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”

Yukio Endo,
Yamaha Corporation



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InfoPlus⁺

August 17

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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.

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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 2017: Programme of Speakers

The programme is now available on the TCUK website. Visit: http://technicalcommunicationuk.com/?page_id=6837 for more information on all our speakers and their presentations and workshops.

Book your place at TCUK

If you have not already booked your place for TCUK 2017, full details can be found at http://technicalcommunicationuk.com/?page_id=5152. The all-inclusive residential package (from Tuesday 9.00am – Thursday 4.00pm) is £680 for ISTC members and £830 for non-members. Day registration is £210 for members and £275 for non-members.



Sponsorship opportunities

We're delighted to announce our sponsors for this year: [Adobe Technical Communication](#), [SCHEMA Group](#), [Imprimatur Ltd](#), [MadCap Software](#), [3di](#), [kothes! Technische Dokumentation GmbH & Co. KG](#), [TWi](#), and [OnTarget Communications](#). You can find out more about existing sponsors by visiting: http://technicalcommunicationuk.com/?page_id=5550.

There are a whole host of opportunities and benefits for sponsoring the leading technical communication conference. If your organisation would like to join us as a sponsor, download the information pack available at: http://technicalcommunicationuk.com/?page_id=6889.

Contact the ISTC office to reserve your place.

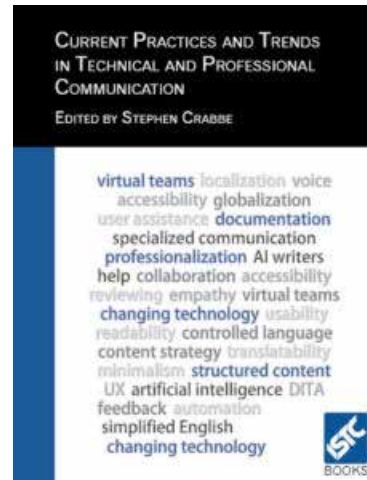
ISTC publishes new book

From Dr Stephen Crabbe MISTC

The ISTC has published a new book "Current Practices and Trends in Technical and Professional Communication".

For further information about the book and how to order it, please go the ISTC website or the following link: <http://www.istc.org.uk/publications-and-resources/istc-books/current-practices-and-trends-in-technical-and-professional-communication/>.

I hope that you enjoy reading the book as much as I enjoyed putting it together.



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Crowne Plaza Hotel, Nottingham

The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), will take place at the Crowne Plaza Hotel in Nottingham this year. Make sure you save the date.

Crowne Plaza Nottingham hotel offers modern rooms in buzzing central Nottingham, close to the city's main shopping and entertainment districts. See our website for further information - www.technicalcommunicationuk.com

Contact the ISTC office if your company is interested in being a sponsor or exhibiting at TCUK 2017 – email Claire Kelly at claire.kelly@admin.co.uk.

www.technicalcommunicationuk.com

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.

Volunteer Opportunity – leader for the Yorkshire Area Group needed

The ISTC is run by its members for its members, and depends on volunteers for its success. Besides being essential to the success of the organisation, volunteering is a good way for you to develop new skills and build your network.

Job Title	Leader for the Yorkshire Area Group
Job description	<p>We are currently looking for a volunteer to lead the Yorkshire Area Group. Area groups are a great way for technical communicators to keep in touch with each other, share knowledge and hear about the current tech comm trends.</p> <p>Every group is different, but most meet semi-regularly at a location of the organisers choice. It can be daunting to take on such a role, but we do provide you with lots of support, advice and we can help you advertise any events you organise.</p>
If you would like to find out more	<p>If you would like to volunteer for this position or if you would like to find out more about the role, please contact Tom Dumic on areagroupsmanager@istc.org.uk.</p>

Hyperlinks disclaimer

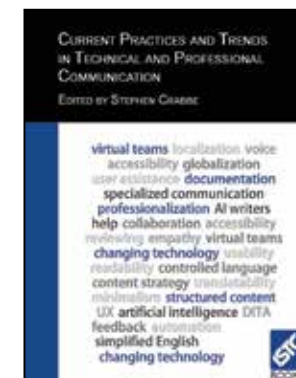
The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control 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.

