



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

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Affiliate news

Welocalize merges with Lloyd International Translations (LIT)

Welocalize, Inc., who provide integrated globalisation services have announced they will merge technical translators Lloyd International Translations (LIT). This merger represents a pooling of the expertise between the two companies which will further expand Welocalize's formidable globalisation chain of knowledge, talent and technology.

LIT's translation experience spans an extensive portfolio of projects, languages, technology and media across major vertical markets, including automation, automotive, electronics, electrical and mechanical engineering, financial services, healthcare and life sciences, information technology, process manufacturing and telecommunications. The company was founded in 1989 by husband and wife team, Mike and Diane Lloyd. With an extensive and proven network of highly

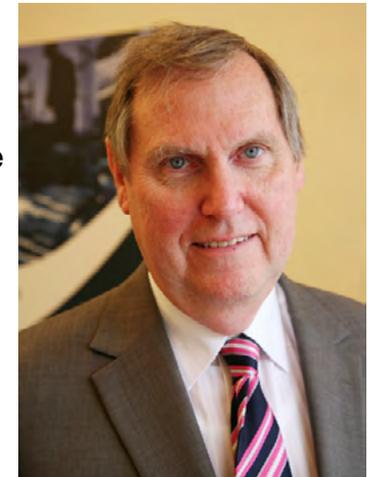
experienced technical translators, LIT has built a successful business in the translation of material requiring a high degree of specialised knowledge.

Welocalize and LIT have proven teams of talented and experienced employees with strong customer relationships. The progress both companies have made in implementing new customer-centric project management models helps ensure the smooth and efficient integration of the two commercial operations. LIT brings advantages to Welocalize through its focus and specialisation in technical translation and its strength in the European market. Welocalize, with its broadening globalisation services, is the engine for consistent, sustainable growth – driven in part by its next-generation supply chain management and technology.

'I'm excited about the addition of LIT, which

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Mike Lloyd: A founder of Lloyd International Translations

will enhance and extend our globalisation services,' says Welocalize CEO Smith Yewell. 'We continue to create a strong, global company built for sustainable growth and success. The combined company will benefit from a larger network of expertise, a broader

About Welocalize

Welocalize offers integrated globalization services and products for the fluid and rapid deployment of enterprise content and applications to international markets. Clients include Autodesk, Inc.; Canon; Cisco Systems; Computer Associates; IBM; Microsoft; Sun and Symantec. For more information, visit www.welocalize.com.

About Lloyd International Translations

Lloyd International Translations (LIT) has been providing first class technical translation services since 1989, delivering high-quality translation solutions – translation of technical manuals, marketing communications and training documents, software localization and website localization. LIT uses an extensive and proven network of highly experienced mother-tongue technical translators, all with vast knowledge of their industry and an appreciation of the cultural conventions and linguistic trends of the target country, audience and market. For more information, visit: www.lloyd.co.uk.

portfolio of services and expanded presence in key international markets, particularly in high-growth emerging markets.'

Having founded LIT 21 years ago, Mike and Diane Lloyd have now retired. Mike Lloyd will act as a consultant to Welocalize, when required.

'I am really proud of the strong technical translation company that we have built and about my team's achievements. Welocalize will enable the company and the team to grow to even greater heights, benefiting our clients with an increased global presence and access to first class technology,' explains Mike Lloyd, former CEO of Lloyd International Translations.

New Gold Affiliate Semcon

The ISTC is pleased to welcome Semcon INFORMATIC Production Ltd – a UK-based subsidiary of the Global Company Semcon AB – as a new Gold Business Affiliate.

In 2007 the UK operation was initially set-up to support a major UK car manufacturer, providing technical and owner information to a global audience. Since the launch of Semcon INFORMATIC Production Ltd three years ago, the business has grown on our strengths as Technical Information developers allowing

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us to move into Training development and Animation work.

With an ever-changing market Semcon INFORMATIC production Ltd has the ability to adapt in order to provide our customers with the support they need at the time they need it.

