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# InfoPlus<sup>+</sup>

April 17

Contents	
ISTC news .....	2
Business affiliate news .....	8
Industry and general news .....	9
Blog news.....	11
Training courses .....	13
Events listings .....	16
Upcoming webinars .....	21
The Back Page .....	22

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

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

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## ISTC news

### TCUK 2017

Technical Communication UK (TCUK) is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. This year's conference is being held at the Crown Plaza Hotel, Wollaton St, Nottingham on 26th to 28th September. This year's conference theme is "Staying on topic", that is, topic-based writing, or modular content creation. For more details and to submit your proposal please visit: [http://technicalcommunicationuk.com/?page\\_id=6849](http://technicalcommunicationuk.com/?page_id=6849).

The deadline for the call for proposals has been extended to 26th April.

### Sponsors

We are pleased to announce our first sponsors: Adobe, Imprimatur and MadCap.



Our thanks to these sponsors for their support. For further information about exhibitor and sponsorship opportunities, please contact the TCUK team on [tcuk@istc.org.uk](mailto:tcuk@istc.org.uk) or take a look at the information on the website: [http://technicalcommunicationuk.com/?page\\_id=6889](http://technicalcommunicationuk.com/?page_id=6889).

### Keynote Speakers

We are delighted to announce the first two Keynote Speakers for TCUK 2017.

#### Frances Gordon.

Frances' career started in rural South Africa where she wrote and designed educational materials for low literacy adults.

During her 20-year career, she has held tenures at Datatec/Logical as



Frances Gordon

communications strategist, at London-based Siegel & Gale as Head of Content (EMEA), and at Barclaycard as VP of Content Strategy (UK).

Together with lawyer, Candice Burt, Frances co-founded Simplified, a plain-language and content training and consultancy firm. Its services include communication and content strategy, writing coaching, content audits, Treating Customers Fairly consultancy, and plain-language rewrites. Over 5,000 professionals, from lawyers to technical communicators, have benefited from the Simplified training programme.

Frances has worked on content for blue-chip international companies such as Alexander Forbes, MTN, Liberty Group, NS&I, Old Mutual and Vitality. She also has an active interest in financial inclusion programmes in frontier and emerging markets.

Frances sat on the board of international plain language organisation, PLAIN (Plain Language Association InterNational). She was part of the advisory committee of IC Clear, an EU-funded initiative that developed a post-graduate course in clear communication. She is an active member of Clarity in the UK, which is an organisation devoted to writing legal information clearly.

### Michael Hamilton

Mike is VP, Product Evangelism MadCap Software.

Prior to joining MadCap Software, Michael Hamilton served as the Product Manager for Macromedia's award-winning RoboHelp product line where he gathered input and feedback from the customer community and guided ongoing development of the various RoboHelp products.

Mike has over twenty years of experience in training, technical communication, multimedia development, and software development at several organizations including MadCap Software, Macromedia, eHelp, Blue Sky Software, Cymer, a leading supplier of laser illumination sources to the semiconductor industry, National Steel & Shipbuilding and the US Navy.

Mike is often a featured speaker at industry events, including the STC (the Society for Technical Communication) Annual Conference, the annual TEKOM/TC World Conference in Germany, the annual soap! Conference in Poland, the European Online



Mike Hamilton

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Documentation Conferences, and many more events. Mike has also appeared at the Microsoft Campus and STC regional conferences and events.

### Survey on Upskilling and Continuing Professional Development

It benefits all of us in the techcomm community to maintain an up-to-date, evidence-based understanding of industry requirements, expectations, and trends. As



techcomm professionals, we are particularly interested in accurate and current information about workplace and career-related issues, such as skills development, also known as 'upskilling'.

Both formal and informal upskilling are core components of Continuing Professional Development (CPD), which involves developing and tracking the skills, knowledge, and experience that you gain throughout your career.

In an industry where there is insufficient empirical research and evidence, small-scale studies go some way towards addressing the gaps in our knowledge of the professional realities in which we operate. A report on ISTC Survey Trends 2011-2014 (which is available from the members area of the ISTC website), showed that over the four years of data collection, between 62% and 78% of respondents reported having taken part in a training course in the previous six months. Another interesting finding to emerge from a tools-focused survey conducted by TWi in 2015, was that a high proportion of technical communicators do not hold formal techcomm qualifications relating to their profession.

So, to dig deeper, the ISTC and TWi came together and designed a short online survey, focused specifically on upskilling and CPD

for technical communicators.

We'd like to know more about the motivators and blockers that impact on techcomm professionals' engagement in CPD. Furthermore, we're keen to learn about technical communicators' preferences in terms of the methods they use to maintain, advance, and expand their skills and knowledge. We anticipate that the findings will improve our understanding of the aims and priorities that drive technical communicators' engagement in CPD.

We welcome and encourage all technical communicators to take part in the survey, no matter what stage they are at in their

careers. We originally opened the survey last September, but we'd like to give another opportunity to those who may have missed it at the time because wider participation makes for more interesting the results, allowing us to compare findings from a broad cross-section of professionals.

Participating only takes a few minutes – just go to our survey site: <https://www.surveymoz.com/s3/3002063/techcommskills>. Your contribution is very much appreciated.

