

## Make the move to structured authoring, within FrameMaker

Transition to XML/DITA authoring with support for structured and unstructured content within the same publication.

[Request demo](#)

To know more, email us at [techcomm@adobe.com](mailto:techcomm@adobe.com)



# InfoPlus<sup>+</sup>

January 17

Contents	
ISTC news .....	2
Business affiliate news .....	8
Industry and general news .....	10
Blog news.....	11
Training courses .....	13
Events listings .....	17
Upcoming webinars .....	21
The back page.....	23

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

ISTC Office: Airport House,  
Purley Way, Croydon, Surrey  
CR0 0XZ

Tel: +44 (0)20 8253 4506

Fax: +44 (0)20 8253 4510

Email: [istc@istc.org.uk](mailto:istc@istc.org.uk)

Web: [www.istc.org.uk](http://www.istc.org.uk)

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.

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/](http://www.istc.org.uk/our-publications/infoplus-newsletter/) and open it online to explore the links mentioned.

## ISTC news Welcome to 2017

*By Louise Fahey, InfoPlus<sup>+</sup> editor*

**Happy New Year to everyone! Hopefully you all had a lovely Christmas break and are ready for another year of features to document and developers to pester!**

If you made New Year's resolutions this year, then I hope they're going to plan so far. Fortunately my birthday is in January which means I'm exempt from any diets or resolutions to be good until at least February. However it also means that I tend to celebrate my birthday alone as the people around me are still going strong with their resolutions. More cake for me I suppose!

If I was making resolutions though, aside from the usual lose weight and save money type ones, I think my list would look something like this:



- Proofread my own work a bit more, however rushed I find myself
- Improve my skills in the area of document design and API documentation
- Attend my local area group meetings more
- Write at least one article for Communicator magazine
- Attend at least one tech comms conference in 2017

### 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).

- Go to sleep earlier than midnight
- Convert the entire business to see the value of good documentation

If you're still looking for inspiration on what to add to your list of New Year's resolutions in 2017, maybe you can get some ideas from Cherryleaf's [Predictions for technical communication in 2017 and beyond](#).

You might also be inspired to stick to your resolutions after reading [this blog post](#) from Peter Anghelides who received the Horace Hockley Award back in September at TCUK16. Peter's long career at IBM and his contributions to the field of tech comms are proof of what we can achieve with a bit of perseverance, hard work and of course, good colleagues and managers.

Finally, we received some very positive feedback about the back page in the December edition of *InfoPlus*<sup>+</sup>. I was delighted because I love when people get in touch with comments and ideas for *InfoPlus*<sup>+</sup>. As this is a community newsletter, we'd love to hear even more from you all in 2017 about what sort of content you'd like to see. So please do feel free to email me at any stage: [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

## Join the ISTC Community Facebook group

*By Carol Leahy, ISTC Community team lead*

We have created a Facebook group for the ISTC Community. You can join the group on Facebook at: <https://www.facebook.com/groups/490570891153888/>.

You don't need to be a member of the ISTC to join the group, it's open to anyone and everyone with an interest in technical communication who wants to connect with like-minded people.

So join today and feel free to share the page with any of your friends!



## "Ask Me Anything" sessions

*By Cecily Roberts*



## Ask Me Anything

We had Karen Mardahl of SimCorp answering your questions in December's "Ask Me Anything" session. Karen took questions on how she became interested in



**3di** Complexity made clear

- **Ask the experts! Localization into any language**

3di has significant experience in localizing:

- Software products
- E-learning and CBT
- Online help
- Websites

**FIND OUT MORE**

- [www.3di-info.com](http://www.3di-info.com)

accessibility, what we as technical authors can do for visually impaired users, how technical communication is regarded at SimCorp, 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-karen-mardahl/](http://www.istc.org.uk/our-community/discussion-forums/topic/ama-karen-mardahl/). Thank you very much to Karen and to everyone who contributed to the questions and discussion.

# Communicator

The award-winning quarterly journal from the ISTC.

