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—Colum McAndrew, RoboColum(n) Consulting



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InfoPlus⁺

August 15

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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⁺* aims to cover anything of interest to the profession. To subscribe, contact the office.

Advertising: Felicity Davie
Editorial: Newsletter Editor
Letters: Letters Editor
Events: Events Editor
Blogs: Blogs Editor

If you're reading a printed copy of this newsletter, go to www.istc.org.uk/our-publications/infoplus-newsletter/ and open it online to explore the links mentioned.

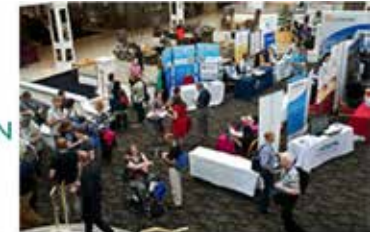
ISTC news

TCUK 2015: full residential package booking deadline

We are only able to offer the full residential package with guaranteed accommodation at the conference hotel until Friday, 7 August, so get your booking in today! The full residential package includes three full days of the TCUK conference with two nights bed and breakfast accommodation at The Beardmore Hotel and Conference Centre, Glasgow. [Book Now!](#)

After 7th August, we will still be accepting conference day bookings, which can be tailored according to your needs, and we may be able to offer accommodation at the conference hotel, but we cannot promise availability.

If you're not able to come to the whole conference you can also tailor your own



conference package for one or two days. Book your place now using our online [Booking Form](#).

TCUK 2015 | Speaker Panel and Presentations

There are plenty of reasons why you should attend the Technical Communication UK 2015 conference at the end of September in Glasgow. The most important reason is the high quality of speaker presentations and workshops that will take place over the three day conference - 29 September to 1 October 2015.

This year, TCUK welcomes both returning and new speakers to our conference. The conference special focus is on *Breaking the Boundaries of Technical Communication* which covers a breadth of topics including content strategy, agile content development and documentation, user-assistance, online help, Kanban TOC methods and source control. There is also the opportunity to find out more about various new software programmes, toolboxes, and trends in Technical Communication, and you will learn how to use and implement them in your workplace through the presentations and

activity led workshops.

Here is a glimpse of some of the presentations and workshops you can expect at TCUK 2015:

Dr. Anja Kellermann presents - [Taking technical writing to the next level at SAP](#)

Workshop: [Keeping up with life! Or, how to put Getting Things Done into practice](#) - demonstrated by Karen Mardahl and John Kearney

Ferry Vermeulen presents - [US regulations on instructions for use](#)

Workshop: [Creating Mobile Apps without Coding - A New Opportunity for Technical Communicators](#) - demonstrated by Neil Perlin

Pallabi Roy presents - [Redirecting the 'Help' to a Product Networking Site](#)

Berry Braster presents - [Visual Search and Augmented Reality as part of your content strategy](#)

For a full list of speaker presentations and workshops, visit the [Provisional Programme](#) (some details may be subject to change) available on the TCUK website.

We encourage all participants to take part in debate and topical discussion, ask questions and challenge the world of

Technical Communication at the conference. You can share your ideas, thoughts and experiences of TCUK on social media using the hashtag #TCUK15 in your post - @TCUK_conf will retweet your post.

We're certain that the line-up of speaker presentations, workshops and other events at the conference will provide ISTC members, attendees and guests with great creative insight and food for thought.

TCUK 2015 | Vendor Exhibition and Vendor Presentations

Please support all our commercial sponsors by visiting them at our vendor exhibition where they showcase their best products, latest innovations and tools. Our Diamond Sponsor, Adobe Technical Communication, and our Platinum Sponsors; Schema and Acrolinx, are also giving vendor presentations, which offer detailed insight into their latest product offerings.

Here is a glimpse of some of the vendor presentations you can expect at TCUK 2015:

Schema Vendor Presentation: Jörg Plöger - [Helping Online-Help - What does next generation HTMLHelp look like?](#)

Acrolinx Vendor Presentation: Frazer Bain - [Five Content Controversies](#)

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TCUK interviews Steve Rotter, Chief Marketing Officer for Acrolinx (Platinum Sponsor of TCUK)

TCUK: Thank you for sponsoring TCUK 2015. What made you decide to come to TCUK?