If you have any queries, please contact Siobhán Ní Chatháin at [siobhan.nichathain@technicallywriteit.com](mailto:siobhan.nichathain@technicallywriteit.com).

## UK Technical Communication Awards

With nine categories to choose from, the UK Technical Communication Awards are open to all technical communicators in the UK and abroad, members and non-members.



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[www.uktcawards.com](http://www.uktcawards.com)

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**Deadline  
30 June 2017**

## ISTC Mentoring Scheme for Junior Members

The ISTC Mentoring scheme matches experienced technical communicators with new entrants to the profession to offer support and advice, and help Junior members progress to full membership (see [www.istc.org.uk/professional-development-and-recognition/mentoring-scheme/](http://www.istc.org.uk/professional-development-and-recognition/mentoring-scheme/)).

If you'd like to take part in the scheme as a Junior member or as a Mentor, please contact the scheme coordinator, David Farbey FISTC, by email [education@istc.org.uk](mailto:education@istc.org.uk).



### "Ask Me Anything" sessions

We had Ellis Pratt, director and co-founder of Cherryleaf, answering your questions in March's "Ask Me Anything" session. Ellis took questions on how Cherryleaf predicts technical communication trends to watch, the advice he would give to his junior author-self, and much more! You can read the full session here (if you're an ISTC member and logged on): [www.istc.org.uk/our-community/discussion-forums/topic/ama-with-ellis-](http://www.istc.org.uk/our-community/discussion-forums/topic/ama-with-ellis-)

[pratt-of-cherryleaf/](#) Thank you very much to Ellis and to everyone who contributed to the questions and discussion.

### AMA April

We have Phil Lane joining us in April. Phil is a Content Strategy Specialist at Imprimatur Limited. He combines his experience in XML with his understanding of documentation processes to develop strategies and implementation plans that deliver improved documentation efficiency. He holds a degree in Engineering and has a strong computer systems background reaching back over 13 years. Phil will be taking questions on XML and Component Content Management.

If you would like to ask Phil a question, log on to the Discussion Forums section of the ISTC website on Monday 10th April. You will see a new post, introducing Phil and inviting questions. Our "Ask Me Anything" sessions are forum posts, rather than live sessions and over the course of the day or even week, Phil will respond to questions posed. There isn't a closing date or time, but questions added days or weeks later may wait longer for a response.

### Volunteers wanted

If you would like to volunteer for one of our "Ask Me Anything" sessions, we would love to hear from you! You can volunteer with a colleague and/or opt for "anything" to be limited to a particular field. Please email Cecily Roberts on [cecily.techauthor@gmail.com](mailto:cecily.techauthor@gmail.com) for more details.

### Forthcoming Changes to the ISTC's CPD Scheme

In the coming months the ISTC is planning to introduce changes to the



CPD scheme to make it easier for Fellows and Members to record their CPD, and to offer some opportunities for learning that may be of interest to some technical communicators.

Further information will be published here and on the ISTC website ([www.istc.org.uk/professional-development-and-recognition/continuing-professional-development/](http://www.istc.org.uk/professional-development-and-recognition/continuing-professional-development/)) in due course, and ISTC Fellows affected by these changes will also be notified individually.

## ISTC local area and special interest groups

The ISTC area groups offer an opportunity for technical communicators to network and share knowledge and expertise. The groups are open to everyone from all industries in the local area (you don't even need to be an ISTC member to attend), and it's free. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Special interest groups give you an opportunity to meet people in your own industry.

### Thames Valley Area Group meeting report

*From Darren Mitcham*

At the March meeting of the Thames Valley ISTC local group we had our first ever guest speaker. Phil Lane from Imprimatur gave us the low down on Schema ST4 content management system. He gave us a thorough

insight in to the features and benefits of that system and some background on the company and his company. It was very exciting as it was also our first time in our venue's conference room, but sadly the last time too, as that room is disappearing in the imminent refit.

### Thames Valley Area Group next meeting

This month the group will be meeting at the Horse and Groom, Bath Rd, Hare Hatch, Reading RG10 9SB on Tuesday 4th April from 7pm. We have a great topic coming up - design your own font. Come along with your own font or just ideas on what makes a good font or you can even design your own personal font at [www.myscriptfont.com/](http://www.myscriptfont.com/). We will all bring a print off from that website and see if we can identify each other's handwriting.

All are welcome and you don't need to be an ISTC member. However, if you would like to attend, please register via Eventbrite here:

<https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-tickets-33003484310>.

The organiser for the event is Darren Mitcham who may be contacted by email: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

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## Current ISTC local area groups

If you're interested in attending please contact the local organiser or email [istc@istc.org.uk](mailto:istc@istc.org.uk). If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dumic at: [areagroupsmanager@istc.org.uk](mailto:areagroupsmanager@istc.org.uk).

