

# ISTC Newsletter

June 2003

## ISTC Conference update

Conference 2003 is set for Friday 3 to Sunday 5 October. The venue is the Palace Hotel in the spa town of Buxton, Derbyshire. Details are being added all the time to the [ISTC Conference 2003](#) page, where you'll also find the [booking form](#). If you book before 31 July, you get a 10% 'early bird' discount. At present, rooms are reserved for the first forty fee-paying delegates. Slow coaches might find themselves competing for the hotel's remaining rooms with the Great British Public.

### Call for papers and presentations

If you want to present a paper (or something less formal) at conference, please contact the organisers. **Your contact for all conference matters is the [conference@istc.org.uk](mailto:conference@istc.org.uk) email address.**

Conference is quite a lot of work. Our administrator, Carol, and organiser, [Ann Little](#), are able to handle most of the administration but we need members to help with the more specialist aspects. Please [volunteer](#).

## Documentation Awards ceremony

One of the highlights of Conference is the presentation of the ISTC's Documentation Awards. The Awards are designed to encourage excellence in the field of scientific and technical publications and to recognise the work behind the production of clear, concise and effective documentation.

Winning an award is an accolade both for your company and your publications department. This year, you can enter the following classes.

### Class 1: Paper Documentation

- 1a. Printed documentation about specified items of equipment, systems or software
- 1b. Printed documents of any other sort

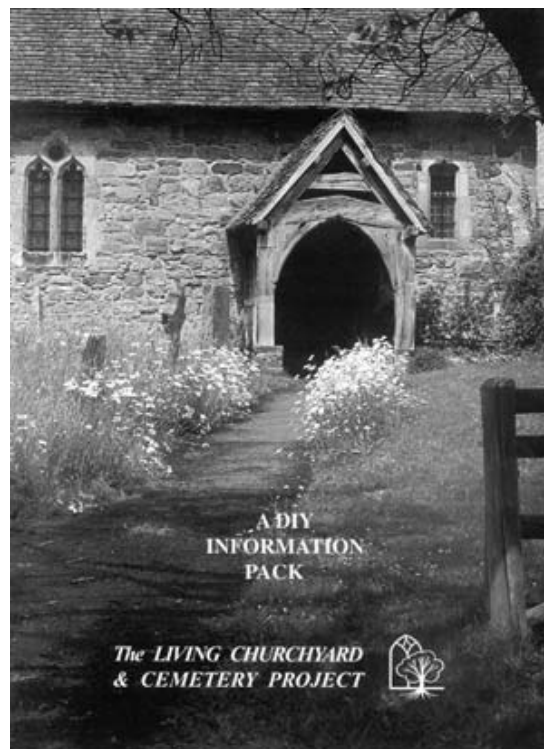
### Class 2: Electronic Documentation

- 2a. Handbooks about specified items of equipment, systems or software designed to be read on screen
- 2b. Documents of any other sort designed to be read on screen.

An entry is £25 for members and £40 for non-members. Entries must have been produced between April 2002 and July 2003 and be written in English.

You can download the [Information Sheet](#) and the [Entry Form](#), which are also linked from the [Documentation Awards](#) page. **Closing date is 1 August.**

For a look back to past years, see the [1999 Awards](#) and [2000 Awards](#) pages.



The front cover of the *Living Churchyard: A DIY Information Pack*. **William Waddilove's** charming and successful entry in the 2000 competition.

*The Techniques of Instruction*, Roger James, Gower Publishing Ltd, 1995. ISBN 0-566-07550-4

This book would be better titled *The Techniques of Instructor-Led Instruction* because that is what it is about.

The first line of the preface states, “This book is aimed at instructors everywhere”. Later on, the author also states that his intention is to help people who want to become instructors. The aim of the book is to present instructors with techniques on how to improve their instructional methods.

Dr Roger James is the author of many books, papers and reports on industrial training. When *The Techniques of Instruction* was published, he was Principal Occupational Psychologist with the Employment Service.