SR: TCUK is the premier destination for content professionals in Europe. It provides a unique opportunity to learn, share, and network with some of the greatest technical communications experts in the world. Since

Acrolinx has been serving the technical communications market for over a decade, this was a must-attend event for us in 2015.

We're looking forward to engaging with the amazing line-up of speakers and attendees, and sharing how Acrolinx is helping the world's greatest brands succeed with technical communication.

TCUK: Every year at TCUK, we deliver presentations related to a special focus topic. This year's special focus topic is - Breaking the Boundaries in Technical Communication. Are there ways in which your company's products and services help technical communicators to 'break the boundaries' in their professional work?

SR: The boundaries that once existed between technical communications and the rest of an organisation's content have disappeared. Today's customers don't see org charts, they see content. With the explosion of digital channels, the historical constructs of 'pre-sales' and 'post-sales' content no longer matter as every piece of an organisation's content can impact top-line revenue and customer loyalty.

At Acrolinx, our mission is to help the world's greatest brands 'speak with one Voice'. That means ensuring that all of a company's content, whether it's from marketing, sales,

or technical communications, is on brand and on target.

TCUK: Technology is constantly changing, so what are your biggest challenges and opportunities?

SR: Our biggest challenge is also our biggest opportunity. It's helping companies understand the massive changes that are taking place with content and marketing related technologies. We invest a lot of time educating customers and prospects and sharing best practices with them.

When we do our job well, it opens their eyes to all of the potential upside of using a really effective content optimisation platform.

TCUK: From your experience of TCUK, or from what you've heard about TCUK, what would you like to say to our members in order to encourage them to attend this year's conference?

SR: In a world where 70 percent of the buyer journey takes place through digital channels, the role of technical communications has never been more critical. TCUK will help technical communication professionals expand their vision and influence within the organisation.

TCUK: Acrolinx is delivering a presentation at the vendor exhibition - what products,

innovations or tools will you showcase at the exhibition?

SR: We'll be showcasing a technology that most people don't even know exists: a software platform based on 100+ man years of R&D that can actually read your content and guide writers to make it better by suggesting tips to enhance their style and tone as well as to ensure the consistency of their use of terminology.

We'll also be sharing the latest results from our Global Content Impact Index, where we analysed and rated the content for over 340 top brands from around the world. The results are quite surprising.

TCUK: TCUK 2015 conference is going to be in Glasgow for the first time - what are you looking forward to the most at this year's conference?

SR: Being inspired by a combination of top thought leaders in the industry, leading-edge sponsors and technology vendors and, of course, all of the passionate attendees.

If we can squeeze it in, we'd love to check out the Kelvingrove Art Gallery and Museum and the Glasgow Science Centre. Oh, and we're also looking forward to trying some haggis!

About Acrolinx

'Acrolinx helps the world's greatest companies create amazing content at scale'. The Acrolinx platform helps the world's greatest brands create amazing content that's onbrand, on-target and that drives results. Built on the most advanced linguistic analytics engine, Acrolinx software helps companies like Adobe, Boeing, Google and Philips create content that's more engaging, enjoyable and impactful.

[Learn more about Acrolinx.](#)

Steve Rotter, Acrolinx Chief Marketing Officer

An author, blogger, speaker and digital marketing evangelist, for over 20 years, Steve has been helping organisations drive marketing innovation with technology. Prior to joining Acrolinx, he held executive marketing positions with Adobe, Brightcove, and Motorola.

Steve received an MBA from Northwestern University - Graduate School of Management - and volunteers on several NPO advisory boards including World Vision.



Get involved with ISTC projects

We're still looking for volunteers. It's a good way for you to develop new skills, build your network and extend your professional development portfolio. Below are a couple of opportunities available now. If you're interested in volunteering for any of the tasks, please contact marketing@istc.org.uk.

Day in the life of a technical communicator videos

The ISTC wants to encourage technical communicators to tell their own story. We've created a 'day in the life' playlist on YouTube for this purpose, and we now need some videos to add to it. These videos will be embedded into the ISTC's website, as well as being on YouTube.

You can help by sharing with others what it's like for you to be a technical communicator.