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
East of Scotland	Area group leader wanted	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechicalwriters@istc.org.uk">irishtechicalwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	Bridget Rooney	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	John Burns	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Janine Weightman	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>
Northern Ireland	Area group leader wanted	<a href="mailto:nireland_areagroup@istc.org.uk">nireland_areagroup@istc.org.uk</a>
Southern	Tom Dumic	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Charles Addison	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
Yorkshire	Emma Sheridan	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Tom Bridley or Kai Weber	<a href="mailto:MadSIG@istc.org.uk">MadSIG@istc.org.uk</a>

## Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite and where this is the case, we asked anyone expecting to attend to register online using this event management service. You can see a list of ISTC related events by visiting: [www.eventbrite.com/org/495786380](http://www.eventbrite.com/org/495786380).

**A plea: if you know you're not going to be able to attend a meeting that you've registered for, could you please contact the organiser, even if it is at short notice.**

## ISTC groups on LinkedIn

The ISTC has a number of LinkedIn groups for its members. Have you joined the relevant groups?



- Institute of Scientific and Technical Communicators [www.linkedin.com/groups/1858546](http://www.linkedin.com/groups/1858546)
- ISTC Community [www.linkedin.com/groups/8440733](http://www.linkedin.com/groups/8440733)

### England

- Cambridge Technical Communicators [www.linkedin.com/groups/1805651](http://www.linkedin.com/groups/1805651)
- London – N/A
- ISTC Midlands Area Group [www.linkedin.com/groups/4835591](http://www.linkedin.com/groups/4835591)
- North East England – N/A
- ISTC NW England [www.linkedin.com/groups/2445779](http://www.linkedin.com/groups/2445779)
- Southern Area Group [www.linkedin.com/groups/4795279](http://www.linkedin.com/groups/4795279)
- ISTC South West England [www.linkedin.com/groups/8269000](http://www.linkedin.com/groups/8269000)

■ Thames Valley Area Group [www.linkedin.com/groups/4805266](http://www.linkedin.com/groups/4805266)

■ Yorkshire [www.linkedin.com/groups/4662452](http://www.linkedin.com/groups/4662452)

#### Wales

■ South Wales Group [www.linkedin.com/groups/5161265](http://www.linkedin.com/groups/5161265)

#### Scotland

■ East of Scotland – N/A

■ West of Scotland Area Group  
[www.linkedin.com/groups/5081412](http://www.linkedin.com/groups/5081412)

#### Ireland

■ ISTC Irish Group – N/A

■ Irish Technical Writers – An ISTC Area Group  
[www.linkedin.com/groups/3369559](http://www.linkedin.com/groups/3369559)

#### Special interest group

■ MadCap UK and Europe Users Group  
[www.linkedin.com/groups?gid=5081593](http://www.linkedin.com/groups?gid=5081593)

### ISTC Community online

The ISTC Community has its own digital presence in social media networks including Twitter, Facebook and LinkedIn. Following these networks you'll be able to keep up to date with news, events, area group developments and other community activities.

Facebook: [www.facebook.com/istccommunity](http://www.facebook.com/istccommunity).

Twitter: [@istc\\_community](https://twitter.com/istc_community).

LinkedIn: <https://www.linkedin.com/groups/8440733>.

## Business affiliate news

### The stork paid a visit to 3di!

Congratulations to Paul and Rachel whose twins arrived on 15th March 2017. Thea Rose (weighing in at 6lbs 1 oz), Jake Stephen (weighing in at 5lbs 4 oz). Babies and Mother are all doing well!

Wishing you both the very best of luck with your new babies, from all at the ISTC.



### New website for Capita TI

**CAPITA** | Translation and interpreting

Capita Translation and interpreting (Capita TI) is excited to announce that their new and refreshed company website is now live!

After 6 months of hard work, Capita TI now believes the site is easier to navigate, includes a host of new resources, and better showcases their technological capabilities. There's a whole host of smaller but impactful changes, all to make the user's experience of the site that much better.

Capita TI wanted to update their company messaging to help users get from one place to the next without skipping the most important content. The solution was to split the site content into three places; 'Services', 'Sectors' and 'Technology'. If you would like to know more about what Capita TI does, then the 'Services' pages will



be best placed to help. In the 'Resources' section you can find client case studies, blog posts, videos and useful guides.

You can take a look at the brand new website by clicking on the link below:

<https://www.capitatrtranslationinterpreting.com/>.

As part of this launch, Capita TI is offering all new customers £1,000 discount when they complete the contact us form on the website quoting code LAUNCH21 (T&Cs apply). Whatever your language needs, Capita TI has them covered.

We hope you like the changes, and if you have any questions or feedback about this project, please contact [marketing@capita-ti.com](mailto:marketing@capita-ti.com).

#### 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.

## Industry and general news

### The hype is in the type – the dazzling new font that changes as you write

*By Sabi Phagura for Metro.co.uk. This article originally appeared [here](#).*

Mind-boggling Futuracha Pro is a brand new font that cleverly changes while you type.

The brainchild of graphic designer Odysseas Galinos Paparounis, this fluid font works by changing the shapes of the words depending on what the word is that you're typing – revamping its letter designs accordingly.

And who knew such inspiration could be drawn from the mighty Caribbean cockroach?