The techniques that he presents are based on research, rather than being based on anecdotal evidence.

The book’s preface states that an instructor is a “person responsible for helping a trainee develop skilled performance at some form of activity”. The author discusses the differences between classroom teaching, coaching, and training. The focus of the book is training in an industrial environment.

A primary tenet of the book is that “instructors are part of the training process, and without instructors training does not happen”. Other forms of instruction such as simulation, “see and do” videos, and Computer Based Training (CBT) are not discussed.

The first four chapters of the book deal with: the role of instructors; the structure of training programmes; the effect that a trainer has on a learner’s development; and the process of instruction.

Chapter 5 presents a model of how people learn, and the following chapter shows how people develop skills.

The relationship between *closed* and *open* skills is discussed in chapter 7. Closed skills are small operations that can be performed in isolation, without much reference to the external environment. *Open* skills are performed in a changing world, and typically rely on decision making. Some tasks use just closed skills, and some require both open and closed skills.

In chapter 8, the author dispels the myth that trainees should first learn accuracy, and only then focus on speed. He explains that rhythm is important, and therefore it is often necessary to learn both speed and accuracy at the same time.

Chapter 9 deals with the stages of skill development. The author shows that it is important for a trainee to continue to practise, even when he or she can perform a task relatively easily.

The design of exercises and the preparation for instruction are dealt with in the next two chapters. The following chapter then explains how to deliver instruction effectively.

Chapter 13 deals with talking to trainees. It compares effective and ineffective instructors.

Chapter 14 shows how important it is to prevent trainees making errors, because errors can become learned habits. The instructor should provide on-the-job verbal guidance, both before a trainee performs a task and also during the performance.

Trainees will make errors; chapter 15 deals with their correction using *feedback*. Four styles of feedback are compared: objective and subjective, positive and negative. The author shows how easy it is to unintentionally erode a trainee’s confidence by using subjective comments. For example, “That’s good” is positive, but it’s also subjective. It doesn’t specify exactly what is good. After a while, trainees begin to discount this type of comment. Conversely, “That’s not right” is negative and it’s subjective. The trainee needs to know exactly what is not right. The instructor should use objective comments (ideally positive), which give factual information to the trainee. For example, “Over the last two weeks you’ve gained fourteen sales out of twenty”.

Chapter 16 summarises the instruction process. It assumes that an instructor will be present and can intervene when a trainee is practising.

In some cases, the instructor cannot be with the trainee (for example, when a trainee is visiting a client) or cannot intervene (perhaps the trainee is dealing with a client). Chapter 17 shows how to prepare a trainee and how to correct errors in this case.

## ► page 2

The final chapter of the book is an instructor's toolkit. This is a useful summary of the skills, techniques and activities that have been presented in the book.

Although the book is based on research, it is easy to read. Each chapter contains a bibliography. These could be improved by including clear references from the text to the appropriate source.

Terms such as *instructor* are used with a very specific meaning in the text. Therefore, a brief glossary would make a useful addition to the book.

The author's intention is to help people who instruct (or who want to instruct).

How useful is this book to practising instructors? They will find useful insights, techniques and ideas, but there is also much material that is elementary, and which may detract from the more meaty aspects of the book. For example, chapter 3 deals with the usefulness of instructors.

The summary of the research states what is obvious to anyone who has trained.

- Trainees who receive no instruction do not progress as quickly as trainees who do.
- The physical presence of an instructor is not sufficient. The instructor must be doing useful instructional activities if the trainees are to learn.

Possibly, it's unfair to shoot the messenger. However, this sort of information is probably self-evident to anyone who has instructed.

Another example of overkill for the experienced instructor appears in chapter 5, where the author takes nearly a page to show that a trainee's academic knowledge and his or her ability to perform an action are quite different.

Whilst this book is likely to help both people who are very new to instruction and people who have more experience of instruction, the latter group may be rather irritated by the very elementary content of some sections and the author's labouring of some points.