The videos don't need to be highly polished - recordings from a smartphone would be fine - and we can help with editing and final production if you wish.

They don't need to be very long either. It could be three or four minutes on what your company does, what your role is within the company, what you enjoy about the work, and, (if that's the case) why you are an ISTC member.

The more videos we have, the more representative the playlist will be.

If you can create a video clip, you just need to send it (or a link to it) to the ISTC's main email address, and we'll do the rest. If you want to upload it to your own YouTube account, that's fine, as we can still add it to the playlist.

Introductory primer articles on technical communication

We're looking for volunteers to write some introductory primer articles for the ISTC website that will help explain different aspects of technical communication.

The topics are:

- What is localisation?
- What is technical illustration?
- Where do technical communicators work?

The intended audience would be managers, students, journalists, and anyone else who is curious about technical communication. Each article should be around 500-800 words.

The ISTC can help in finding subject matter experts you could talk to.



The UK's Leading Technical Communication Event



TCUK Conference **29 September - 1 October 2015**

Beardmore Hotel and Conference Centre, Glasgow



The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), takes place this year at the Beardmore Hotel and Conference Centre, Clydebank, near Glasgow. Join us for three days of workshops, presentations, networking, and more!

This year's special focus theme is *Breaking the Boundaries of Technical Communication*. Find out more and see the provisional programme:

www.technicalcommunicationuk.com

If your company is interested in being a sponsor or exhibiting at TCUK 2015 please contact the ISTC Office: email Elaine Cole istc@istc.org.uk

Book online today!

www.technicalcommunicationuk.com

ISTC local area and special interest groups

South West England Area Group meeting report

By Eric Weston

Seven of us met again at the appointed time; some faces were familiar from the first meet, some were new. Members explored some general themes and shared experiences, and some specific ideas were suggested for particular issues raised. Productivity was our general topic for the night, so we visited that too. Some highlights included:

- Software aids suggested for copy-editing in Microsoft Word:
- ▶ For general copy-editing: [PerfectIt](#).
- ▶ For working with citations (such as in scientific documents): [ReferenceChecker](#).

- For convenient style guidance, solo or with a team:
- ▶ [The Chicago Manual of Style Online](#).
- I gave an introduction to *Getting Things Done*, which is a time-management methodology. It's based on a book of the same title by productivity consultant [David Allen](#). It's often referred to as GTD. I also covered the use of [Active Inbox](#) for Gmail users, which helps facilitate GTD.

Future meetings

As a general rule, meetings will take place on the second Wednesday of each month, so please earmark for your diaries. This will be confirmed in advance of each meeting, with details on EventBrite.

The general topic for our next meeting is *Standards*. We'd like members to share experiences and tips about standards they're familiar with – useful links, pitfalls to avoid, why we might consider bringing in certain standards where they are not already

in place, and so on. This next meeting will take place on Wednesday 12 August, 7:30pm to 9:30pm, at the [George Inn](#) in Bristol. Please register if you want to attend at www.eventbrite.co.uk/e/istc-sw-england-area-group-wednesday-12th-august-2015-tickets-17407486260 where you'll also find directions and a map.

Safety-critical instructions?

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Interested in a Birmingham Area Group?

We are trying to establish if there is any interest in setting up a group in Birmingham with a view to a first meet up towards the end of the year. If you are interested in attending a meeting in Birmingham, please email Elaine Cole at the ISTC office: istc@istc.org.uk.

Thames Valley Area Group meeting report

From Darren Mitcham

The Thames Valley Area Group was blessed with two new members for the July meeting, in addition to the stalwarts. One was on loan from 'up North'; the other more local and was very enthusiastic about attending future meetings. After circling around seven degrees of separation and Kevin Bacon, we discussed formality and etiquette in emails, help, websites, and documents. We came to the unanimous conclusion that we are all of an age where some of the very informal error messages are quite difficult to accept.

We have already decided to look at CVs in the New Year, but next month we'll discuss finding documents on websites; especially looking at very good and poor examples.

Of special note is the new venue for the next meeting: The Plowden Arms in Shiplake (www.plowdenarmsshiplake.co.uk) on Tuesday 4 August. If you'd like to attend, please register on Eventbrite at: <https://www.eventbrite.co.uk/e/thames-valley-area-monthly-meet-tuesday-4th-august-2015-new-venue-tickets-17791851908>.