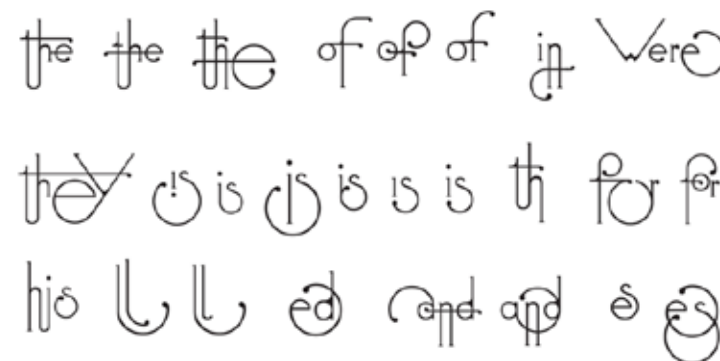
As a result, the classic Futura font laced with Art Deco-ish lavish swirls and whirls was given the name Futuracha – uniting Futura and 'cucaracha' – the Spanish for 'cockroach.'

Creative supremo Paparounis, from the

Greek branding agency holy, said the project became something of an 'obsession' while he was studying graphic design.

He found himself mesmerised by the thorns and antennae on cockroaches' feet during an illustration class. That's how the swooping ligatures in the font were given centre stage.

"One could say that Futuracha is a sans-serif font that transformed into a serif one in a mood for exaggeration," explained Paparounis.



Now the genius idea will be made available to everyone thanks to a successful Indiegogo campaign.

Futuracha Pro has been uploaded on Product Hunt and you can find it in their newest section.

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Its quirkiness and eccentricity are sure to make it one of the most well-loved fonts out there.

And it's a little too easy to lose yourself for hours watching those letters dance in action.

## **DRM For HTML5: Web Standards Organization Set To Review Content, Videos**

*By AJ Dellinger for the International Business Times. This article originally appeared [here](#).*

The World Wide Web Consortium (W3C), the organization that oversees most Web-based standards and specifications, has moved one step closer to voting on a proposal that would help companies implement anti-piracy digital rights management (DRM) in web browsers.

The proposal for [Encrypted Media Extensions](#) (EME), which would allow HTML5 video providers to enable DRM on their media being played within a browser, will head to the final review stage from the W3C's Advisory Committee. If approved, it will be granted a W3C Recommendation and likely become a new web standard.

Debate around the topic has been heated, as advocates have argued the new standard would simplify and integrate DRM material

into the web experience while opponents fear it will encourage more protected content and may pose a security risk.

Tim Berners-Lee, the director of the W3C and the inventor of many of the standards that make the web run, [has voiced his support for the measure](#). The legendary computer scientist has argued that DRM is already a part of web content, especially video, and it is better to make it easier for that content to be handled than to try to convince companies to put their content online without protections.

Those who get most of their content through their web browser are already dealing with forms of DRM, likely without recognizing it. When a site like Netflix or Hulu asks a user to update Microsoft Silverlight or Adobe Flash, it's using those platforms to implement DRM.

The EME proposal, which has been backed by companies like Netflix and Microsoft, would make that process much more seamless. Instead of requiring standalone applications and third-party DRM, everything would be built directly into the browser itself.

While EME would make navigating DRM more convenient for the end user, it does come with its fair share of trade offs.

Principally among them is the fact that many oppose the very concept of DRM as a means of restricting access to content, even for legitimate purposes like fair use and backups.

Some — including the Electronic Frontier Foundation, which signed on to a letter opposing the proposal — fear the standardization of DRM will encourage further steps toward locking down content so it can only be used in a manner dictated by the content provider.

The W3C Advisory Committee will have until April 13 to review the proposal for EME, at which point it will decide if it will provide a full recommendation or send the concept back to the drawing board for further improvement. e how data is translated and calculated in our sites, apps, programs and software. Business logic uses conditions that enable the user to complete their task and progress through the flow of the web app.

## Blog news

By Ginny Critcher

Hello everyone. Here is the latest blog round up for you.

Tom Johnson explores why adding an Edit on GitHub button to his documents didn't have the immediate collaborative result he anticipated.

<http://idratherbewriting.com/2017/03/08/crowdsourcing-docs-with-github-docs-as-code-tools-same-as-wikis/>.

On the Cherryleaf blog, we ask which type of platform is best for developer documentation?

<https://www.cherryleaf.com/blog/2017/02/type-platform-best-developer-documentation/>.

Yves Pierrot looks at the effects of terminology consistency on the reader's comprehension and attitude

<http://idratherbewriting.com/2017/03/10/effects-of-terminology-consistency-guest-post/>.

David Pogue claims user manuals are mostly gone — which he states is both good and bad

<https://www.scientificamerican.com/article/user-manuals-are-mostly-gone-mdash-which-is-both-good-and-bad/>.

Bill Swallow has started a series on the value proposition of localization strategies.

<http://www.scriptorium.com/2017/03/localization-strategy-governance/>.

10 years on from writing The Six Things I Hate About Flare, Paul Pehrson looks at The State of MadCap Flare in 2017

<http://www.paulpehrson.com/2017/02/16/the-state-of-madcap-flare-in-2017-published-by-an-outsider/>.

Markus Wiedenmaier looks at how to manage different layouts with the same content in Adobe FrameMaker.

<http://blogs.adobe.com/techcomm/2017/02/one-content-many-layouts-automatic-master-page-assignment-in-adobe-framemaker.html>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email [ginny@cherryleaf.com](mailto:ginny@cherryleaf.com).