Online

Print

Member

*"Thank you again for letting me be one of your authors. It is a true privilege."*

Maxwell Hoffmann



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

Claire Wood

[www.istc.org.uk](http://www.istc.org.uk)

## Call for participants in ISTC survey

By Emma Bayne, ISTC Surveys

The Institute of Scientific and Technical Communicators (ISTC) is carrying out a short survey to investigate the qualifications, experience and remuneration of technical communicators in the UK.

For the purpose of this survey, "technical communicators in the UK" means either a technical communicator who is a UK citizen, or non-UK citizen working as a technical communicator in the UK. However, you are welcome to participate in this survey even if you do not fall into either of these categories.

By taking part in this survey you are helping to provide important data that can help the ISTC develop its policies and support the technical communications industry in the UK. Following feedback from respondents, this year's survey has been slightly modified. However, the survey should take you less than 10 minutes to complete.

The survey is open to members of the ISTC and to non-members. Results will be made available to ISTC members through the ISTC's publications. If you are not an ISTC member and would like to receive a copy of the survey results, please send an email to [istc@istc.org.uk](mailto:istc@istc.org.uk).

## AMA January

It's good news for those of you interested in automating your documentation - our AMA candidate for January, Andrew McFarland Campbell, has more than a decade's experience of automating documentation production for complex software products! As well as working with standard documentation tools like DocBook and DITA, Andrew is also experienced with XSLT and various programming languages.

If you would like to ask Andrew a question, log on to the Discussion Forums section of the ISTC website on Monday 9th January. You will see a new post, introducing Andrew 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, Andrew 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.



The survey is completely anonymous, and we do not retain any data that could be used to identify any individual participant.

Deadline for the survey is 31 January 2017.

Here is a link to the survey: <https://www.surveymonkey.com/r/istc2017>.

## Membership renewals

*By Peter Fountain, ISTC Treasurer*

ISTC members will have received an invitation to renew their membership which is due by 31 January 2017. Pay online <https://www.istc.org.uk/online-shop/renew-your-membership/> (making sure you log on first). Remember, if you already have a direct debit in place then there is no need for you to do anything further.

There are also ways to save:

- **Group discounts** for multiple people in the same company renewing or joining at the same time.
- **Recommend-a-friend:** if a new or lapsed member joins by 31 January on your recommendation, then your renewal will be at the 2016 rate and they won't have to pay the joining fee.

Contact the ISTC office on [istc@istc.org.uk](mailto:istc@istc.org.uk) for information about these discounts.

## Volunteering opportunity – MadSIG user group

*By Tom Dumic, Area groups manager*

Are you an avid MadCap user? Does Flare make you weak at the knees? If so, maybe your New Year's resolution should be volunteering to run the MadSIG forum! For more information on what's involved, please contact the ISTC office on [istc@istc.org.uk](mailto:istc@istc.org.uk).



### Technical Communicators

Permanent, Contract and Interim Vacancies



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

Technical Communication for Business  
Recruiting · Outsourcing · Consulting

Contact Mark Clifford  
call: +44 (0)1234 355522 or  
email: [info@cliffordsells.com](mailto:info@cliffordsells.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.

## 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.

## 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*

After a hearty Xmas meal, the 12 attendees at the December meeting of the Thames Valley group read out each other's Dear Santa letters. Some were more formal and started with "Dear Father Christmas".

Only a couple of people asked for material pleasures – a Ford Focus RS and unlimited ice cream. Many requested we rerun 2016 or revisit some of the decisions made during the year.

The most unusual request came from one of our avid readers who wanted a discovery of novels from deceased writers.

One inspiring request was for a new clean, plain, balanced elegant font. This request has inspired us to design our own Thames Valley group font later in 2017.

Other topics discussed over dinner included Google translate, and vegetarianism.

### Thames Valley Area Group next meeting

Next month we are hunting jobs – we will look at typical job websites, adverts and the type of skills that are commonly requested in tech author jobs. The January meeting will be held in the Ashley Room at The Bird in Hand, Knowl Hill from 7.15.