*Dr Mike Unwalla, MISTC is a freelance technical author based in Sheffield trading as [TechScribe](http://TechScribe). You can email him at [mike@techscribe.co.uk](mailto:mike@techscribe.co.uk)*

## Proposed membership changes

The ISTC Council met on 10 May and discussed membership matters. The changes outlined below will be put to the next AGM, which will be held as part of Conference in October. If approved, the changes will take effect for the membership year starting January 2004.

- Members who reach retirement age and cease work in the technical communication field will be entitled to a concessionary rate.
- Student members will need to prove they are bona fide students. Student membership ends after qualifying or after three years, whichever is earlier.
- The Companion grade will be closed to new entrants.

Full details of the proposed changes will be circulated nearer to the AGM.

## Newsletter URL

If you're reading a printed copy of this newsletter and want to explore the links mentioned, go to <http://www.istc.org.uk/site/newsletters.asp> and open up or download the PDF file of this newsletter.

Please note that links with %, # and some other characters can give Acrobat problems. Although the URL is shown correctly in the pointer text, when you click the link, the URL may be truncated. Where we identify the problem, we'll point you to a more robust URL.

## ISTC Office

Carol, our administrator, had unforeseen family commitments and was unable to provide a full service throughout May. Carol has now been able to return to work but is still working her way through a backlog of tasks. Where possible, please contact Council members directly.

[Communicator](#), [Conference](#), [Membership](#), [Newsletter](#), [President](#), [Treasurer](#), and [Webmaster](#)

## Alovisi affiliate

[Alovisi Productions Ltd](#) have affiliated to the ISTC. More details to follow.

## RoboHelp X4

eHelp have announced RoboHelp X4. See their [RoboHelp](#) page. They've also announced [FlashHelp](#).

## PDA affiliates to the ISTC

*PDA (Publication Development Associates) has recently affiliated to the ISTC. As for all affiliates, we give them the opportunity to tell us something about themselves.*

The transition from a technical authoring operation to a single-source enterprise content management company has been the most exciting change that has happened to PDA in years.

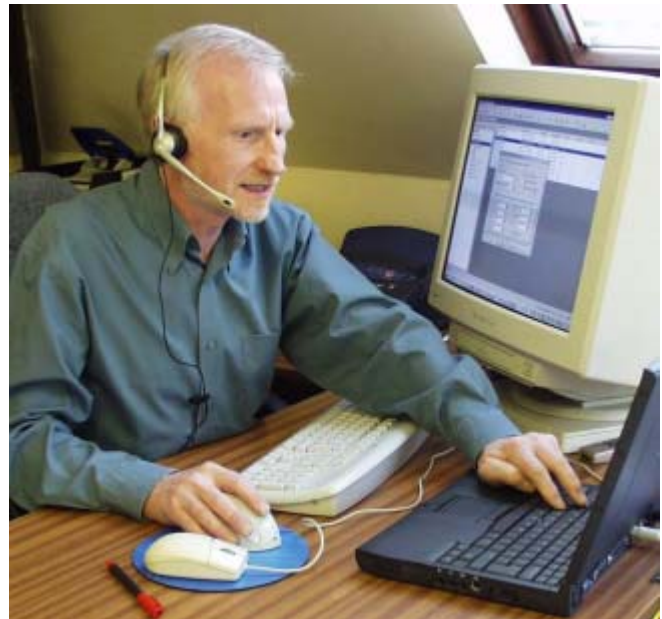
**Barry Halford** of PDA explains, “About four years ago we happened on AuthorIT and recognised immediately the fundamentally different approach to document and online help creation and publishing. Most conventional authoring and help software vendors talked about single sourcing but AuthorIT actually delivered it. AuthorIT promised ‘true single-source content publishable to multiple outputs without any conversion between file formats’. This just had to be tested. We put it to work straight away on a large document set and accompanying online help. Even taking the learning process into account, we made huge savings in time and cost on the project. And we delivered the finished documents well ahead of schedule. But that was just the start.”