Ginny has a background as a skilled trainer and information designer, and is responsible for the development of Cherryleaf's training courses. In addition to her skills in information design, she has over twenty years experience in teaching and training throughout the world. She is Cherryleaf's representative to the Institute of Scientific and Technical Communicators (ISTC).



### **InfoPlus<sup>+</sup> submission deadlines**

If you have an article or other content you want to submit for inclusion in *InfoPlus<sup>+</sup>*, please note the following:









For feature articles, press releases, affiliate news and other general content, please ensure your submission arrives by 20th of the month prior to publication. For example, in the case of a June publication, copy should arrive by 20 May. For ISTC news or event details, please ensure your submission arrives by 24th of the month prior to publication. For example, in the case of a June publication, news should arrive by 24th May. Every effort is made to ensure that *InfoPlus<sup>+</sup>* is published and distributed as early as possible in the month to which it relates. However, last-minute entries, adverts or cancellations can result in an issue being distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information; especially if it concerns an event occurring in the first few days of the month.



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Tom Johnson | **Technical Writer, Blogger at I'd Rather Be Writing**



# Training courses

If you know of a training course that will be of interest to readers, please let us know. You can send details by email to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*<sup>+</sup> is 24th of the month preceding publication. 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](mailto:istc@istc.org.uk). 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.



Courses run by ISTC Business Affiliates that are notified to us by the deadline for inclusion in *InfoPlus*<sup>+</sup> will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.

Armada, MadCap, Eston and Cherryleaf are ISTC Business Affiliates.

## MadCap training

For details of the latest MadCap Software Training Schedule: Web-based and On-site Training, visit: [www.madcapsoftware.com/services/training/](http://www.madcapsoftware.com/services/training/).

## Upcoming Webinars

[www.madcapsoftware.com/resources/livewebinars.aspx](http://www.madcapsoftware.com/resources/livewebinars.aspx).

## Flare 12 Reviews and Customer Reaction

[www.madcapsoftware.com/flare12/reviews-testimonials.aspx](http://www.madcapsoftware.com/flare12/reviews-testimonials.aspx).

## April

### 20-21 Introduction to Adobe Captivate

This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

10% discount for ISTC members.

Armada, Bromsgrove.

[armada.co.uk/captivate-training-course](http://armada.co.uk/captivate-training-course).

### 24-28 Technical Authoring Training Programme

ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members.

Armada, Milton Keynes.

[armada.co.uk/technical-author-training-course](http://armada.co.uk/technical-author-training-course).



### 26-27 Simplified Technical English (STE) Specification

A practical introduction for those who will use Simplified Technical English. The course introduces the philosophy of STE, explains the underlying grammatical principles and gives delegates opportunities to use STE in practical exercises.

Mekon Ltd, Sutton, London.

<http://aerospace-defence.com/services/training/simplified-technical-english-specification-asd-ste100/>.

### 26-28 DITA authoring with oXygen Author

A course which offers both experienced and novice DITA authors everything they need to work with the oXygen Author XML authoring tool.

Mekon Ltd, Edinburgh.

<http://mekon.com/news/dita-authoring-oxygen-xml-author-training-new-dates-added/>.

May				
2-3	<b>Introduction to Adobe FrameMaker</b> Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features. 10% discount for ISTC members. Armada, Newbury. <a href="http://armada.co.uk/framemaker-training-course">http://armada.co.uk/framemaker-training-course</a> .	3-5	<b>Introduction to Adobe RoboHelp</b> Course for beginners, teaches how to use RoboHelp to create online help in most popular formats. 10% discount for ISTC members. Armada, Reading. <a href="http://armada.co.uk/robohelp-training-course">http://armada.co.uk/robohelp-training-course</a> .	<b>10-12 DITA authoring with oXygen Author</b> A course which offers both experienced and novice DITA authors everything they need to work with the oXygen Author XML authoring tool. Mekon Ltd, Sutton, London. <a href="http://mekon.com/news/dita-authoring-oxygen-xml-author-training-new-dates-added/">http://mekon.com/news/dita-authoring-oxygen-xml-author-training-new-dates-added/</a> .
3-4	<b>Introduction to Adobe Captivate</b> This course teaches everything you need to create professional standard e-learning tutorials and high quality demos. 10% discount for ISTC members. Armada, Sheffield. <a href="http://armada.co.uk/captivate-training-course">http://armada.co.uk/captivate-training-course</a> .	4-5	<b>FrameMaker Template Creation</b> Teaches everything you need to be able to: <ul style="list-style-type: none"> <li>• Create and maintain FrameMaker templates.</li> <li>• Build and maintain multi-chapter books with cross-references, table of contents and an index.</li> </ul> 10% discount for ISTC members. Armada, Newbury. <a href="http://armada.co.uk/framemaker-training-course">http://armada.co.uk/framemaker-training-course</a> .	<b>11-12 Introduction to Adobe Captivate</b> This course teaches everything you need to create professional standard e-learning tutorials and high quality demos. 10% discount for ISTC members. Armada, Milton Keynes. <a href="http://armada.co.uk/captivate-training-course">http://armada.co.uk/captivate-training-course</a> .