Introducing our latest book...

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Maxwell Hoffmann



"The Spring 2015 issue of Communicator is possibly one of the best I've seen yet."

Claire Wood

www.istc.org.uk

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

From Darren Mitcham

At the July Thames Valley monthly meeting we gave our experiences on improving document reviews. We all agreed getting documents reviewed is a good thing, but how you get your SMEs to reliably and regularly review docs is sometimes challenging.

Reviewers tend to prefer to review small chunks rather than large 500 page documents. If you have only changed a few topics or sentences, make sure you include change bars. Clearly define the types of review and what you expect from them. For example, SME review is a factual review and checks the changes, whereas a final review could be for the whole document. Ensure you indicate that the reviewers should not be using their review time to point out style and formatting issues. These items should be agreed in company style guides or templates and should be addressed separately. Timing of reviews is critical. Leave it to late near a product launch and your doc will not be the most important thing on engineers' minds.

Agile projects allow you to align doc changes with engineering changes and get them signed off as you go along. Ensure the doc is a project deliverable on any project plans and the time is allocated for providing material and for reviewing. Otherwise it is too easy for SMEs to claim they have no time for reviews.

State the expectations of the review in the PDF email. What changes have you made, how do you expect the reviewer to mark any changes, expected deadline, questions on other aspects of the document.

Don't chase individuals. Get the relevant parties into a room and let them discuss or argue over contentious points. Schedule a meeting on the last day of the review, to flag up it is the last day and the meeting is there to discuss any disagreements or points that are not clear.

Thames Valley Area Group next meeting

The next meeting on Tuesday 1st August will be at the Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP and we will delve into the exciting world of CSS.

All are welcome, you don't have to be an ISTC member but please register your attendance at Eventbrite using the following link: <https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-36304702342>.

Southern/MadSIG Area Group

From Jenny van den Broek

The Southern area/MadSIG group usually meets on the third Tuesday in each month from 7.45pm at 3Di. Owing to holidays, our next meeting will take place on the 22 August 2017.

You're welcome to join us at 3Di Ripley to discuss using pre- and post-build scripts in Flare. Julia Wilson will also briefly review the new features in Flare 2017, with time for Q&A afterwards. If you cannot attend physically, you may be interested in linking in over GoToMeeting.

All are welcome, you don't have to be an ISTC member but please register your attendance at Eventbrite using the following link: <https://www.eventbrite.co.uk/e/technical-communicators-meeting-istc-southern-group-and-madsig-tickets-36347798243>.

If you have any questions or queries please email Jenny van den Broek on: southernengland_areagroup@istc.org.uk.

If anyone would like to present a session on some aspect of technical communication, or how you use Flare/MadCap products in your work, please do get in touch.

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*⁺. If you have something you'd like included or any ideas for features and regular sections, please email newsletter.editor@istc.org.uk.

Current ISTC local area groups

If you're interested in attending please contact the local organiser or email 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.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	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	Jennifer van den Broek	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	Area group leader wanted	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	MadSIG@istc.org.uk

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
- ISTC Community www.linkedin.com/groups/8440733

England

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

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.

- Thames Valley Area Group www.linkedin.com/groups/4805266
- Yorkshire www.linkedin.com/groups/4662452

Wales

- South Wales Group www.linkedin.com/groups/5161265

Scotland

- East of Scotland – N/A
- West of Scotland Area Group www.linkedin.com/groups/5081412

Ireland

- ISTC Irish Group – N/A
- Irish Technical Writers – An ISTC Area Group www.linkedin.com/groups/3369559

Special interest group

- MadCap UK and Europe Users Group 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.

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

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

Business affiliate news

MadWorld 2018 Call For Papers

MadCap Software is pleased to announce the MadWorld 2018 Call for Papers. The premiere technical communication and content strategy conference returns next year to San Diego, California.



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showcase success stories, demonstrate advanced techniques, or share information on the latest technologies and trends taking shape in the industry. In short, speaking at MadWorld requires thought provoking content, a desire to share knowledge with your peers, and a personal commitment to prepare presentations that offer actionable takeaways, share valuable insight and drive engagement with your audience.