Southern Area Group meeting for 11 August

August's Southern Area Group ISTC Meeting will be given over to practise sessions for TCUK Conference 2015 speakers. The aim is to give those speakers the opportunity to develop their presentation skills with a timed session, in a relaxed environment.

This year's TCUK Conference will be held in Glasgow from 29 September to 1 October 2015, and is entitled Breaking the Boundaries of Technical Communication. Details can be found at: <http://technicalcommunicationuk.com/>.

Time and venue

We advise that you arrive at 6:45pm to start promptly at 7pm. The event will be held at the offices of Fotech Solutions Ltd, a leading provider of Digital Acoustic Sensing fibre optics solutions.

Address details can be found at www.fotechsolutions.com and there are car parking facilities for up to 15-20 vehicles. Fotech is based between Junctions 4a and 5 of the M3, in Church Crookham. Nearest railway station is Fleet. Please contact the

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.

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organiser if you wish to be picked up from the station. You will have to arrive at Fleet railway station though by 6:30pm, latest.

Please register your interest in attending here <https://www.eventbrite.co.uk/e/istc-southern-area-group-meeting-tcuk-preparations-tickets-17242231980> for security and catering purposes.

Meeting format

There will be two speaker sessions and conference facilities will be available for those who wish to join us by webinar. This meeting will also be sponsored by Adrian Steel, Head of Engineering at Fotech Solutions Ltd. If you have any questions about the company and its products, he will be available to answer your queries.

Time	Activity
7-7:45pm	Presentation: Source Control Speaker: Marjorie Jones This flows on from Marjorie's presentation last year at TCUK entitled Lessons for Technical Authors from the field of Software Engineering.
8-8:15pm	Light Refreshments provided by Fotech Solutions Ltd, and a chance to network with other attendees.

Time	Activity
8:15-9pm	Presentation 2: To be confirmed. If there is no speaker, then there will be a chance to discuss any ideas or issues arising that members need support with.
9-9:15pm	Questions and answers.
9:30pm	Finish.

GOTO Meeting details

Tue, 11 August, 2015 7:00 PM - 10:00 PM
GMT Daylight Time

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/184329933>.

You can also dial in using your phone:

United Kingdom : +44 (0) 20 3713 5028
5028skypec2c://r/204+44 (0) 20 3713 5028
Access Code: 184-329-933

InfoPlus+ submission deadlines

If you have an article or other content you want to submit for inclusion in *InfoPlus+*, 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+* 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.

Current ISTC local area groups

Contact your nearest area or special interest group on the email shown below. 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.

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Central South	Co-ordinator wanted	areagroupsmanager@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	David Farbey	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Claire Wood	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
Yorkshire	Nick Tonge	yorkshire_areagroup@istc.org.uk
South West England	Eric Weston	southwest_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@istc.org.uk
Oil & Gas	Chris Knowles	oilandgas@istc.org.uk

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.

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?

ISTC group: www.linkedin.com/groups/Institute-Scientific-Technical-Communicators-1858546/about.

This group has a number of sub groups for:

- ISTC NW Area Group
www.linkedin.com/groups/ISTC-NW-Area-Group-2445779/about
- Southern Area Group
www.linkedin.com/groups?gid=4795279
- Thames Valley Area Group
www.linkedin.com/groups?gid=4805266
- ISTC Midlands Area Group
www.linkedin.com/groups/ISTC-West-Midlands-Area-Group-4835591/about



- South Wales Group
www.linkedin.com/groups?gid=5161265
- West of Scotland Area Group
www.linkedin.com/groups?gid=5081412
- ISTC Oil and Gas
www.linkedin.com/groups?gid=5023918
- South West England
www.linkedin.com/grp/home?gid=8269000

There are other area groups which aren't sub groups of the ISTC one:

- Cambridge Technical Communicators
www.linkedin.com/groups/Cambridge-Technical-Communicators-1805651/about
- Irish Technical Writers – An ISTC Area Group
www.linkedin.com/groups/Irish-Technical-Writers-ISTC-Area-3369559/about
- MadCap UK and Europe Users Group
www.linkedin.com/groups?gid=5081593

Business Affiliate news

3di at the CIPD Annual Conference and Exhibition

3di will have a stand (F104) at this year's Chartered Institute of Personnel and Development (CIPD) Annual Conference and Exhibition. The event takes place on Wednesday, 4 November to Thursday, 5 November 2015 at Manchester Central (formerly GMEX).