Barry expands, “What we didn’t fully realise at that time was the enormous value of being able to reuse written content easily. Suddenly, we were able to deploy common content simultaneously in the user documentation for related products at virtually no cost. What’s more, re-purposing content for other applications, such as marketing literature, became child’s play. Quite simply, AuthorIT’s single-source strategy elevates information from the realm of isolated documents to that of a valuable enterprise content resource. Needless to say, it became our standard documentation work tool and since 2001 we have been the UK reseller for AuthorIT.”

### **PDA’s approach to its clients changed dramatically**

Developing a single-source strategy within PDA’s client base produces such huge cost savings and benefits that they now concentrate much of their effort in this area. They have introduced as defined services: The assessment of requirements for information capture and re-use, and consultancy in enabling the transition to a unified single-source strategy.

Barry freely confirms, “Of course we promote AuthorIT as the working tool because, in our opinion, it is the best in the market, but in any



case, there are clear benefits just from the associated change in working practices, which would apply regardless of the tools employed.”

### **Online training is an important value-added service for PDA**

As you might expect, AuthorIT users can work at many levels from simply contributing text and content, to complex project management processes and overall system administration. Therefore, PDA have set up a number of training options together with alternative means of delivery. The customised live online training, for instance, is increasingly popular, as it deals with very user-specific operations. PDA are also developing various forms of self-teach materials, including video modules.

Barry sums up, “Moving from straight technical authoring to a focused consultancy with a range of services is proving to be a most exciting and rewarding change for both our clients and ourselves. True single-source document production, especially with AuthorIT’s expanding facilities for enterprise content management, really is the only way to go.”

### **Contact details**

P.O. Box 6812, 32 Queens Road, Colchester, Essex, CO3 3WP Tel: 01206 517814

Documentation: [enquiries@pdaservices.co.uk](mailto:enquiries@pdaservices.co.uk)

AuthorIT: [authorIT@pdaservices.co.uk](mailto:authorIT@pdaservices.co.uk)

Web site: <http://www.pdaservices.co.uk>

## Events

### June

- 1–3 [Online Help Conference](#). London.
- 2–4 [PDF Conference](#). Bethesda USA
- 8–11 [European Association of Science Editors Conference](#). Bath
- 10 [XDK Briefing](#). London. (10 am to about noon.)
- 11 [Sign Design Society](#) talk: [Empathy with the Environment](#). London
- 11–14 [NordTerm 2003](#). Visby, Sweden. The Nordic terminology event.
- 20 [STIC Conference](#). (STIC is our Dutch sister organisation.)
- 25–27 [ProcessWorld Europe](#). Bonn, Germany
- 27–29 [Society of Indexers Conference](#). Glasgow.
- 30–1 July [Forum 2003](#). Milan. See article on page 9.

### July

- 3–4 [Vision Plus 9: Designs and Destinations](#) Integrated Information for Urban Transport. London. See also the [IIID site](#).
- 3–5 [Fourth International Conference on Information Communication Technologies in Education](#). Samos, Greece.
- 21–23 [ELearnChina Conference 2003](#). Edinburgh.
- 28–8 Aug [Information Design Summer Academy 1: Tourism and Public Transport](#). Salzburg, Austria.

## Looking ahead

### August

- 25–7 Sep [Information Design Summer Academy 2: Interfaces and Interactions](#). Gifu, Japan

### September

- 18–20 [Vision Plus 10: Touristic Information de Luxe – for All](#). Lech/Arlberg, Austria
- 21–22 [SfEP Annual Conference](#). Birmingham. Programme details now available.

### October

- 3–5 [ISTC Conference](#). Buxton. See page 1 for details.
- 12–15 [ACM SIGDOC Conference](#). San Francisco.
- 13–17 [LavaCon](#). (Technical Communication Management) Hawaii.
- 27–29 [FrameUsers Conference](#) (FrameMaker). Palm Beach, Florida

### November

- 19–21 [tekomp Autumn Conference](#). Wiesbaden. Mainly in German.
- 24–26 [Structured Technical Information in the Defence Community](#). Wyboston, Cambridgeshire.