The submission deadline is Tuesday, August 8, 2017

Conference Dates: June 3-6, 2018

Conference Location: Hotel del Coronado,
San Diego, California

For more information, [see here](#).

Content Content Podcast with 3di's Pawel Kowaluk

*Be like Thomas Pynchon
with Pawel Kowaluk
– Content Content
episode 16.*

Pawel Kowaluk, a
technical writer, self-
proclaimed DITA
geek, and recruiter,
joins us from Krakow,
Poland. He talks
about the rise of



Pawel Kowaluk

technical communication in Poland, starting a conference, and how to balance a team when hiring.

To listen to this podcast, click [here](#).

Industry and general news

Bitesize STE – Essentials 2: Verbs

Bitesize STE is written by Mekon's Simplified Technical English trainer Ciaran Dodd. This article originally appeared on the Mekon website [here](#).

Since issue 7 of the ASD-STE100 Simplified Technical English (STE) specification came out in January, I have read it thoroughly while I updated our two-day Introduction to STE course. As part of the course, we review some essentials of grammar that you have to know to understand the rules of STE. In the next few issues of Bitesize, we'll look at these essentials and explain why you need to know them in order to write well in STE. We'll also explain any changes in issue 7, 2017.

What is a verb?

In STE, a verb is defined as:

“verb (v): A word that describes a state of being or an action. Its tense (present, past,

future) tells you when the action occurs.” (2-0-4, ASD-STE100, 2017)

There are two main categories of verbs: **main** and **auxiliary** (helping). Main verbs stand alone and auxiliary verbs go before main verbs to express possibility or obligation (*might* or *must*). Main verbs are split into action verbs (*do*, *put*) and state verbs (*be*, *have*). Different verb forms can express the time an action takes place (tense) or who or what did the action (voice).

In English grammar, the rules on verbs are very complex and many rules do not exist in other languages. For these reasons, the verbs that you can use and how you use them are simplified in STE.

Verbs in STE – what you need to know

1. Some words can be verbs and another part of speech, like a noun. For example, we usually use ‘damage’ as a verb, but STE permits ‘damage’ as a noun only. You need to be able to categorise a word as a particular part of speech.
2. Some words can be technical verbs if you can fit them in to an appropriate category, for example a manufacturing process. Again you need to know if the word that you want to use is a verb to do this.

3. Section 3 contains the rules on verbs and how to use them in STE. Technical verbs must also follow these rules. Section 3 tells you which forms of verb you can or must use: infinitive, imperative, simple present, simple past, past participle as an adjective and future tense. For example, you start procedural steps with a verb in the imperative or command form: *Install* the filter.

You cannot use the -ing form of the verb unless it is part of a technical name or the title in a procedure. So you cannot write: When cleaning the filter..., but the title of the procedure could be: Cleaning the filter.

4. STE prefers the active voice: A hit B rather than B was hit by A, which is the passive voice.
5. Safety instructions (such as warnings and cautions) must start with a simple and clear command, so again you need to know the command form of verbs.

This summarises the key uses of verbs in STE. There are rules on verbs in virtually all of the 9 sections of rules. Therefore, it is important that you can define a verb and apply the relevant rules to write correctly in STE.

Next month, we discuss nouns.

Looking for Simplified Technical English (STE) Training?

Book your place on one of our [Simplified Technical English training courses](#). Find out more call +44(0)20 87228400 or email muneat.mahfud@mekon.com.

Free software is suffering because coders don’t know how to write documentation

This article was written by Matthew Hughes and originally appeared on [The Next Web](#).

GitHub just published its 2017 Open Source Survey. The popular social coding service surveyed over 5,500 members of its community, from over 3,800 projects on github.com. It also spoke to 500 coders working on projects from outside the GitHub ecosystem.

The Open Source Survey asked a broad array of questions. One that caught my eye was about problems people encounter when working with, or contributing to, open source projects. An incredible 93 percent of people reported being frustrated with “incomplete or confusing documentation”.