Customers not only benefit from the wealth of our information development expertise but can also call upon Semcon's product knowledge; we at Semcon pride ourselves on ensuring we have the right people on board for a successful journey.

Industry news

New appointments to Society for Editors and Proofreaders council

The Society for Editors and Proofreaders (SfEP) is pleased to announce a number of new appointments and other changes to its council.

Catherine Booth becomes training director, with responsibility for managing and extending the SfEP's programme of courses. She will work closely with newly appointed professional development director Sara Peacock, who will focus on enhancing progression opportunities for SfEP members.

Marketing and PR will be handled by Helen Stevens, whose role will be to enhance the Society's profile and develop new marketing and publicity initiatives. Pat Baxter will take on responsibility for regional development and local groups in early 2011. This role involves co-ordinating and promoting the activities of SfEP groups around the UK.

Among existing council members, Lawrence Osborn has moved from the regional development role to become conference director. Wendy Toole, vice-chair and former professional development director, will focus on shadowing chair Sarah Price over

the coming year in preparation for taking over the reins in September 2011. Gordon Hooper, who was co-opted to the council as finance director in October 2009, has now been formally elected and will continue in the finance role.

There have also been changes at the SfEP's London headquarters. The Society's executive secretary, Justina Amenu, has now returned from maternity leave. Lillian Avon, who covered the executive secretary role while Justina was away, will continue to work part-time for the Society on marketing and PR projects and promoting in-house training.

Some of the new appointments to the council were made at the SfEP's recent AGM in Glasgow. This was held immediately before the Society's ever-popular conference, a lively annual event that gives both members and non-members an opportunity to meet colleagues, develop new skills and reflect on shared experiences.

For more information, visit: www.sfep.org.uk.

Learning Light publishes its third definitive research report on the corporate e-learning market

Learning Light has published its third report in four years on the state of the e-learning sector

in the UK and, this year, provides analysis on e-learning in 19 other countries too.

The *UK e-learning market 2010*, a report by Learning Light, an organisation which focuses on promoting the use of e-learning and learning technologies, suggests that in the next 12 months, the UK market will grow by no more than 4.76% on the 2009 figure.

The report reveals that, at most, the UK e-learning industry is currently turning over some £472 million a year. Moreover, it reveals that last year's predicted UK market growth – of up to 8% – was achieved despite the general economic downturn.

Much enhanced compared with Learning Light's previous 2007 and 2009 e-learning market reports, the 2010 version includes interviews with over 40 of the UK's leading e-learning companies, along with a number of other organisations and individuals across Europe.

The report concludes that the UK remains the largest but not the fastest growing European market for e-learning.

Learning Light's analysis of the market indicates that, while France will enjoy considerable growth (7.64% on a market size of £375m), as will Germany (7.75% on £242m), the e-learning markets in most

Scandinavian countries will grow faster, albeit from a lower base. The fastest growing e-learning markets are identified as those in Eastern Europe – notably Slovakia – which will be driven by government and EU funded projects.

One of the report's co-authors, Gillian Broadhead, commented: 'While few of our interviewees failed to see the potential for growth in the corporate e-learning market, many also felt that the present economic downturn and the large reductions in Government expenditure in the UK will dampen demand.'

Her colleague, David Patterson added: 'In terms of technology trends, we see considerable innovation and potential disruption to business models driven by open source technologies, mobile and smart devices, e-books, the Cloud and software as a service (SaaS). We retain our fundamental belief that this industry is evolving and will continue to do so, its appetite undiminished in its wish to exploit new technologies, devices and approaches to deliver effective learning.'

'We do, however, remain perplexed,' said Glynn Jung, a learning specialist, head of Learning Leadership and co-author of the report. 'Given the widespread acknowledgement that e-learning is now both

effective and engaging, it's curious that we're not seeing a greater drive toward the adoption of e-learning by corporate leadership.'

This report has informed discussion at the European e-learning Summit, held in Sheffield from 17 to 19 November. The Summit delegates – Europe's top e-learning strategists, content and systems developers, drawn from the private and public sectors as well as academia – discussed the European and world markets for e-learning, identified industry trends and the key issues in e-learning today.