Click [here](#) to register for free tickets.

As usual, 3di will be taking its comfy purple sofa, which is the ideal spot to sit down and chat about our [translation and localization expertise for e-learning](#). Find out how you can deliver multi-lingual versions of e-learning and courseware for your customers all over the world, just like 3di's client [Eukleia Training](#).

You will also have the opportunity to meet leading suppliers, explore new ideas, connect with like-minded professionals and support your professional development at the UK's leading HR exhibition.

About 3di

3di design, write and localize your complex business information and make it clear and easy to use for your staff and customers. We have been providing technical authoring, translation and localization services to some of the world's largest organisations since 2002. In these areas of expertise, we provide outsourcing solutions, contract and permanent staff, project management, consultancy and engineering services. We have offices around the UK and Ireland and our head-office is near London. 3di has two main business divisions: one focused on technical communication, the other on localization.



Industry and general news

Information Mapping® training available on demand

Information Mapping, global experts in documentation, announced the availability of Information Mapping® Essentials™, a new on-demand video course that helps organisations train their employees in the Information Mapping Method from the comfort of their own desks.

Information Mapping, which has been used by Fortune 500 companies for nearly 50 years, helps users to analyse, organise, and present information so that it meets the needs of their audiences and is immediately understandable and actionable.

‘Although documentation may not be the most glamorous part of business, industries such as manufacturing, energy, pharmaceutical and financial services rely on the quality and consistency of their documentation to operate efficiently and satisfy compliance, regulatory, safety and training concerns,’ said Elizabeth Marshall, President of Information Mapping, North America.

New on-demand training

Information Mapping has always offered classroom training in the methodology and will continue to do so. To expand its offerings to clients, Information Mapping’s Master Instructors have created a convenient, condensed version of the training in an interactive video format.

‘For organisations that want to benefit from using Information Mapping, the new video course is a cost-effective and simple way to train a large number of people in a short period of time and within the existing training budget. These organisations will also save time and money because their employees no longer need to travel and be offline for two or three days to take a training,’ said Francis Declercq, CEO of Information Mapping International.

Information Mapping Essentials.

The new video course is available now at www.changethewayyouwrite.com. It includes:

- Six months of access to all 15 HD video modules
- Downloadable exercises and sample answers
- Quick reference Cards (PDFs)

- Access to the Information Mapping Professional Certification Exam

The Plus version of the video training also includes a one year software license for FS Pro 2013, Information Mapping’s software that makes it quick and easy to create clear and structured documents in Microsoft Word.

Volume licenses are available for companies and organisations looking for a larger rollout.

About Information Mapping

Information Mapping is a world leader in solving critical documentation issues for enterprise-level organisations and governments so that they can operate more efficiently and profitably. Information Mapping is headquartered in Belgium with offices in the US and India and has partners all over the world. For more information about Information Mapping, visit: www.informationmapping.com.