That’s hardly a surprise. There are a lot of projects on Github with the sparsest of descriptions, and scant instruction on how

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Åsa Sundin, Technical Writer | Episerver

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to use them. If you aren't clever enough to figure it out for yourself, tough.

Documentation is vital

That's unfortunate. People don't quite realize how vital documentation is to the success of a project.

Mike Pope, a well-respected technical writer, once summed up the need for documentation thusly:

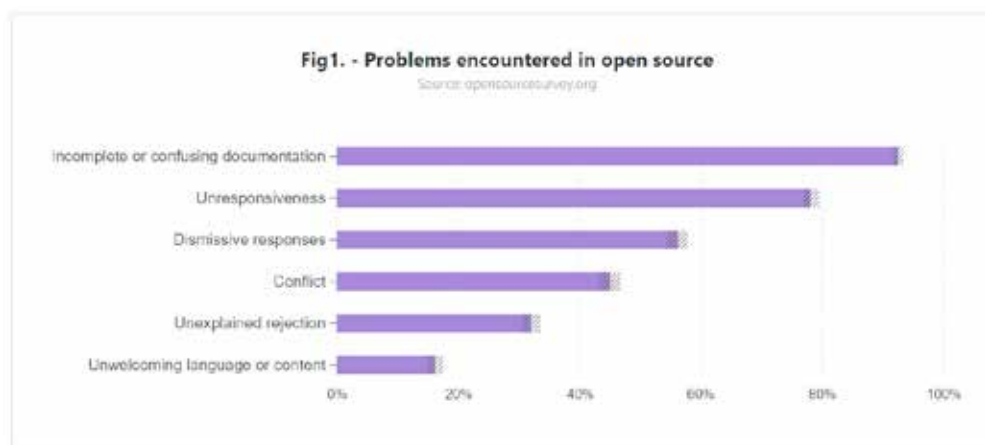
"We've been known to tell a developer 'If it isn't documented, it doesn't exist.' Not only does it have to be doc'd, but it was to be explained and taught and demonstrated. Do that, and people will be excited — not about your documentation, but about your product."

I came across another brilliant quote about documentation from Stack Overflow founder Jeff Attwood's blog, this time by JavaScript developer Nicholas Zakas.

"Lack of documentation. No matter how wonderful your library is and how intelligent its design, if you're the only one who understands it, it doesn't do

any good. Documentation means not just autogenerated API references, but also annotated examples and in-depth tutorials. You need all three to make sure your library can be easily adopted."

But beyond the practical reasons for documentation, there's also the argument that it builds a sense of community. Not only do you know who your fellow collaborators



are, and what they've accomplished, there's also a clearly-defined sense of mission and purpose.

Here's how the Open Source Survey explained it (emphasis theirs):
"Documentation helps create inclusive communities. Documentation that clearly explains a project's processes, such

as contributing guides and codes of conduct, is valued more by groups that are underrepresented in open source, like women."

... and documentation is hard, and that's okay

According to the Github Open Source Survey, 60 percent of contributors rarely or never contribute to documentation. And that's fine.

Documenting software is extremely difficult. People go to university to learn to become technical writers, spending thousands of dollars, and several years of their life. It's not really reasonable to expect every developer to know how to do it, and do it well.

And then there's the fact that twenty-five percent of open source contributors say they read and write

English less than "very well."

But there's a golden opportunity here. I'd love to see the thought leaders in the industry — Google and Github, if I have to point a finger — step up.

Google just launched a free online course, trying to tempt language experts to become

localizers. Why can't it do the same for writers, in order to teach them the skills required to write about software?

Similarly, GitHub could launch a course aimed at introducing writers with no previous software development experience to Git.

Not only would this help solve the documentation drought, but it would also be a loud demonstration that you don't have to be a developer to contribute to open source.

Microsoft Paint is getting killed off in the Windows 10 Fall Creators Update

This article was written by Chaim Gartenberg and originally appeared on [The Verge](#).

The era of Microsoft Paint appears to be coming to an end with the upcoming release of the Windows 10 Fall Creators Update. The image-editing application is officially being classified by Microsoft as a “deprecated feature,” as noted by The Guardian. That means that, come this fall, Paint will “not be in active development and might be removed in future releases.”