All are welcome – you don't need to be an ISTC member. If you would like to attend, please register via Eventbrite using the following link: <https://www.eventbrite.co.uk/e/istc-thames-valley-group-new-year-meeting-tickets-30115715917>.

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).

### Yorkshire Area Group meetup

*From Helen King*

Join us on January 25 in beautiful and historic York for our first Yorkshire area meeting of 2017 in Brigantes Bar, Micklegate – [www.facebook.com/BrigantesYork](http://www.facebook.com/BrigantesYork).

Tables have been set aside for us, please ask for the ISTC meeting when you arrive.

It takes between 5 and 10 minutes to walk to the venue from York train station. There is a car park at the station, another at Nunnery Lane and meter parking on Micklegate right outside the pub.

This event will be hosted by ISTC Yorkshire Group Member Helen King.

If you would like to attend please book your place via Eventbrite <https://www.eventbrite.co.uk/e/istc-yorkshire-area-group-january-meet-up-york-tickets-29815798857>.

You don't need to be an ISTC member to attend this free event.

If you have any questions or queries please email: [yorkshire\\_areagroup@istc.org.uk](mailto:yorkshire_areagroup@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](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 Domic 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	George Lewis	<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:irishtechwriters@istc.org.uk">irishtechwriters@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	Alex Mansell	<a href="mailto:nireland_areagroup@istc.org.uk">nireland_areagroup@istc.org.uk</a>
Southern	Marjorie Jones	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>

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

## 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

#### 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.**

■ 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).

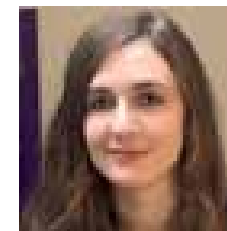
Twitter: [@istc\\_community](https://twitter.com/istc_community).

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

## Business affiliate news

### Becoming an expert!

*3di's Katrina Butler shares her experience of this year's TCUK conference in Wyboston Lakes, Bedfordshire on 8-10 September 2016.*



Over three days of sweltering heat in mid-September, this year's TCUK conference was situated at the scenic and well air-conditioned Wyboston Lakes Executive Centre. The theme for this year was 'From Novice to Expert', suitable for newcomers and experienced professionals in the world of technical communication. With around 140 delegates attending, this was set to be another successful year.

The conference agenda remained consistent to previous years with workshops on the first day, lectures on the second day followed by a gala dinner, and further lectures on the third day. With the choice between six workshops and numerous presentations in three tracks, there was no shortage of options for the conference.



Click [here](#) to read more about Katrina's experience at the event.

## Firehead offering free ViziApps webinar – no coding required!

In the 1990s, a business had to have a fax number to show that it was a serious business.



In the 2000s, a business had to have a website to show that it was serious.

Today, more and more businesses have mobile apps to show that they're serious.

A custom app lets you showcase your business, bring in new clients, maybe even add new revenue streams. Your business app can include an email link, make a phone call, link to a web site, show a document or a graph, add information to a database or retrieve it from the database for display in the app, and more.

Have you ever wanted a custom app, but don't have the budget?

Do you think you can't do it yourself because you don't know how to code?

We want to introduce you to ViziApps! A new tool that helps you develop your own app with no coding required!

Come join us for a free webinar by Firehead and HyperWord. We'll give you an overview of ViziApps' capabilities, the process and what you need to do to set yourself up to create and even sell your own apps.

Come join us:

Wednesday, 25 January 2017

13h00 East Coast Time

19h00 Central European time

Email [info@firehead.net](mailto:info@firehead.net) to register.

## Beta release of Cherryleaf's Revising and Editing Content course

Cherryleaf has just published, as a beta release, its latest e-learning course: Revising and Editing Content.