Copies of Learning Light's latest report on the e-learning market can be obtained from the Learning Light and E-learning Centre websites, price £499. A brief summary of the report is available for download, free, from www.e-learningcentre.co.uk.

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About the Learning Light Report

This report began as a simple attempt to update the report written by John Helmer, on behalf of Learning Light, in 2007 on the size and value of the UK e-learning industry. The 2009 Report updated this by interviewing a number of leading players (vendors) in the industry to ask their view of the market and by further seeking to quantify the market size. This series of semi-structured interviews was continued for the 2010 report.

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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.

Index-Linked Futures: call for papers

The Society of Indexers was founded in 1957 and works to promote indexing, the quality of indexes and the profession of indexing. Following our successful 2010 conference in Middelburg, The Netherlands, we invite papers for our 2011 conference at Keele University in the UK.

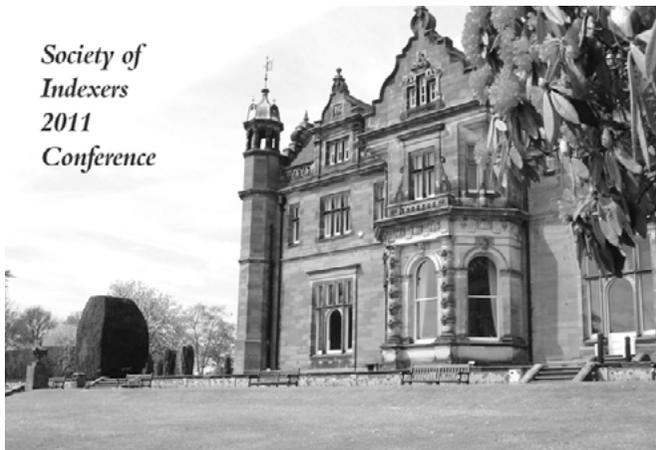
Papers are invited for presentation to a plenary (full conference) session. The theme of the conference is indexers' professional development and adaptation to changes in the publishing sector throughout the ages, and we would welcome papers on topics related to these areas. For example, we would be interested to hear about the alternative methods publishers are using to produce e-books, evidence of the way users search e-books, and examples of the search strategies used by young people.

Please submit your abstract to the Secretary of the 2011 Keele Conference Committee at 2011conference@indexers.org.uk.

About the Society

The Society of Indexers is a company limited by guarantee. Registered in England and Wales. Company Registration No: 6303822. Registered address: Woodbourn Business Centre, 10 Jessell Street, Sheffield S9 3HY. For more information about the Society and the services it offers, visit www.indexers.org.uk.

*Society of
Indexers
2011
Conference*



Details

2 to 4 September 2011

Keele University,
Staffordshire,
ST5 5BG, UK

Abstract submission deadline
31 January 2011

Final paper submission deadline
5 August 2011.

Book review

The Yahoo! Style Guide

By Lothar Franke and Mats Fren Dahl

Reviewed by Mike Unwalla

'What is a tribble, and why is a tribble difficult to control?' is one possible question from readers of *The Yahoo! Style Guide*. In a style guide from a global company, I expect internationalised content. Readers who do not know American culture will struggle to understand some of the content.

The Yahoo! Style Guide explains how to write for an international audience. Unfortunately, the text does not conform to the guidelines that are in the book. Possibly, many readers of the book read English as a second language.

The Yahoo! Style Guide has some irritating errors, as the following examples show:

- 'It's impossible to write without using some idioms' is not correct.
- 'You can find out how many people opened your [e-mail] message' is correct only in some situations. For example, an HTML e-mail can contain a tracking image, but if the e-mail is viewed as plain text, the sender will not know that the e-mail was opened.

The chapters are organised in sequence from less technical to more technical. Ideas are introduced early in the book, and are discussed in detail later. For that structure to be effective, readers need to know where to find information. For the best user experience, a better index is necessary. Sometimes, related information is in too many different locations.