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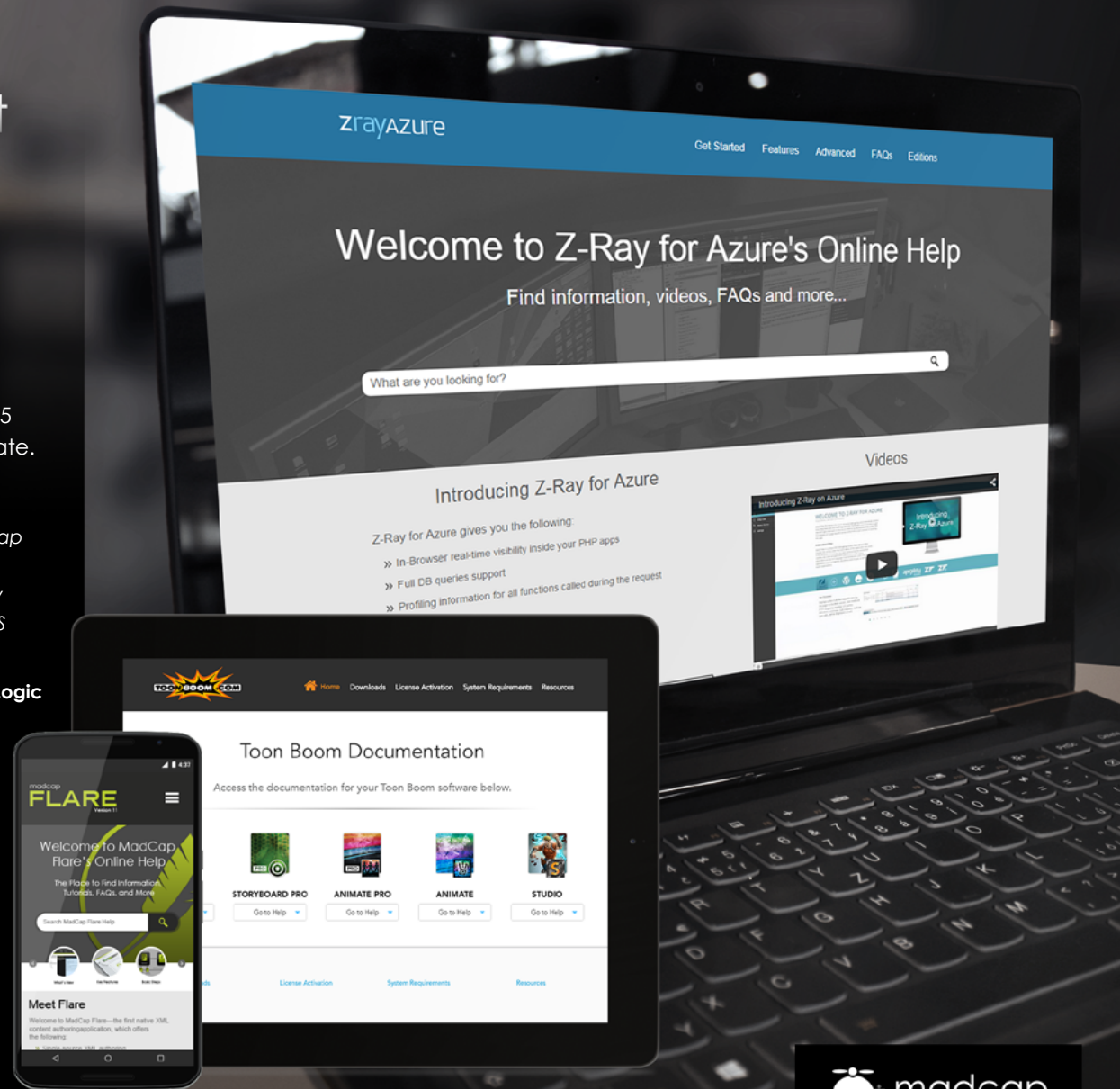
“We are LOVING Flare 11! We have been tinkering with Flarestrap for ages, trying to get a frameless output for our help site. I was thrilled to see that's now an option, out-of-the-box. I'm also really excited about Git integration since that's the only supported VCS at our company. Great work on this release!”

Hanni Baatz | Senior Information Developer, Alert Logic

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Blog news

By Ginny Critcher

Hello everyone. Here is this month's blog round up for you.

Karen Rempel looks at 10 new things to love and hate about Flare on the I'd rather be writing blog:

<http://idratherbewriting.com/2015/07/09/updated-review-of-flare-11-features-to-love-or-hate/>.

The Techwriting Engineer – Mattias Sander, has some useful tips for Madcap Flare users:

<http://techwritingengineer.com/free-tool-automatically-synchronize-external-resources-in-madcap-flare/>.

John Waterworth describes some of the ways government service writers test words used on the gov.uk site: <https://userresearch.blog.gov.uk/2015/07/01/what-does-this-mean-tips-for-testing-your-words/>.