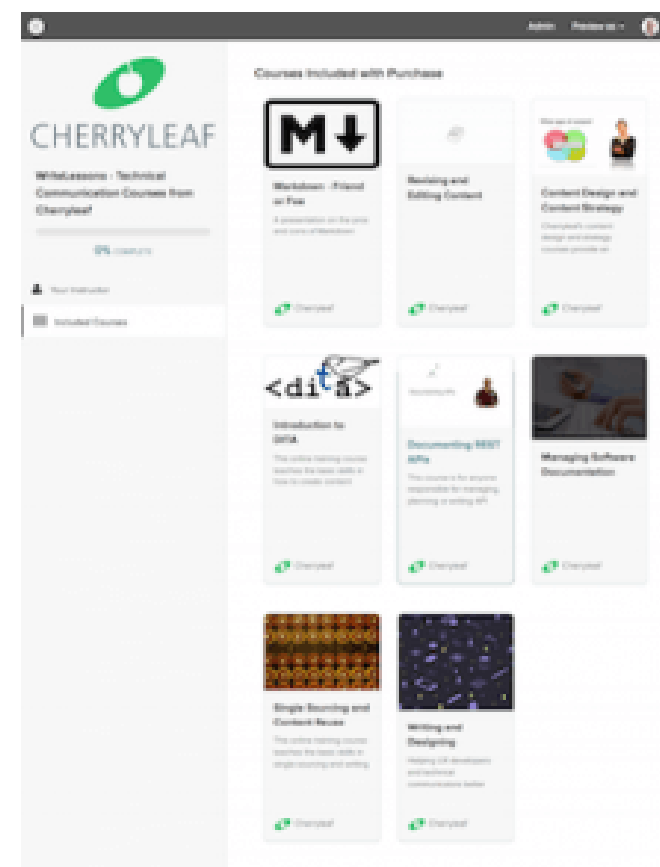
It covers the following topics:

- Editing
- Revising content
- Revising tools
- Editing and revising exercises
- Getting your content reviewed
- The relationship between editors and writers

Revising and Editing Content is available as part of WriteLessons, which provides you with access to a range of e-learning courses in technical communication.

You have access to all of the courses, which you can take at your own pace.

Click [here](#) for more information about WriteLessons.



---

## Industry and general news

### **New to tech comms (part 2): attending the Global Graduate Conference**

*By Rachael Smith*

*In the [December edition of InfoPlus<sup>±</sup>](#) Rachael Smith wrote about what it's like to work as graduate information developer at ARM. This month she writes about her experience attending ARM's Global Graduate Conference.*

One of the major events for a graduate in the first year at ARM is the Global Graduate Conference. This event brings together all the graduates who started in the last year for five days of talks, activities, and networking. The conference was my first opportunity to really get to know the other new graduates from my own office in Cambridge, alongside meeting other graduates from around the world. Being in such a global company, it is likely that collaboration with other offices will be necessary at some point in my career. It is reassuring to know that there will now be a familiar face in most of them.

The talks at the conference covered a range of topics, from more general talks about ARM to talks specific to particular areas of work. The talks were broken up with group activities such as a business simulation and a “conference energizer”. The business simulation was designed to teach us about licensing, a core part of what ARM does, while the energizer involved a box of incredibly fun and silly activities that each group competed with the others to complete. I think many people went away very proud of their new found plate spinning skills.

One topic that came up many times at the conference was that of diversity and inclusion, particularly in relation to gender. I have to admit that talks including target percentages of women in tech companies can make me uncomfortable. Being female, I do not want to feel like I was hired to improve the statistics. I also do not want the men working around me to think this. I was therefore very keen to learn more about what ARM is doing to fix the problem at the opposite end. ARM has links with various initiatives that aim to get children of both genders interested in STEM, and maintain that interest as they decide which subjects they will continue to study. These initiatives

include Code Club, which is an after school club, mentoring, and The Big Bang Fair. Hopefully these initiatives will result in greater diversity in technical subjects in schools and universities, and ultimately greater diversity in job candidates.