...May

**15-17 Basic and Intermediate MadCap Flare**

This course teaches how to use Flare to create a with media-rich content and full navigation features.

10% discount for ISTC members.

Armada, Reading.

<http://armada.co.uk/madcap-flare-training-course>.

**15-19 Technical Authoring Training Programme**

ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Training in core technical authoring skills for new and experienced technical authors.

10% discount for ISTC members.

Armada, Bromsgrove.

<http://armada.co.uk/technical-author-training-course>.

**25-26 Introduction to Adobe Captivate**

This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

10% discount for ISTC members.

Armada, Reading.

<http://armada.co.uk/captivate-training-course>.

**30-31 Creating Element Definition Documents (EDDs)**

Teaches how to:

- Build an Element Definition Document.
- Link elements using formatting rules to a FrameMaker template.
- Convert legacy data to a Structured FrameMaker file using a conversion table.

10% discount for ISTC members.

Armada, Newbury.

<http://armada.co.uk/framemaker-training-course>.

June

7

**MadCap Flare: Taking control of your HTML5 output with styles, skins, and master pages**

You will learn how to harness the power of three of the most important components of your Flare project's infrastructure: style sheet, skin, and master page. As a result, you will be equipped to take your project to a new level in terms of presentation, layout, and ease of maintenance.

Crown Hotel, Harrogate.

[www.uaconference.eu/workshops.html#MadCapFlare](http://www.uaconference.eu/workshops.html#MadCapFlare).

7

**DITA Skills Update**

Aimed primarily at experienced DITA practitioners, it also provides useful information for authors just starting out with DITA. It is designed to build on existing knowledge and experience so that the benefits of DITA can be more fully embraced.

Crown Hotel, Harrogate.

Further information: [www.uaconference.eu/workshops.html#DITA](http://www.uaconference.eu/workshops.html#DITA).



## Online training courses

### Cherryleaf

WriteLessons, our new training product, provides you with access to a range of online courses in technical communication <http://cherryleaf.teachable.com/>.

We also offer online training courses in:

**Technical Author/Technical Writing online training course**  
<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

**DITA fundamentals**  
<https://www.cherryleaf.com/training/dita-training-courses-in-london/>.

**Single sourcing and content reuse training course**  
<https://www.cherryleaf.com/training/cherryleafs-single-sourcing-and-content-reuse-training-course/>.

**Introduction to Content Strategy course**  
<https://www.cherryleaf.com/training/introduction-to-content-strategy-1-day-training-course/>.

## Firehead

### Learn FrameMaker 2015

<http://firehead.net/training/learn-framemaker-2015/>.

### Learn adaptive content modelling

<http://firehead.net/training/learn-adaptive-content-modelling/>.

### Creating mobile apps without coding

<http://firehead.net/training/creating-mobile-apps-without-coding/>.

## ESTON Training

**Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2)**  
[www.estontrg.com/technicalcommercial-authorship/](http://www.estontrg.com/technicalcommercial-authorship/).

## Events listings

If you know of an event that will be of interest to readers, please let us know. You can send details by email to [events@istc.org.uk](mailto:events@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*<sup>+</sup> is 24th of the month preceding publication.

You can also find information using the online event calendar at: [www.istc.org.uk/calendar/](http://www.istc.org.uk/calendar/)

### April

2-5

### MadWorld 2017

A Learning and Professional Development Conference Like No Other. The MadWorld 2017 conference returns to the Hard Rock Hotel in downtown San Diego's iconic Gaslamp Quarter. With 40 sessions, 20 expert speakers and hundreds of passionate users, it is a conference like no other.

Hard Rock Hotel San Diego, 207 Fifth Avenue, San Diego, CA 92101, USA

[www.madcapsoftware.com/events/madworld/](http://www.madcapsoftware.com/events/madworld/).



...April

4

**Thames Valley Area Group Meeting**

Come along with your own font or just ideas on what makes a good font or you can even design your own personal font at <http://www.myscriptfont.com/>.

Horse and Groom, Bath Rd, Hare Hatch, Reading RG10 9SB, at 19.00.

<https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-tickets-33003484310>.

7

**TCeurope Colloquium 2017**

The Colloquium theme is Technical Communication at a Crossroads. In many ways, the technical communication field is at a crossroads, facing new requirements and asking questions about reinventing and surviving.

The Braille conference room at Näkövammaisten liitto ry facility, Marjaniementie 74, FI-00930 Helsinki, Finland

<https://www.eventbrite.co.uk/e/tceurope-colloquium-2017-helsinki-finland-tickets-28946763549>.

7-8

**Bulgaria Web Summit 2017**

A 2-day event about technologies and fun. An event about (almost) everything a modern web person should know.

Sophia, Bulgaria

<https://bulgariawebsummit.com/>.

10-12 **Collaborate 2017**

Join like-minded technical communication professionals for an exciting and inspiring three days of presentations and workshops designed to challenge, inform and reignite your passion for what you do.

Quality Hotel Parnell, Auckland, New Zealand

<http://conference.techcomm.nz/>.

24-26 **Content Management Strategies/ DITA North America Conference**

Join the Center for Information-Development Management for the nineteenth annual Content Management Strategies/DITA North America Conference.