Laura Busche analyses web design style guides of 10 brands we love: [https://designschool.canva.com/blog/apple-google-starbucks-inside-the-web-design-style-guides-of-10-famous-companies/?utm_source=FloatingBar&utm](https://designschool.canva.com/blog/apple-google-starbucks-inside-the-web-design-style-guides-of-10-famous-companies/?utm_source=FloatingBar&utm_medium=twitter&utm_campaign=DesignSchool)

[medium=twitter&utm_campaign=DesignSchool](http://idratherbewriting.com/2015/07/14/should-technical-writers-care-about-more-than-documentation/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Wri+ng%29).

Tom Johnson over at I'd rather be writing poses the question should technical writers care about more than documentation?

http://idratherbewriting.com/2015/07/14/should-technical-writers-care-about-more-than-documentation/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Wri+ng%29.

William van Weelden at Iconlogic looks at conditional build tags and named expressions in Adobe RoboHelp 2015: <http://iconlogic.blogs.com/weblog/2015/07/adobe-robohelp-2015-conditional-build-tags-and-named-expressions.html>.

The Cybertext Newsletter has some useful MS Word tips: <https://cybertext.wordpress.com/2015/07/14/word-wildcard-find-and-replace-for-numbers-and-trailing-punctuation/>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email 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).



Training courses

MadCap training

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

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. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*⁺ is 24th of the month preceding publication. 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*⁺ will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged. 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.

August

- 3-4 Introduction to Adobe PhotoShop**
Enables delegates with no previous experience to acquire a level of theoretical and practical proficiency and those with a repro background an understanding of related theory to adapt their expertise efficiently.

10% discount to ISTC members
www.mekon-creatives.com/courses.cfm?course=photoshopintroduction&type=adobe.

- 3-4 Introduction to Adobe Illustrator**
Enables delegates with no previous experience of Illustrator or any graphics program to produce effective drawings and illustrations, and those with a design background to effectively utilise and manipulate this drawing tool.

10% discount to ISTC members
www.mekon-creatives.com/courses.cfm?course=illustratorintroduction&type=adobe.

- 6-7 Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members
Armada, Milton Keynes.
www.armada.co.uk/indesign-training-course.

- 10-11 Introduction to Adobe Photoshop**
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/photoshop-training-course.

- 10-11 Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members
Armada, Bromsgrove, Midlands.
www.armada.co.uk/indesign-training-course.

...August

10-11 Adobe FrameMaker Structured
Aimed at technical authors, typesetters, engineers, administrative personnel, and knowledge workers who need to prepare documents and manuals to a high standard within Structured Framemaker.

10% discount to ISTC members

www.mekon-creatives.com/courses.cfm?course=framemakerstructured&type=adobe.

12-13 Introduction to Adobe Illustrator
Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.

10% discount for ISTC members.

Armada, Milton Keynes.

www.armada.co.uk/illustrator-training-course.

17-18 HTML5

Provides theoretical and practical, first-hand experience with the new HTML5 features so you can start using it in your projects right away.

10% discount to ISTC members

www.mekon-creatives.com/courses.cfm?course=HTML5-introduction&type=all.

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.

www.armada.co.uk/technical-author-training-course.

September

2-4 Introduction to Adobe FrameMaker

Provides a thorough grounding in FrameMaker in unstructured (standard) mode, covering the essential techniques for generating high standard printed documents. Includes the generation multi-document books, table of contents, index and cross-references.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

www.armada.co.uk/framemaker-training-course.

3-4 Introduction to Adobe Captivate
Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members

Armada, Milton Keynes

www.armada.co.uk/captivate-training-course.

...September

7-8 Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members

Armada, Milton Keynes

www.armada.co.uk/indesign-training-course.

15-16 Introduction to Adobe Photoshop
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

www.armada.co.uk/photoshop-training-course.

17

Trends in Technical Communication Course – Advanced Technical Writing Techniques

This Cherryleaf course helps you discover the advanced new writing styles emerging in technical communication. Don't get left behind: past clients include technical communicators from Citrix, GE, IBM UK, Lloyds Banking Group, Sage plc, Schlumberger and Visa International. Some have travelled from Belgium, Germany, Israel and Norway.

Central London (close to South Kensington underground station).

Private, single company, courses are also available – delivered over the Web or at your premises.

www.cherryleaf.com/training/trends-in-technical-communication-workshop-advanced-technical-writing-techniques/.