Despite my criticisms, this guide is useful. Although I do not agree with some of the guidelines, I learnt new things.

The Yahoo! Style Guide is designed for bloggers, editors, technical writers, video producers, and other people who produce content for Yahoo! However, most of the content is applicable to all people who write online content.

It is much more than a style guide. The book has guidelines about words and grammar, but the book also deals with accessibility, audience analysis, text for headings, HTML, search engine optimisation, the design of user

interfaces, US copyright law, and many other topics. Therefore, 'The ultimate sourcebook for writing, editing, and creating content for the digital world' is an accurate subtitle.

The book's related website contains the table of contents, some content from the book, and additional resources.



The book's 19 chapters are organised into six sections. In the remaining part of this review, I discuss some of the book's content.

Section 1: write for an online audience

The Yahoo! Style Guide starts with simple guidelines such as use simple words, use simple sentence structures, and have clear navigation. Readability is important. It recommends that writers use readability statistics.

However, it does not explain that a good readability score is not sufficient to make text easy to read.

To write effectively, a writer needs to know about the readers. Unlike most style guides, *The Yahoo! Style Guide* has a chapter about how to identify the audience. To write for a particular audience, define a voice that shows

the 'personality' of a website. The voice is a special style that makes a website different from all other competing websites.

Section 2: speak to your entire audience

A writer's primary task is to write for the audience. However, do not assume that only the target audience will read a particular website.

The Yahoo! Style Guide recommends that writers use neutral language. For example, do not use unnecessary references to gender.

Because readers possibly are from all parts of the world, write for an international audience. The guidelines are good, but with only 20 pages including an example, many technical details are not included. For detailed guidelines about grammatical structures, a better book is *The Global English Style Guide* by John R Kohl.

Millions of people who use the Internet have disabilities. Chapter 6 explains how to make a website accessible to all visitors. The guidelines deal with both the text and the structure of a website. For example, CAPTCHA helps to prevent spam on blogs, but if an alternative is not available, blind people cannot submit their comments.

Section 3: write UI text, e-mail, and mobile-friendly content

In *The Yahoo! Style Guide*, the term user interface means the parts of the design that help people to navigate a website. A user interface includes things such as buttons, links, help pages, and error messages. Two important guidelines are as follows:

- Use the same term for the same thing. ‘Don’t call a feature a “Shopping Cart” on one page, a “Cart” on another page, and a “Shopping Basket” on a third.’ This guideline is sufficiently important for the book to have a chapter that tells writers to keep a word list.
- Create written ‘signposts’. Signposts help readers to navigate around a website. Examples of signposts are ‘Next’ and ‘Previous’ links.

Online help and FAQs are part of the user interface. *The Yahoo! Style Guide* explains how to write clear FAQs. However, a better option is to structure a document such that FAQs are not necessary.

The screens on mobile devices are small. Readers do not want unnecessary words or unnecessary images. *The Yahoo! Style Guide* gives methods to make text as short as possible. In one example about a restaurant, a paragraph of text is converted to a list of

keywords. For example, a 34-word sentence becomes ‘What to order: Spicy Cold Sundae, lychee jellydim-sum donuts’. I think that although the method is satisfactory for the example, mobile devices are not suitable for some types of information.

Section 4: manage the mechanics

Section 4 has similar content to most style guides. For example, punctuation, abbreviations, and styles for numbers are discussed.

Most style guides agree about basic principles. However, style guides sometimes do not agree about technical details. A good example of a contradictory guideline is to ‘use a comma after an introductory phrase that is four or more words long’.

The Yahoo! Style Guide does not explain the reason for the guideline. Possibly, a comma after three words or after five words is better than a comma after four words.