A group of graduates plan and organize the ARM stand at The Big Bang Fair each year and I was accepted onto the team for 2017. I am particularly interested in getting involved in visiting schools and talking to teachers about what they would find useful to take away from the fair. We will then create some educational materials that are based on these discussions to allow us to have a lasting positive impact long after the show has ended.

## Call for speakers and workshops: Soap! 2017 conference

We are looking for  
Problem-Solvers!

Yes, that's correct.  
We are looking for  
people who have  
solved a content-  
related problem  
or more. Why?

Because we want  
them to share their knowledge and lessons  
learned with all soapers at soap! 2017.

So, would you like to tell us a problem-  
solving story? Or maybe you'd prefer to  
teach soapers how to solve content-related  
problems at a workshop? Great! Apply  
for a soap! speaker or trainer [here](#). The  
application deadline is January 30th, 2017.

For more information on Soap! 2017, see  
[here](#).



## Blog news

*By Ginny Critcher*

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

Scriptorium's Bill Swallow highlights the  
importance of owning your translation  
memory:

[www.scriptorium.com/2016/11/own-your-translation-memory/](http://www.scriptorium.com/2016/11/own-your-translation-memory/).

Ben Thompson looks at the state of  
technology at the end of 2016:

<https://stratechery.com/2016/the-state-of-technology-at-the-end-of-2016/>.

Cherryleaf makes its predictions for  
technical communication in 2017 and  
beyond:

<https://www.cherryleaf.com/blog/2016/12/predictions-for-technical-communication-in-2017-and-beyond/>.

Tom Johnson reflects on how changing one  
documentation topic often requires you to  
adjust other topics as well:

<http://idratherbewriting.com/2016/12/14/higher-level-technical-writing/>.

Deane Barker looks at why someone might  
use a headless CMS, a CMS that has  
editorial and management features, but no  
delivery features:

<http://gadgetopia.com/post/9743>.

Michael Andrews looks at the tricky issues  
surrounding content and tables:

<http://storyneedle.com/content-structure-in-tables/>.

The New York Times reports on how Google  
used artificial intelligence to transform  
Google Translate:

[www.nytimes.com/2016/12/14/magazine/the-great-ai-awakening.html](http://www.nytimes.com/2016/12/14/magazine/the-great-ai-awakening.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).





## INTRODUCING

# madcap CENTRAL BETA

## A Powerful Cloud-based Content Management Solution for Content Creators

- » Manage and Host Projects and Content
- » Automate, Manage and Publish Builds
- » Assign User Permissions
- » Collaborate With Users and Teams
- » Track and Manage Tasks With Multiple Task Views

Plus: Get Full Project Visibility With Customizable Dashboard and Widgets



NEW UPDATE AVAILABLE »

# FLARE™

2016 r2

All-New MadCap Central (Beta) Integration for Powerful Cloud-based Content Management





# 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 and Cherryleaf are ISTC Business Affiliates.

## MadCap training

For details of the latest MadCap Software Training Schedule (Web- and On-site): [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).

## January 2017

### 17-18 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).

### 19-20 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](http://armada.co.uk/indesign-training-course).

### 19-20 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, Milton Keynes.

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

### 23-27 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.

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).



---

## ...January 2017

### 24-26 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, Sutton, Surrey.

<http://mekon.com/news/dita-authoring-oxygen-author-training/>.

### 23-24 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, Sheffield.

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

## 25-26 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, Sheffield.

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

### 30-31 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](http://armada.co.uk/framemaker-training-course).

## February

### 2-3 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](http://armada.co.uk/captivate-training-course).

### 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.

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

## ...February

- 7-8 Getting started with the DITA Open Toolkit**  
An accessible, insightful introduction to DITA-OT programming. It is intended for two primary roles: developers or authors who need to maintain publishing stylesheets; and technically-minded team leaders.  
Mekon, Sutton, Surrey.  
<http://mekon.com/news/getting-started-dita-open-toolkit/>.
- 8-9 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](http://armada.co.uk/framemaker-training-course).