### December

- 2–4 [Online Information](#) and [Content Management Europe](#). London

## ISTC advertising agent

Felicity Davie of [Tou-can Marketing](#) will be looking after advertising for both this newsletter and *Communicator*. Her contact details are as follows. **Address:** The Holly, 42 Heath Hill Road South, Crowthorne, Berkshire, RG45 7BW **Tel:** 01344 466600 **Fax:** 01344 466601

**Email:** [felicity@tou-can.co.uk](mailto:felicity@tou-can.co.uk) **Web:** <http://www.tou-can.co.uk/>

## ISTC and tax

Your membership subscription is tax deductible. The Institute is listed as an approved organisation on this [Inland Revenue web page](#), as “Scientific and Technical Communicators, Inst. of”.

There is also some background material at their [Deduction of Fees page](#).

## Join the ISTC

### Why not join the ISTC?

The ISTC is the professional association for technical and scientific communicators in the UK.

Benefits include a quarterly journal, monthly newsletter, annual conference, and member-only discussion lists.

Both individual and business affiliate memberships are available.

Interested? Please call the ISTC office on 01733 390141 or email [membership@istc.org.uk](mailto:membership@istc.org.uk)

## ISTC ties

We still have a few ISTC ties in stock. They're a snip at £10 plus £1.50 P&P. Contact the Office.

## Website updates

The [Horace Hockley Award](#) page has been updated to show the past recipients.

## JavaHelp 2.0

Sun have a candidate release for JavaHelp 2.0, which is available for download. See their [JavaHelp](#) page.

## New ISO standard

A draft of ISO 18019 *Guidelines for the design and preparation of software user documentation* is available to download from [NCC Research](#). ISO 18019 will replace the current BS 7649 and BS 7830 standards.

## Training courses

*This section of the newsletter is being phased out in its current form. From next month, courses listed will start to be limited to those that are low cost or are in some way unusual. For training in, say, Adobe products, you'll be pointed to a new edition of the ISTC's courses guide.*

This section of the newsletter lists forthcoming scheduled courses. Many other organisations also provide bespoke training. For some of these, download the ISTC's booklet [Technical Communications: A Guide to Courses](#).

### Course providers

**ALPSP** Tel: 01903 871686 Email: [sec-gen@alpsp.org](mailto:sec-gen@alpsp.org)

**Cherryleaf**. Tel: 01784 258672 Email: [info@cherryleaf.com](mailto:info@cherryleaf.com)

**Ideal**. Tel: 01295 201240 Email: [enquiries@its-ideal.co.uk](mailto:enquiries@its-ideal.co.uk)

**Imprimatur**. Tel: 01483 453500 Email: [training@imprimatur.co.uk](mailto:training@imprimatur.co.uk)

**LCP** (London College of Printing). Tel: 020 7514 6562 Email: [dali@lcp.linst.ac.uk](mailto:dali@lcp.linst.ac.uk)

**Mekon**. Tel: 020 8722 8400 Email: [info@mekon.com](mailto:info@mekon.com)

**Pacific Blue**. Tel: 01483 212612 Email: [sherryl@pacificblue.co.uk](mailto:sherryl@pacificblue.co.uk)

**SfEP (Society for Editors and Proofreaders)**. Contact details vary from course to course. See their website.

**Sol (Society of Indexers)**. Workshops Administrator: [Julie Miller](#), Tel: 01229 464878 (preferably early evenings on weekdays)

*Weekend and evening courses, when identified, are in bold. Listings are a service to members. A listing does not imply endorsement by the ISTC.*

### General courses

**[Audience Analysis and Usability Testing](#)**. Cherryleaf. 23/6

**Communicating through Typography**. LCP. **7/6–5/7** (5 Saturdays)

**Developing Usable Content and Documentation**. Pacific Blue. 16–18/6 (London), 16–18/7 (Edinburgh), 28–30/7 (Birmingham)