Hyatt Regency Mission Bay, 1441 Quivira Road, San Diego, CA 92109, USA

<https://cm-strategies.com/>.

<b>...April</b>					
<b>25-27</b>	<b>Ergonomics &amp; Human Factors 2017</b> Ergonomics & Human Factors 2017 will feature nearly 80 presentations and workshops from leading ergonomists and human factors specialists. Staverton Estate, Daventry Road, Daventry, Northamptonshire NN11 6JT <a href="http://events.ergonomics.org.uk/event/ehf2017/">http://events.ergonomics.org.uk/event/ehf2017/</a> .				
<b>28</b>	<b>European Academic Colloquium on Technical Communication Studies</b> The European Academic Colloquium is an annual event that focuses on scientific contents with respect to technical communication. It is targeted at members of the European scientific community who are teaching and doing research in the area of technical communication or	<b>May</b>  <b>1-3</b>	related fields, such as translation, multilingual communication, localization, terminology, information management. University of Leuven - Faculty of Arts, Campus Sint-Andries Antwerpen, Sint-Andriesstraat 2, 2000 Antwerpen, Belgium <a href="http://www.teccom-frame.eu/the-colloquium/">www.teccom-frame.eu/the-colloquium/</a> .	<b>7-10</b>	<b>STC Summit 2017</b>  <b>STC's Technical Communication Summit is the premier conference for technical communication education and networking. The 2017 theme is 'Gain the Edge to Get Results,' which will be reflected in the overall program of events as well as individual education sessions.</b> Gaylord National Resort and Convention Center, 201 Waterfront Street, National Harbor, 20745, MD, USA <a href="http://summit.stc.org/">http://summit.stc.org/</a> .
			<b>DOCUMENT Strategy Forum 2017</b> Our conference program will provide invaluable knowledge and insight into the core areas of Communications, Enterprise Content Management and Information Management strategies that deliver superior customer experiences. Chicago Marriott Downtown Magnificent Mile, 540 North Michigan Avenue, Chicago, 60611, IL, USA <a href="http://documentstrategyforum.com/">http://documentstrategyforum.com/</a> .	<b>8-9</b>	<b>tcworld China</b> tcworld China is the premier event for all TC decision-makers and specialists in China. The main conference theme is "Let's implement the future now!" InterContinental Shanghai Pudong, No.777 Zhangyang Road Pudong District, Shanghai 200120 China <a href="http://conferences.tekom.de/tcworld-china-2017/tcworld-china-2017/">http://conferences.tekom.de/tcworld-china-2017/tcworld-china-2017/</a> .

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...May

**10-12 BIM 2017**

The International Conference on Building Information Modelling (BIM) in Design, Construction and Operations is reconvened following the success of the first meeting that took place in Bristol, UK. BIM17 will take place at the University of Alicante, Spain.

University of Alicante, Sede Universitaria Ciudad de Alicante, C/ San Fernando 40, Alicante 03001 Spain

[www.wessex.ac.uk/conferences/2017/bim-2017](http://www.wessex.ac.uk/conferences/2017/bim-2017).

**14-16 Write the Docs Portland**

Write the Docs is a series of conferences and local meetups focused on all things related to software documentation. We consider everyone who cares about communication, documentation, and their users to be a member of our community.

Crystal Ballroom, Portland, OR, USA

[www.writethedocs.org/conf/na/2017/](http://www.writethedocs.org/conf/na/2017/).

**17-18 Publishers Summit**

Join ACI's Publishers Summit and learn from your peers during the panel discussion "Dealing with Programmatic Related Challenges". This panel will look into best practices & strategies to overcome and move on from challenges and murky areas, when using programmatic.

London

[www.wplgroup.com/aci/event/publishers-summit/](http://www.wplgroup.com/aci/event/publishers-summit/).

**17-18 Information Energy 2017**

Information Energy is an annual conference for information professionals with focus on Intelligent Information. The main focus of the event will be on the future organization of information and its use in the context of Industry 4.0.

Seats2meet.com Utrecht CS, Moreelsepark 65, Utrecht, 3511 EP Netherlands

[www.informationenergy.org/](http://www.informationenergy.org/).

**18-21 AIIP 2017**

Theme: Resilience, Reinvention, Renewal: Pivoting for Success. AIIP's 2017 Conference will focus on building and maintaining flexible and resilient info-centric businesses that can pivot towards new opportunities as they arise.

Hampton Inn & Suites New Orleans, 1201 Convention Center Blvd., New Orleans, 70130, LA, USA

<http://aiip.org/conference>.

**20-23 2017 CSE Annual Meeting**

The 2017 Annual Meeting of the Council of Science Editors (CSE), themed "Setting Sail: Navigating the Future of Science Publishing," will be held May 20-23 in San Diego.

Sheraton San Diego Hotel & Marina, 1380 Harbor Island Drive, San Diego, 92101, CA, USA

[www.councilscienceeditors.org/events/upcoming-events/2017-cse-annual-meeting/](http://www.councilscienceeditors.org/events/upcoming-events/2017-cse-annual-meeting/).

