com/xmlconference.html.

20 **West of Scotland area group meeting**

The ISTC West of Scotland area group are holding a networking evening from 7:30pm onwards at the Waxy O'Connors pub, 44 West George Street, Glasgow, G2 1DH. Please make your way to 'Mick Turk's' room on the middle level. All welcome — you don't need to be an ISTC member to attend.

Contact Katja McLaughlin: katja.mclaughlin@hotmail.co.uk.

August

11-14 **Balisage: The Markup Conference**

Balisage is a peer-reviewed conference designed to meet the needs of markup theoreticians and practitioners

Montréal, Canada.

www.balisage.net.

Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control over the information you may find at these locations, so the ISTC cannot be responsible for changes to content found at these locations or any material on those sites that may be inaccurate, misleading or offensive to you. All links are provided with the intent of meeting the mission of the ISTC and its Newsletter, and the ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site. Please let us know about existing external links which you believe are inappropriate or inaccurate and about specific additional external links which you believe ought to be included.

September

13-15 SfEP AGM and 20th annual conference: Editing in the 21st century

The Society for Editors and Proofreaders will hold its 20th annual conference at the University of York.

York, UK.

sfep.org.uk/pub/confs/conferences.asp.

14-16 The RealWorld DITA 2009 Conference

Presentation submissions are now being accepted for this DITA conference.

Raleigh, North Carolina USA.

www.aboveandbeyondlearning.com/ditaconference.html.

14-16 GALA 2009: The language of business. The business of language

This new conference dedicated to the language industry will provide 90 minute workshops and panels including case studies, practical

toolkits and experience-based presentations to enable delegates to be more effective in their work. Craigslist founder Craig Newmark will give the keynote address. Member discount rates are available for ISTC members.

Cancun, Mexico.

www.gala-global.org/conference.

16-19 EASE Conference 2009: Integrity in Science Communication

The tenth EASE general assembly and conference.

Pisa, Italy.

www.ease.org.uk/con/index.shtml.

17-18 UA Europe 2009 Conference

The annual conference for software user assistance professionals, this year featuring Mike Hughes from the USA and many other expert speakers. UA Europe is the only European conference to focus specifically on software user assistance and online Help.

Cardiff, UK.

www.uaconference.eu.

22-24 Technical Communication UK

The programme is almost complete, and includes over 40 training, presentation, workshop and networking sessions with practitioners and experts from across the industry and at least 5 countries. Pre-conference workshops will be held on Tuesday 22 September, including software 'taster' sessions. Wednesday and Thursday will have three separate streams of talks and presentations, with the ISTC annual dinner and UK Technical Communication awards ceremony on Wednesday night.

Rates start at £400 (+VAT), including accommodation.

Nottingham, UK.

www.technicalcommunicationuk.com/index.php?/programme.html.

Back page

The Global Corporate Brand Book, by Michael Morley

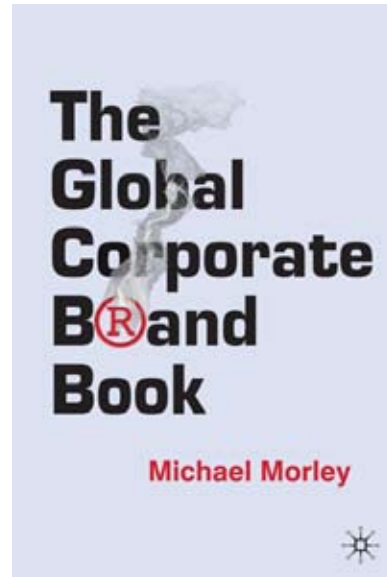
Global academic publisher Palgrave Macmillan has just published Michael Morley's *The Global Corporate Brand Book*. It reveals the secrets behind the success of leading company brands such as Coca-Cola, General Electric, HSBC, Johnson & Johnson, Starbucks and UPS and explains how to define a corporate brand and build its reputation.

The corporate brand is often considered to be the definition of the company. From multi-brand corporations and family companies to not-for-profit organisations, the hallmarks of a successful global corporate brand are the same and a company's reputation and health relies upon them. These key characteristics include:

- strong leadership
- understanding of corporate culture
- adherence to strong values
- employee commitment to living the brand
- swift and decisive action in times of crisis

- the creation and maintenance of trusting relationships with stakeholders.

Exploring the connections between corporate brands, reputation, relationships, perceptions and image the book analyses why some brands like Nike and Ford have



stamina while others flounder when their reputation is tarnished, for example PanAm and Arthur Anderson.

Morley states that strong corporate branding should be a priority for any company. A CEO should be appointed

on the strength of his understanding of the corporate brand and culture as the two are inextricably linked. The period following a leadership change is a time of heightened brand risk because, as Morley says: 'The race to build a great and enduring corporate brand is neither a sprint nor a marathon. It is a relay in which the baton is passed

from one leader and generation to another. Lasting success is based not on fashion but on values and behavior that earn the trust and affection of stakeholders.'

Author Michael Morely is President of Morley Corporate Consulting, Senior Counsel at Edelman, the world's largest independent public relations firm, and Chairman of the Senior Advisory Group of Experts at Echo Research. He has counselled the world's largest corporations on reputation and branding and is a highly regarded international public relations expert with first hand experience of working in the US, Europe, South America and the Asia Pacific region. He is author of the successful and influential book, *How to Manage Your Global Reputation: A Guide to the Dynamics of International Public Relations* and is an Adjunct Professor at New York University's School of Continuing and Professional Studies.

The book retails at £25, ISBN 9781403996633. The publisher's website is at: www.palgrave.com

If you have any material suitable for the back page, please submit it to: newsletter.editor@istc.org.uk.