**[Estimating, Scheduling, and Tracking Documentation Projects](#)**  
Cherryleaf. 24–25/6

**Grammar, Brush up your**. SfEP. 24/6

**Illustrations, Introduction to**. SfEP. 10/7

**Introduction to Copyright**. ALPSP. 5/6

**Effective Business Communications**. Pacific Blue. 2–3/6 (London), 9–10/6 (Birmingham), 10–11/6 (Edinburgh), 30/6–1/7 (Bristol), 7–8/7 (Leeds), 21–22/7 (London), 11–12/8 (Bristol), 27–28/8 (Antrim)

**Writing Winning Sales Proposals**. Pacific Blue. 19/6

### Adobe Acrobat, Illustrator, InDesign, and Photoshop

**Acrobat Basic**. Ideal. 23/7

**Acrobat Basic – Creating and Delivering PDFs**. Mekon. 28/7

**Acrobat Intermediate**. Imprimatur. 4/6

**Acrobat Intermediate – Refining and Distributing PDFs**. Mekon. 29/7

**Illustrator**. Ideal. 7/8

**Illustrator, Introduction to**. LCP. 9–10/6

**Illustrator 10. Basic ~ Intermediate ~ Advanced**. Mekon. 21 ~ 22 ~ 23/7

**InDesign**. Ideal. 21–22/7, 27–28/8

### Worst manual contest

American firm Technical Standards, Inc. is seeking entries for its [Worst Manual Contest 2004](#). The previous years' winners are worth a look.

### Ridiculous instructions

The Sunday Telegraph reported on a supposed [Ridiculous Packaging Instructions Award](#). (If the above link doesn't work, search for that phrase at the [Telegraph Online](#).) Whilst some of the 'awards' are beefs about safety notices and others betray an irony deficit, a few are amusing.

### Why we're needed

#### Part 5 of an infinite series

Here's something from **Richard Wall**. "The following is an excerpt from a manual for an air conditioning unit currently used in an office in a large maritime defence organisation in the South West of England."

#### POWER SOURCES

1. Don't use the damaged or improper socket. When the defeat sockets become over - heat. Fire probably caused.
2. When unplugging the unit, hold the power plug securely and pull it out carefully in case only hold up the wire, it will be danger of wires breakage.

#### OTHERS

The following people must be more careful:

1. Children and sick men.
  2. Man not healthy or can't express himself.
  3. Man when he is very tire, drunk or have sleeping pill he must obey.
- Don't climb it or take something on it, or it will topple overhand have trouble.
  - Don't swing straight to body for a long time, or it is harmful to one's health, please use ""\*"" or ""\*\*""
  - Don't make air outlet quite close or touch the wall and cover it by clothes, otherwise it will be trouble or deformed.
  - Don't make the air outlet as to dry the clothes or put fingers, needles etc. into it, otherwise accidents like shock will probably happen.