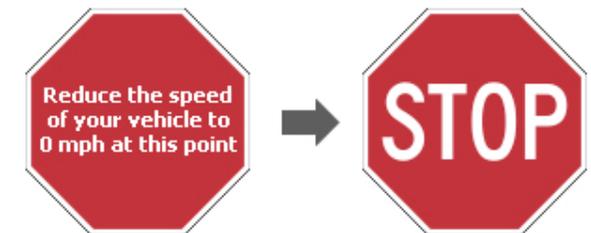
The Economist Style Guide gives a reason, ‘It is not always necessary to put a comma after a short phrase at the start of a sentence if no natural pause exists there... But a breath, and so a comma, is needed after longer passages...’

However, The Oxford Manual of Style states, ‘Adverbial material, whether clauses, phrases,

or single adverbs, obeys no single rule regarding commas... Adverbs and adverbial phrases that comment on the whole sentence, such as therefore, perhaps, of course, are often enclosed in commas... Do not introduce a comma between subject and verb, or verb and object—even after a long subject, where there would be a natural pause in speech, if only for breath.’ (The Oxford Manual of Style is now The Oxford Style Manual.)

Section 5: clean up your copy

Many style guides tell writers to write clearly and simply. *The Yahoo! Style Guide* has an excellent visual example:



Chapter 13 emphasises that short and clear sentences are important. Most of the guidelines are standard ‘plain English’ guidelines. For example, use the active voice, remove unnecessary words and phrases, and do not use clichés.

Because the chapters in *The Yahoo! Style Guide* are organised in sequence from less technical to more technical, each topic is discussed in more than one location. To find information, a better index is necessary. For example, in chapter 13, the first paragraph in 'Cut length—not clarity' is as follows: 'Some small words that seem unnecessary to native English speakers may be cues that aid comprehension for people less fluent in English. If your audience is likely to include nonnative speakers, follow these guidelines to retain cues that aid clarity.'

The text discusses words such as 'that' and 'then', and refers readers to chapter 5 for more information about how to write for an international audience. Chapter 5 uses the term 'signpost' for what John R Kohl calls 'syntactic cues'.)

In the index, I searched for words that are in the text, and for synonyms. Eight terms that I looked for are not in the index. The terms international audiences and signposts do not help to find the information that is in 'Cut length—not clarity'.

Unlike most style guides, *The Yahoo! Style Guide* has a chapter about how and why to proofread. Error-free text is important, because errors decrease the credibility of a website. One method of proofreading is to

read text aloud. An interesting alternative is to use screen-reading software.

Section 6: resources

Writers do not need to know HTML or XHTML, but basic coding skills can be useful. For example, many times, I see web pages in which characters do not display correctly. *The Yahoo! Style Guide* explains why the problem occurs, and how to make sure that characters appear correctly.

Many people search for information using a web browser. Therefore, optimising a website to get a high search engine rank is important. The best keywords are multi-word terms, because there is too much competition for one-word keywords. Text, images, and video can all be optimised. For example, for an image file, use an applicable keyword in the name of the file.

To make sure that the style is the same for different documents, keep a word list. *The Yahoo! Style Guide* gives writers general advice, but it cannot give writers advice about an organisation's particular terms and editorial preferences. A word can have different spellings, for example, acknowledgement and acknowledgment. If a website uses different spellings, some readers will not trust the website.

According to *The Yahoo! Style Guide*, 'Consistency is relatively easy to achieve in print or on a website where you're the lone writer.' I do not agree. To make sure that words and terms are used with their specified meanings is difficult.

The guide continues, 'But the degree of difficulty multiplies when many people contribute content and when the site grows continually.' It gives some methods that help writers to deal with the problem. However, to deal with the problem fully, software is necessary. Here, *The Yahoo! Style Guide* could discuss controlled vocabulary, controlled language, structured writing, and language quality-assurance.

Details

Chris Bar and the editors of *The Yahoo! Style Guide*, 2010, London, Macmillan.
512 pages. ISBN 978-0230749603.
RRP £16.99.

For more information about the book, visit:
<http://styleguide.yahoo.com>.

Mike Unwalla

Our reviewer, Dr Mike Unwalla, FISTC, is Principal of TechScribe. For more information, visit: www.techscribe.co.uk.