17-18 Introduction to Adobe Illustrator

Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

www.armada.co.uk/illustrator-training-course.

24-25 Introduction to Adobe Captivate

Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

www.armada.co.uk/captivate-training-course.

...September

28-30 Introduction to Adobe FrameMaker

Provides a thorough grounding in FrameMaker in unstructured (standard) mode, covering the essential techniques for generating high standard printed documents. Includes the generation multi-document books, table of contents, index and cross-references.

10% discount for ISTC members

Armada, Milton Keynes

www.armada.co.uk/framemaker-training-course.

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. Please try to give us plenty of notice. The deadline for receiving information for InfoPlus⁺ is 24th of the month preceding publication.

You can also find information using the online event calendar at: www.istc.org.uk/calendar/2015-05/.

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

August

4 Thames Valley Area Group meeting

At the meeting we'll be discussing finding documents on websites; especially looking at very good and poor examples. The meeting takes place at The Plowden Arms in Shiplake.

<https://www.eventbrite.co.uk/e/thames-valley-area-monthly-meet-tuesday-4th-august-2015-new-venue-tickets-17791851908>.

7

South West England Area Group meeting

At the meeting we'll be discussing standards. The meeting takes place at The George Inn in Bristol from 7:30pm.

www.eventbrite.co.uk/e/istc-sw-england-area-group-wednesday-12th-august-2015-tickets-17407486260.

11

Southern Area Group meeting

August's Southern Area Group ISTC Meeting will be given over to practise sessions for TCUK Conference 2015 speakers. The aim is to give those speakers the opportunity to develop their presentation skills with a timed session, in a relaxed environment.

For full details, refer to the article in the "ISTC local area and special interest groups" on page 7 of this newsletter.

...August

31 - 1 Write the Docs

Brings everyone who writes the docs together in the same room: Writers, Developers, Designers and Support.

Prague, Czech Republic

www.writethedocs.org.

31 - 2 Confab Intensive

Confab Intensive delivers three days of hands-on workshops on topics spanning UX, CMS, editorial, workflow, and governance.

Portland, Oregon, USA

<http://confabevents.com/events/intensive>.

31 - 4 Vancouver Usability Week

Get up to speed on user experience best practices. Includes 6 days of in-depth full-day courses, which can be applied towards UX Certification.

Vancouver, Canada

www.nngroup.com/training/vancouver/.

17-20 International plain language conference

10th Plain Language Association International conference, hosted by PLAIN (the Plain Language Association InterNational) and NALA (the National Adult Literacy Agency in Ireland).

Dublin Castle in Dublin, Ireland

www.plain2015.ie.

September

5-7 SfEP/SI 1st joint conference and AGMs

The Society for Editors and Proofreaders and Society of Indexers first joint conference and annual general meetings.

Derwent College, University of York

http://sfep.org.uk/pub/confs/conf15/conf2015_advance.asp.

24 - 26 EuroIA 2015

Information Architecture and User Experience conference. This year, the theme is "The Quality of IA".

Madrid, Spain

www.euroia.org/.

...September

29 - 1 TCUK 2015

TCUK is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. With over 30 different presentations and workshops from both world renowned speakers and the ISTC's own members, it offers three days of intensive learning, with social activities for networking and an impressive vendor exhibition. This year's special focus is "Breaking the Boundaries of Technical Communication".

Glasgow, Scotland

www.technicalcommunicationuk.com/

30 - 2 Information Development World
Helps organizations rethink the way they create, manage, and deliver content experiences. For content strategists, content marketers, information architects, community managers, experience designers, data scientists, translators, taxonomists, usability pros, content engineers, technical writers, medical writers, editors, indexers, videographers, storytellers, and more.

San Jose, California, USA

<https://www.etchouches.com/ehome/113382>.

October

7 - 9 soap!

Learn, share knowledge, and be part of the Central European technical communication community at the third annual technical writing conference organised by soap!

Krakow, Poland

<http://soapconf.com/>

18 - 21 The LavaCon Conference
Conference for content strategists, documentation managers, and other content professionals.

New Orleans, Louisiana, USA

<http://lavacon.org/2015/>