**InDesign.** Mekon. 12–13/6

**Photoshop 7.0. Basic ~ Intermediate ~ Advanced Web.** Mekon. 16 ~ 17 ~ 18/6

**Photoshop, Introduction to.** LCP. 2–3/6

**Photoshop, Users.** [Intermediate] LCP. 16–18/6

## **Desktop publishing and QuarkXPress**

**Intensive Desktop Publishing.** LCP. 30/6–4/7

**Introduction to QuarkXPress.** LCP. 23–24/6

## **Editing, indexing and proofreading**

**Copy-editing Problems.** SfEP. 24/7

**Editing Mathematics.** SfEP. 26/6

**Editing Medical Texts.** SfEP. 13/6

**The Process of Indexing.** Sol. 27/6 (Prelude to the [Sol Conference](#).)

**On-screen Editing.** SfEP. (Part 1) 12/6, 21/6, 19/7

**Proofreading.** LCP. 9/6

**Proofreading, Brush up Your.** SfEP. 2/7

**Proofreading, Introduction to.** SfEP. 2/6, 25/6, 23/7

**Proofreading Problems.** SfEP. 3/6

**Web Editing and Proofreading.** SfEP. 19/7

## **FrameMaker 7.0 and related**

**Advanced.** Ideal. 19–20/6, 17–18/7, 21–22/8

**Advanced (Unstructured).** Imprimatur. 24–25/6

**Basic/Intermediate.** Ideal. 16–18/6, 14–16/7, 18–20/8

**EDDs, Creating.** Ideal. 5–6/6, 11–12/8

**EDDs and Conversion Tables.** Mekon. 23–24/6

**Structured Documents, Authoring.** Ideal. 28–29/7

**Structured Documents, Formatting for.** Ideal. 2–4/6, 30/7–1/8

**Structured Documents and Books, Working with .** Mekon. 2–3/6, 2–3/7

**Template Design Workshop.** Mekon. 9–11/6, 7–9/7

**Unstructured Documents and Books, Working with.** Mekon. 4–5/6, 30/6–1/7

## **Online Help**

**RoboHelp for HTML-based Help: Foundation/Intermediate.** Cherryleaf. 9–11/6 (London)

## **Print**

**Appreciation of Printing Processes.** LCP. 30/6–4/7

**Print Buying and Estimating.** LCP. 24–25/6

## **Web design and tools**

**Designing Information for the Web.** Pacific Blue. 23–24/6

**Macromedia Dreamweaver, Introduction ~ Advanced.** Mekon. 26 ~ 27/6

**Making Web Content Work.** Pacific Blue. 24–25/7 (London)

## **Spread the word**

This newsletter is not just for ISTC members. If you think a friend or colleague would be interested, why not forward them a copy?

People can subscribe by sending an email to [newsletter@istc.org.uk](mailto:newsletter@istc.org.uk) or signing up on the ISTC [website](#).

## **Contributions wanted!**

**If you see any snippets you think would interest our readership, or you have an idea for an article, email:**

[newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

## **Moving this year?**

If you're planning to move this year, remember to add the ISTC to the list of people and organisations you should notify about your new address.

## **Advertise with the ISTC**

Reach a clearly defined target audience of professional technical communicators through the ISTC.

The ISTC's journal, *Communicator*, is published quarterly and this newsletter is emailed monthly to both ISTC members and others.

For advertising, contact [Felicity Davie](#).

## **SecureDoc meets**

The SecureDoc project reconvened in Stuttgart on 2–3 June. It is developing guidelines to help Small and Medium-sized Enterprises produce user-friendly instruction manuals for consumer goods.

## **Project Management templates**

Further to our Project Management feature in the [December Newsletter](#), here's some more information.

- The [PRINCE2](#) templates can be found on their [Templates](#) page.
- North American firm [Project Partners](#) offer templates to eight kinds of documents in exchange for a few details. Click the Toolkit button.
- [PM Building Blocks](#) sell a suite of templates but you can download three templates from their [Value Added](#) page.

# BUPACare at discounted rates. Doesn't that feel better already?

## Save 25%\* for members of the Institute of Scientific & Technical Communicators

Being unwell can be a distressing experience, so when you're ill, it's only natural that you'll want to receive the best available treatment as soon as possible.

That's why BUPA, the UK's leading private health and care provider, is offering you and your family the benefits of BUPACare private medical cover.

BUPACare offers you access to a high standard of private medical care and treatment for eligible conditions. † No waiting lists. No delays. Just prompt access to private health and care from a name you can trust.

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So, to find out how BUPACare can make you feel even better, call free today for more information or return the coupon below.

**quoting ref: 12313 on 0800 328 1064 or**

via email to [cohenabupa.com](mailto:cohenabupa.com) or complete and return the attached coupon.