Training courses

December

6-7 **Basic and Intermediate Adobe FrameMaker**

Course providing thorough grounding in FrameMaker used in unstructured (standard) mode covering a wide range of techniques for generating printed documents of a high standard.

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Armada, Bromsgrove, Midlands.

www.armada.co.uk/courseframe.htm.

8

Advanced Adobe FrameMaker

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Armada, Bromsgrove, Midlands.

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9

Introduction to technical authoring

Short course for new technical authors and people in other roles who need to carry out technical authoring work. Covers audience analysis, structuring and designing documents, writing in plain English, punctuation and grammar, designing an effective layout, reviewing and proofreading.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armadaonline.co.uk/techauthortraining.

16-17 **Introduction to Adobe Captivate**

Course for beginners, teaches how to create web enabled simulations, demos and tutorials for software applications.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armada.co.uk/coursecaptivate.htm.

January 2011

17 **Introduction to technical authoring**

Short course for new technical authors and people in other roles who need to carry out technical authoring work. Covers audience analysis, structuring and designing documents, writing in plain English, punctuation and grammar, designing an effective layout, reviewing and proofreading.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armadaonline.co.uk/techauthortraining.

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 at 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.

18-19 Intermediate technical authoring
Building on basic course, teaching key issues that define high quality technical authoring. Learn to use a detailed end-to-end writing process to design, draft, and improve technical documents, developing critical skills, create more effective technical documents, and present a consistent and homogenous document set to the users.

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20-21 Advanced technical authoring
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www.armadaonline.co.uk/techauthortraining.

Event news

Professor David Farkas to speak at special ISTC event in London

The ISTC and the London Technical Writers Group are delighted to announce that Professor David Farkas of the Department of Human Centered Design & Engineering at the University of Washington will address a special ISTC meeting on 27 January 2011 in London (venue to be confirmed).

Dave Farkas is a leading expert in information design and technical communication. In 1995, he co-authored, together with Joe Welinske and Scott Bogan, *Developing Online Help for Windows*, one of the very first serious treatments of help authoring, which became an instant classic. Since then he has written and taught extensively, and is the recipient of many honours and awards.

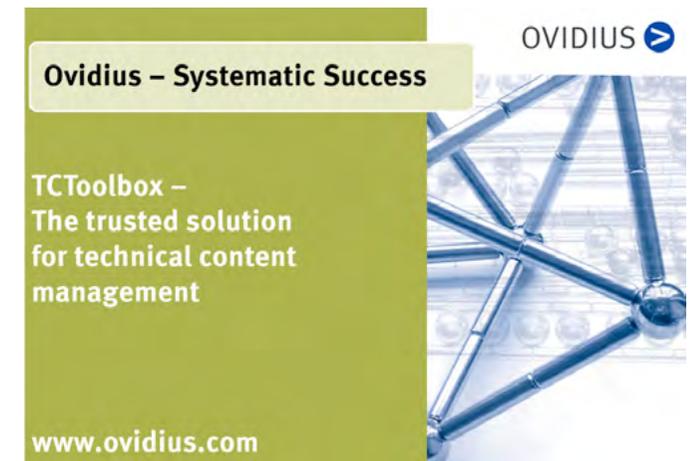
For his talk to the ISTC, Professor Farkas will speak on 'Dissecting Troubleshooting Procedures', in which he gives a broad overview of design issues and presents arguments in favour of a modular writing process. This promises to be a particularly interesting and exciting event, so please mark your diaries now. Further details, including how to book your place, will be published on

the ISTC web site and notified to members in the very near future.

The Localization Industry Standards Association (LISA) Open Standards summit

To be held in March 2011 in the Washington, D.C. area this is the first event of its kind. The summit represents a major initiative in the industry to define a concrete plan to develop missing standards and improve current open standards.