<b>June</b>	<b>8-9 UA Europe 2017</b>	<b>14-16 LocWorld34 Barcelona</b>
<b>7-9 soap!</b> soap! is an annual conference dedicated to product-related content. This year's theme: problem-solving. At soap! 2017, we will share our problem-solving experiences to help each other deal with their content-related problems better.  Manggha Museum of Japanese Art and Technology, Marii Konopnickiej 26, Kraków, 30-302 Poland <a href="http://soapconf.com">http://soapconf.com</a> .	UA Europe is an annual conference for technical communicators that focuses on software user assistance and online Help. It provides a unique update on the latest industry trends, technical developments, and best practice in software user assistance.  The Crown Hotel, Crown Place, Harrogate, HG1 2RZ <a href="http://www.uaconference.eu/">www.uaconference.eu/</a> .	The theme is "Continuous Delivery". Palau de Congressos de Catalunya Barcelona, Av. Diagonal, 661-671, 08028 Barcelona, Spain <a href="https://locworld.com/events/locworld34-barcelona-2017/">https://locworld.com/events/locworld34-barcelona-2017/</a> .
<b>7-9 Confab Central</b> Confab Central is your one-stop content strategy conference. With the latest topics in UX, editorial, marketing, and content management, this event is perfect for first-timers and seasoned pros alike.  Hyatt Regency Minneapolis, 1300 Nicollet Mall, Minneapolis, MN 55403, USA <a href="http://confabevents.com/events/central-2017">http://confabevents.com/events/central-2017</a> .	<b>12-13 Digital Publishing Innovation Summit</b> Theme: Engage, Grow and Establish Your Audience with Content. 30+ Industry Speakers & 150+ delegates, the Digital Publishing Innovation Summit is the most exclusive gathering of leaders in digital publishing.  etc.venues, 200 Aldersgate, St. Pauls, London, EC1A 4HD <a href="https://theinnovationenterprise.com/summits/digital-publishing-innovation-summit-london-2017">https://theinnovationenterprise.com/summits/digital-publishing-innovation-summit-london-2017</a> .	<b>21 Society of Indexers Annual Conference</b> The 2017 conference will celebrate the Society of Indexers 60th anniversary with a one-day conference at St Anne's College, Oxford, immediately prior to the two-day symposium on the book index at the Bodleian Library. St Anne's College University of Oxford Woodstock Road, Oxford OX2 6HS <a href="http://www.indexers.org.uk/index.php?id=824">www.indexers.org.uk/index.php?id=824</a> .



## Upcoming webinars

If you know of an event that will be of interest to readers, please let us know. You can send details by email to [events@istc.org.uk](mailto:events@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*<sup>+</sup> is 24th of the month preceding publication.

### April

#### 18 **Storytelling in 2017: It's Not About Content—It's About Engagement**

Join me, Scott Abel, The Content Wrangler, and my guest, Phyllis Davidson, Research Director at SiriusDecisions. Davidson will talk about the variables in the B2B audience engagement equation in our digital marketplace.

Scott Abel, The Content Wrangler and Phyllis Davidson, Research Director, SiriusDecisions

<https://www.brighttalk.com/webcast/9273/247937>.

20

#### **Developing Quality and Consistency Guidelines for Financial Services Content**

Join Scott Abel, The Content Wrangler, for this free online discussion with content strategy expert, Ann Rockley, of The Rockley Group. Attend this webinar to learn how to simplify compliance information while ensuring the message stays the same; work with regulatory reviewers to work towards clear and succinct regulatory content, and develop content quality and consistency standards that are easy to use for everyone in your organization.

Scott Abel, The Content Wrangler and Ann Rockley, The Rockley Group

<https://www.brighttalk.com/webcast/9273/253107>.

### Contributions

This newsletter is for the benefit of both ISTC members and technical communicators in the wider community. We are always pleased to hear from readers with suggestions for content, improvement and the development of *InfoPlus*<sup>+</sup>. If you have something you'd like included or any ideas for features and regular sections, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

## The Back Page

*InfoPlus+* was without The Back Page in March due to the editor starting a new job and being slightly distracted. However, it's back this month with a word search!

The below puzzle contains 20 words related to technical communication. See if you can find them! The solution will appear in May's *InfoPlus+*.

Hint:

If you need some help, the words to look for are below:

AUDIENCE

AUTHORINGTOOL

COMMUNICATION

COMPLIANCE

CONTENT

DOCUMENT

EDIT

FONT

GRAMMAR

PROCEDURE

PROOFREAD

REVIEW

SINGLESOURCE

STANDARDS

STRUCTURE

STYLEGUIDE

USERASSISTANCE

USERGUIDE

WEBHELP

WRITING

A D E S C Y S T M S G E I U T  
U E K C D O N T T F R I S C N  
T M C H R E M R A U O E B G E  
H G T N T U U P D N R N N G M  
O B R N E C O E L A D I T Z U  
R E O A T I C S S I T A N S C  
I C D U M O D S E I A O R V O  
N W R I R M I U R L Y N A D D  
G E F P T S A W A Y G G C Y S  
T I Z J T E B R B P I N I E F  
O K H A W E B H E L P R I R T  
O C N E D I U G E L Y T S S H  
L C C O M M U N I C A T I O N  
E O F U S E R G U I D E C K L  
P R O O F R E A D W E I V E R