\*This discount applies to current standard BUPACare subscription rates and is available to those joining between 01/03 and 07/03. It may not be combined with any other discounts that you may be eligible for. BUPA reserves the right to alter or withdraw the discount on or after your first renewal date. Terms and conditions of BUPA group schemes may differ from those of BUPA personal schemes. \*\*Membership is subject to acceptance by BUPA and the rules and benefits of the scheme you apply for including exclusions, restrictions and any other special conditions that may apply. Precise terms of cover will depend on assessment of your individual circumstances. Full details are available on request and will be sent to you when you join. †Benefit limits apply. Your calls will be recorded and may be monitored. BUPA private medical cover is provided by BUPA Insurance Limited, a subsidiary of The British United Provident Association Limited. BUPA is a member of The General Insurance Standards Council.\*

Please call or visit me with more information on BUPACare private medical cover 12313 I.S.T.C

Title: Mr/Mrs/Miss/Ms Forename(s) \_\_\_\_\_ Surname \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_ Telephone No. (day) \_\_\_\_\_ (eve) \_\_\_\_\_

Date(s) of birth (for all those to be covered) \_\_\_\_\_

Email \_\_\_\_\_

If you already have private medical cover,  
please provide renewal date: \_\_\_\_\_ DayMonthYear \_\_\_\_\_

Please complete and return to: Yasmin Khan BUPA Freepost KE1566 Ferguson House 109/127 Cranbrook Road Ilford Essex IG14PU.

# BUPA

the personal  
health service

**Editor's note:** BUPA could not provide us with an electronic copy of their flyer so the above is a re-construction from a scanned hard copy. Whilst we believe it to be accurate, we advise you to get an original from the ISTC Office or contact BUPA direct at the email address given above.

## Forum 2003 is ready to go

Ron Blicq

Forum 2003 is *the* international event for technical communicators. Organised through [INTECOM](#), it takes place in Milan from 30 June to 2 July. **Ron Blicq** gives us his last update before the event.

Rooms are assigned, hotels are booked, speakers have confirmed, delegates are registering. But, like every conference, Forum 2003 is experiencing the last-minute registrations and adjustments that have to be made. (Six weeks out, and you start wondering if anyone is going to come. And then, suddenly, a flood of registrations appears!) Here's a synopsis of the schedule.

### Monday 30 June – Preparation and Roundtable

Idea Market Activators will gather on the afternoon of Monday 30 June to be briefed on how to present information in the Idea Market scenario, and how to prepare their flip charts (some will even be able to practise their presentations).

On the same day, the [Council for Programs in Technical and Scientific Communication](#) and the International Committee of the [Association of Teachers of Technical Writing](#) will be staging their [Education Roundtable](#).

### 1 July – Idea Markets

At 8:45 am on 1 July, the conference will start in earnest, with a greeting from conference chair Michael Fritz (Germany), followed by Programme chair Ron Blicq (Canada) who will introduce the first-day keynote speaker, Jean-Luc Doumont (Belgium).

At 10:00 a.m. the programme will continue with three parallel streams, one for Idea Markets and two for Best Practice and Discussion sessions, delivered by speakers from 17 more countries.

### 2 July – International English

The day will start with keynote speaker Patrick Hofmann (Canada), and end with the INTECOM special project group describing the guidelines its 12 members have prepared, over the past three years, for writing International Technical Documentation in English. A print copy of the guidelines will be given to every conference participant.

### 3 July – INTECOM AGM

The conference will end on 2 July, but the individual delegates to INTECOM, one each from each of the 15 member societies, will meet on 3 July to review the past year, set the scene for the upcoming year, and elect a new executive. All delegates attending Forum 2003 are welcome to attend the INTECOM annual general meeting.

### Contact details

For details, see the Forum web site: [www.forum2003.org](http://www.forum2003.org).

For enquiries about the Programme, email Ron Blicq at [forum@rgilearning.com](mailto:forum@rgilearning.com). For information about the conference arrangements, such as registration and hotels, email Helga Allmaras at [h.allmaras@tekem.de](mailto:h.allmaras@tekem.de).



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