We would like you to be involved in the planning for this event. There is also a Google Group at: <http://groups.google.com/group/2011-open-standards-summit>. Membership in this group is open to anyone



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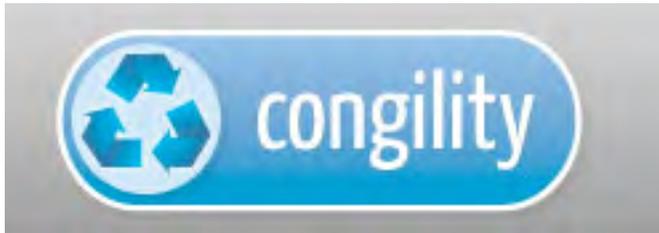
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and LISA would like to hear about the problems you face and how open standards could help address them there. The discussion in this group will help in selecting speakers and topics for the summit.

More information about the summit is available at: www.lisa.org/summit2011. If you are interested in speaking, you can also submit proposals via this page.

Congility 2011



Congility 2011 is the new conference replacing X-Pubs, Europe's Largest XML Conference. Congility 2011 will be held from 24-26 May 2011 at the Arora Hotel, Gatwick, UK. The conference theme will be Content Integration - Leveraging Content Standards to Improve Customer Experience.

Congility 2011 will cover more than just tools and technologies. Learn about:

- Reducing the cost of content and translation while meeting new market demands

- Implementing XML, DITA, reuse and dynamic publishing
- Applying content standards and best practice
- Developing your content strategy
- Implementing Component Content Management Systems (CCMS)
- Mastering change management

The call for speakers is now open. Speakers receive free entry to the two-day conference, and will be speaking on the same bill as global thought leaders. The conference is calling for end-users delivering their case studies and consultant and specialist educational or case-study presentations.

Pre-register for Congility 2011

Pre-registration is now open for a discounted entry.

Sponsorship

Sponsorship opportunities are available, for more information please email georgina.johnson@congility.com.

To find out more about the conference, visit: www.congility.com.



Just a few of the current sponsors of Congility

The Localization Institute asks for help planning its 2011 internationalisation seminars

The Localization Institute is in the process of planning its internationalisation seminars for 2011. Many options for public seminars are available; it wants to offer seminars that you want to attend. To help create internationalisation seminars tailored to your needs, please take a brief survey to indicate your preferences. This survey should take less than 5 minutes. To view the survey, visit www.surveymonkey.com/s/B2V3FGP.

To make a more detailed suggestion, please contact Kris Wiegand at kris@localizationinstitute.com.

You can find a current schedule of all training offered at our website: www.localizationinstitute.com.

Events listings

December

- 7 Industry Trends**
One of three of a series of 90-minute online seminars entitled Localization Project Management. The session which takes place at 11:00 am CDT, presented by Willem Stoeller: a Certified Project Management Professional. It covers collaborative translation and online translation systems, machine translation as a mainstream translator tool and community translation.

www.localizationinstitute.com/seminarregister/register.cfm.

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 <http://istc.org.uk/Publications & Downloads/Newsletter/About the Newsletter.html>. To include an event in the listings, please email events@istc.org.uk

8-9

LISA Forum India

The topic is India's Role in a Changing Global Economy. India's IT industry has emerged as a global leader for high-quality engineering and design tasks and for development of products sold around the world. Over half of the world's leading IT firms are located in India and the size of this sector is expected to quadruple by 2025. New Delhi, India

www.lisa.org/Overview.1464.0.html.

20

North West area group meeting

The North West area group's meeting will be at MadLab. Ted Osuch of Tidal Fire will be giving a talk on Captivate. Email David Jones at northwest_areagroup@istc.org.uk for more information.

January 2011

6

London Tech Writers Group

An opportunity to get together with fellow technical writers from the London area for a drink and a chat at our traditional New Year social evening. 6:00pm, venue to be confirmed. Contact David Farbey or Claire Hooper for more details, email london_areagroup@istc.org.uk.

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Financial Project Management

One of three of a series of 90-minute online seminars entitled Localization Project Management. The session which takes place at 11:00 am CDT, presented by Willem Stoeller: a Certified Project Management Professional. It covers budgeting and the impact of change on budgets, localisation services provider's profit and loss, critical success factors and other financial metric.

www.localizationinstitute.com/seminarregister/register.cfm.