Paint has long been a mainstay of Windows, dating back to a 1-bit monochrome version of the program released alongside Windows

1.0 back in November 1985. Microsoft continued to update Paint throughout the years, and users have grown to embrace the limited set of features the image editor had to offer. And while it's true legacy will always be associated as shorthand for poorly designed and badly illustrated digital art, it's hard to deny the importance of the program as many users' first interaction with creating images on a computer.

It's not a super surprising move, given that Microsoft would logically be putting its efforts toward Paint 3D, the overhauled version of the original Paint that the company introduced in the Windows 10 Creators Update earlier this year. Also, just because the program is being listed as “deprecated” doesn't mean that it's gone for good just yet — there's still no date or time frame for when (or even if) Microsoft intends to remove the application completely.

Still, it does mark an end of the road for the classic image-editing app. So later this year, when you update your computer to the Windows 10 Fall Creators Update, don't forget to pour one out for Paint.

Blog news

By Ginny Critcher

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

Shelley Davies at the Content Wrangler explains why the formal voice in business writing is dead:

<http://thecontentwrangler.com/2017/07/10/the-formal-business-voice-is-dead/>.

Bill Swallow at Scriptorium asks if it is time for the technical editor role to make a comeback:

<http://www.scriptorium.com/2017/07/return-of-the-technical-editor/>.

Tom Johnson at I'd rather be writing looks at transparency in documentation:

<http://idratherbewriting.com/2017/07/13/transparency-in-documentation>.

Erik Rose at Hacks explains why sphinx-js is so good for documenting large JavaScript projects:

<https://hacks.mozilla.org/2017/07/introducing-sphinx-js-a-better-way-to-document-large-javascript-projects/>.

Peter Van Bart looks at what information 4.0 means in practice:

<http://intelligent-information.blog/en/blog/2017/07/04/getting-practical-how-information-4-0-provides-value-to-the-whole-organization/>.

Cherryleaf's Ellis Pratt shows us an example of an API documentation portal using Madcap Flare:

<https://www.cherryleaf.com/blog/2017/06/example-api-documentation-portal-using-madcap-flare/>.

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

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. 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. 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. 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/.

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www.madcapsoftware.com/resources/livewebinars.aspx.

Flare 12 Reviews and Customer Reaction

www.madcapsoftware.com/flare12/reviews-testimonials.aspx.

August

14-15 Authoring Structured FrameMaker documents

Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates.

10% discount for ISTC members.

Armada, Newbury.

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

14-18 Technical Authoring Training Programme

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Armada, Milton Keynes.

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



21-22 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.

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

24-25 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.

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

September 2017

4-8 Technical Authoring Training Programme



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Armada, Bromsgrove.

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

13-15 Basic and Intermediate MadCap Flare

This course teaches how to use Flare to create awith media-rich content and full navigation features. 10% discount for ISTC members.

Armada, Reading.

www.armada.co.uk/madcap-flare-training-course.

14-15 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.

14- 16 **DITA authoring with oXygen Author**

Comprehensive overview of how DITA works, its benefits, and the considerations and decisions that support a successful DITA implementation. A course which offers both experienced and novice DITA authors everything they need to work with the oXygen Author XML authoring tool.

Mekon, Sutton, London

<http://mekon.com/consulting-and-training/training/dita-authoring-oxygen-xml-author-training/>.

18-19 **Introduction to Adobe FrameMaker**

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.

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

21-22 **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.

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

21-22 **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.

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

25-26 **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.

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

25-29 **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, Reading.

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

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

Writing skills for developers

<https://cherryleaf.teachable.com/p/writing-techniques-for-developers>.

Firehead

Learn FrameMaker 2017

<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/.

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/

August

- Thames Valley Area Group Meeting**
Mahinda Kularatne, We will delve into the exciting world of CSS.
Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 19:15.
<https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-36304702342>.