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Lessons Learned

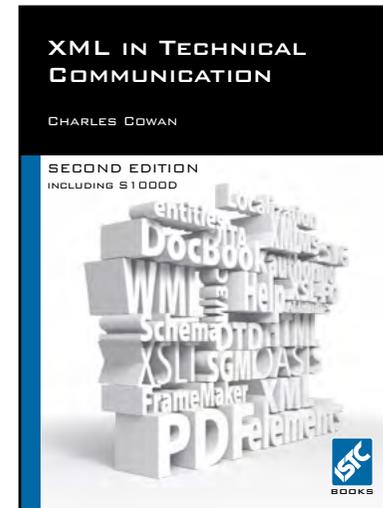
One of three of a series of 90-minute online seminars entitled Localization Project Management. The session which takes place at 11:00 am CDT, presented by Willem Stoeller: a Certified Project Management Professional. It covers conducting a post mortem meeting during the close process, lessons learned and best practices in the localisation industry and managing stakeholder expectations.

www.localizationinstitute.com/seminarregister/register.cfm.

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London Tech Writers Group

Guest lecture by Professor David Farkas, University of Washington, Department of Human Centered Design & Engineering, on 'Dissecting Troubleshooting Procedures. See more about Professor Farkas' visit elsewhere in this Newsletter. 6:30pm, venue to be confirmed. Watch out for further announcements about this event, or contact David Farbey or Claire Hooper for more details, email london_areagroup@istc.org.uk.



NEW EDITION

REVISED AND UPDATED

WITH A NEW SECTION ON S1000D

This revised and updated second edition now includes a section about S1000D, the international specification for the production of technical publications that is widely used in the aerospace and defence industries. Other additions include more information about how XML facilitates common technical communication tasks and more material about DocBook.

Still only £20, plus postage and packaging
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Back page

Label

Here's another contribution from William Waddilove. So we have a Danish Apricot cake that carries a warning that the product contains almonds. Presumably there's no danger that it might contain any apricots? And by the way, is the cake that's Danish or the apricot?



'Giz a job!'

Employer demand for new UK staff rose in November to even higher than October's record, with the Reed Job Index reaching 111.

The number of job opportunities on offer across the country rose by four points (four percent) compared to last month, to reach its highest level since the index began. Job demand has risen 11% compared to December 2009, when the index was first calculated.

Salaries for new jobs regained ground, with a two-point increase compared to last month. However salaries continue to be subdued below the Index start point of 100, to give a Reed Salary Index reading of 96.

Each month the Reed Job Index tracks the number of new job opportunities and the salaries on offer compared to the previous month and against a baseline of 100 set in December last year. The Reed Job Index is based on data from the UK's largest job board, reed.co.uk, which every day lists over 100,000 job opportunities from 8,000 recruiters across 37 career sectors throughout the UK.

Job demand rose to its highest since the Index started in nearly a third of the job sectors covered by the Index, showing

accelerating growth across the private sector. Job demand reached its highest level in 11 months in business services (including Banking and Financial Services), in promotion and new media (including Marketing, Media and Digital), and across technology areas (with record highs recorded for new jobs in both Engineering and Scientific).

Job demand also rose across the UK. The capital saw a particularly impressive nine-point increase to a record London Job Index high of 110, while job demand in Scotland rose even higher, to record a Scottish Job Index reading of 122.

Martin Warnes, Managing Director of reed.co.uk, comments on the Reed Job Index for November: 'Job demand across the country continues to build on last month's growth, and is now 11% higher than when the Index began. Private sector demand for new workers is accelerating, and has spread across a wide range of areas, from Financial Services and Banking to Engineering and Scientific. And while salaries remain below December 2009's level, last month's salary decline for new jobs has been reversed. Sustained economic recovery cannot be taken for granted, but the way employers are recruiting and building for the future is certainly encouraging.'