...August

- 1-3 Knowledge Management Australia**
The Largest Annual Event on Knowledge Management in Australia. Our expert panel of speakers will share successful strategies, case studies and initiatives that have made a difference in their organisations.
Parkroyal Darling Harbour, 150 Day Street, Sydney, NSW 2000, Australia
<http://kmaustralia.com/>.

- 22 Southern Area/MadSIG Group Meeting**
You're welcome to join us at 3Di Ripley to discuss using pre- and post-build scripts in Flare. Julia Wilson will also briefly review the new features in Flare 2017, with time for Q&A afterwards.
3Di, High Street, Ripley, Surrey, GU23 6AF at 19:45.
<https://www.eventbrite.co.uk/e/technical-communicators-meeting-istc-southern-group-and-madsig-tickets-36347798243>.

September

- 4-7 DocEng 2017**
The 17th ACM Symposium on Document Engineering (DocEng 2017) seeks original research papers that focus on the design, implementation, development, management, use and evaluation of advanced systems where document and document collections play a key role.
University of Malta, Valletta, Malta
<https://doceng.org/newsite/doceng2017>.
- 7-8 Tech Comm Con**
2 Days of Tech Comm Intensity for Practitioners, Academics, and Students. The Tech Comm Conference is being held in partnership with the Writing Studies department at the U. of Washington Tacoma.
Holiday Inn Express & Suites Tacoma Downtown, 2102 S C St, Tacoma, WA 98402 USA
<http://conference.writersua.com/techcomm/>.

- 10-12 Write the Docs Prague**
Write the Docs brings everyone who writes the docs together in the same room: Programmers, Tech Writers, Support, and Developer Advocates. We all have things to learn from each other, and there's no better way than sitting together and talking.
Auto Klub, Opletalova 1337/29, Prague 1
www.writethedocs.org/conf/eu/2017/.
- 11-13 Best Practices conference**
The CIDM Best Practices conference is the premier annual conference for managers of information development, whether it be for user and product support, or training.
Hilton Burlington, 60 Battery Street, Burlington, VT, USA
<https://bp.infomanagementcenter.com/2017-conference/>.

...September

12-13 **NORDIC TechKomm 2017**

The topic focus of NORDIC TechKomm 2017 is on UX – User Experience.

Scandic Sydhavnen, Sydhavns Plads 15, 2450 Copenhagen

<http://nordic-techkomm.com/>.

16-18 **SfEP AGM and 28th annual conference**

This conference is an excellent opportunity to develop your professional knowledge, find out about developments in the publishing industry, and network and socialise with like-minded colleagues. The theme of the 2017 conference is Context is key: Why the answer to most questions is 'It depends'.

Wyboston Lakes Executive Centre, Great N Rd, Wyboston, Bedford MK44 3AL

<https://www.sfep.org.uk/networking/conferences>.

21-23 **PLAIN 2017**

The theme is “Improving Customer Relationships”. The conference provides an excellent opportunity for plain language professionals to share knowledge with those from fields such as information design, technical writing and usability.

RESOWI Zentrum, Universitätsstraße 15, Graz, 8010 Austria

<http://cats.host/plain2017/cms/index.php/en/>.

22-24 **ScotsWrite 2017**

Whether you're a published or emerging writer, of fiction or non-fiction, a translator, children's author, poet or writer for the media, ScotsWrite offers talks and workshops from experts in a variety of areas.

Westerwood Hotel, 1 St Andrews Dr, Glasgow, G68 0EW

www.societyofauthors.org/events/scotswrite.

26-28 **TCUK 2017**

TCUK is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. This year's theme: “Staying on topic”: on modular content creation.

Crowne Plaza Nottingham, Wollaton Street, Nottingham, NG1 5RH

<http://technicalcommunicationuk.com/>.

28-30 **EuroIA 2017**

The EuroIA Summit is the leading Information Architecture (IA) and User Experience (UX) conference for Europe. For EuroIA 2017 we chose the theme of “Adaptation and designing for change”.

Elite Hotel Marina Tower, Saltsjöqvarns kaj 25, Stockholm, 131 71 Nacka, Sweden

www.euroia.org.

October

13 Copywriting Conference 2017
The Copywriting Conference, hosted by The Professional Copywriters' Network, is a chance to revel in the world of words that work. This one-day conference offers something for everyone – whether you're in advertising, digital marketing, PR or communications. The Crystal, Royal Victoria Docks, Siemens Brothers Way, London E16 1GB
www.copywritingconference.com.

17-18 Taxonomy Boot Camp London
Explore and debate the growing use of taxonomies to drive data, content, information processes and more. Whether you're a first-timer, an established information professional, or a seasoned taxonomist, there's something here for you.
Olympia Conference Centre, Hammersmith Road, London, W18 8UX
www.taxonomybootcamp.com/London/2017/.

24-26 tcworld conference 2017
After the successful tcworld conference and tekomp fair with over 4500 international participants and fair visitors last year we look forward to seeing you at the tcworld conference 2017 and tekomp fair 2017.
International Congress Center (ICS), Stuttgart, Germany
<http://conferences.tekom.de/tcworld17/tcworld17/>.

29 DITA-OT Day 2017
This is a full day conference dedicated to the DITA Open Toolkit project, DITA-OT which is the reference DITA implementation and the core of almost all DITA-based publishing solutions.
Radisson Blu Hotel Berlin Karl-Liebknecht-Str. 3, 10178 Berlin, Germany
https://www.oxygenxml.com/events/2017/dita-ot_day.html#location_berlin2017.

30-31 TAUS Annual Conference 2017
The TAUS (Translation Automation User Society) Annual Conference is the once a year event where industry insiders and newcomers meet to get the pulse of the translation industry and discuss strategies and opportunities for collaboration.
The Westin, 302 South Market Street, San Jose, CA 95113 USA
<https://www.taus.net/events/conferences/taus-annual-conference-2017>.

30-31 CMS/DITA Europe Conference
Join colleagues from around the world for two days of career-empowering knowledge, practices, networking, and practical solutions. Those new to content management and/or DITA will find guidance for starting their journey, while for experts, our program offers ways to continue pushing the boundaries.
Radisson Blu Hotel Berlin Karl-Liebknecht-Str. 3, 10178 Berlin, Germany
<https://dita-europe.infomanagementcenter.com/>.

Upcoming webinars

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August

- 9 **The Fifth Element: How Structured Content Makes Chatbots Helpful**
Join, Scott Abel, The Content Wrangler, for a free one-hour webinar with structured content expert, Alex Masycheff, co-founder and CEO of Intuillion Ltd. We'll discuss how emerging delivery technologies can leverage structured technical content to deliver contextually relevant content via conversational user interfaces like chatbots.
Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/270317>.

- 9 **Why You Should Feed Chatbots and Voice Interfaces Structured Content**
Join, Scott Abel, The Content Wrangler, with intelligent content expert, Cruce Saunders, founder and principal at [A] (simplea.com) and author of Content Engineering for a Multi-Channel World, as he discusses chatbots as a new content distribution channel that we can't afford to ignore.
Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/270709>.

- 9 **Break Up (with) Your Content: Preparing Structured Content for a Future of Bots**
Join me, Scott Abel, The Content Wrangler, and former journalist—and Microsoft Office content strategist—Doug Kim, for a free, one-hour webinar designed to help you understand the need for structured content in our fast-changing technology-powered world.
Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/270715>.

- 10 **Case Study: How Hewlett Packard Enterprise Leverages MadCap Lingo to Reduce Translation Costs By 50%**
In this webinar, Dr. Uwe Schwenk, L10N Coordinator and Senior Technical Translator, will discuss how a centralized localization model and 18 months of testing with MadCap Lingo resulted in an average cost reduction per HPE product release of nearly 50%.
MadCap Software
<https://www.madcapsoftware.com/demos/signup.aspx?id=1149970294924756427>.

- Cutting Edge HTML5 Design with MadCap Flare**
In this webinar, Scott DeLoach will explain the differences between master pages, stylesheets, and skins. He will also present design tips and tricks for creating HTML5 targets using real-world examples, and explain how the designs can be replicated in attendee's projects.
MadCap Software
<https://www.madcapsoftware.com/demos/signup.aspx?id=1149886208984527368>.