- 13-14 FrameMaker Template Creation**  
Teaches everything you need to be able to:  
- Create and maintain FrameMaker templates.  
- Build and maintain multi-chapter books with cross-references, table of contents and an index.  
10% discount for ISTC members.  
Armada, Newbury.  
[armada.co.uk/framemaker-training-course](http://armada.co.uk/framemaker-training-course).

- 13-14 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, Sheffield.  
[armada.co.uk/captivate-training-course](http://armada.co.uk/captivate-training-course).

## 20-24 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.  
Attend the complete programme, or just the module(s) relevant to your experience.  
10% discount for ISTC members.  
Armada, Bromsgrove.  
[armada.co.uk/technical-author-training-course](http://armada.co.uk/technical-author-training-course).



---

## ...February

### 21-22 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, Sutton, Surrey.

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

### 22-23 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](http://armada.co.uk/framemaker-training-course).

### 27-28 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, Reading.

[armada.co.uk/indesign-training-course](http://armada.co.uk/indesign-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 re-use 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/)

### January 2017

#### 3 Thames Valley Area Group Meeting

We will look at typical job websites, adverts and the type of skills that are commonly requested in tech author jobs.

The Ashley room, The Bird in Hand Country Inn, Knowl Hill, Reading at 19.15.

<https://www.eventbrite.co.uk/e/istc-thames-valley-group-new-year-meeting-tickets-30115715917>.

21

### TC Camp

The purpose of TC Camp is to provide a local conference for technical communicators that is driven by the members of that community—writers, editors, designers, and the people who support them.

Mission College, Santa Clara, CA (USA)

<http://www.tccamp.org/>.

25

#### Yorkshire Group Meeting

Join us in beautiful and historic York for our first Yorkshire area meeting of 2017 in Brigantes Bar, Micklegate.

Brigantes Bar, 114 Micklegate, York, YO1 6JX

<https://www.eventbrite.co.uk/e/istc-yorkshire-area-group-january-meet-up-york-tickets-29815798857>.

---

## ...January 2017

### 30-31 agile content conf

Go beyond arguments about content to find an approach that works for everyone at the third annual agile content conf. Case studies from Facebook, American Express, GOV.UK, Breast Cancer Care.

Sadler's Wells Theatre, London

<https://2017.agilecontentconf.com/>.

4-8

### Interaction 17

Interaction 17 asks: how does environment shape interaction, and how should we, as designers, respond? Join us at IxDA's 10th annual gathering, as 1,000 design leaders, professionals, and students converge for an active program of workshops, talks, and awards.

The Redbury, 29 E 29th St, New York, NY 10016 (USA)

<http://interaction17.ixda.org/>.

9-11

### XML Prague

A conference on markup languages and data on the web. Topics include: Markup and the Extensible Web, semantic visions and the reality, publishing for the 21st century, XML databases and Big Data, and state of the XML Union.

University of Economics (UoE) campus at nam. W. Churchilla 4, Prague, The Czech Republic

[www.xmlprague.cz/](http://www.xmlprague.cz/).

## February 2017

### 1-3 UX+DEV SUMMIT

Learn cutting edge practices in User Experience and Development and being part of the creative movement as this conference places you in its immersive experience.

Nova South Eastern University  
De Santis Building, 3301 College Avenue, Fort Lauderdale, FL (USA)

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

9-10

### Content Strategy Applied

At Content Strategy Applied we go beyond the theory so you can take away learnings you can use - immediately. Our theme this year is Benchmarking Content. How do we know we're doing a good job? etc.

Marble Arch, Garfield House,  
86 Edgware Road, London, W2 2EA

<http://contentstrategyapplied.eu/>.

### 13-17 Webstock

Webstock is an annual celebration of the web and what lies beneath, and of its makers. It is a celebration of the creativity, the culture, the challenges, the craft, and everything in between.

St James Theatre, 77/87 Courtenay Place, Wellington, New Zealand

[www.webstock.org.nz/17/](http://www.webstock.org.nz/17/).

---

**...February 2017**

**16-17 19th International Conference on Information and Computer Technology**

The ICICT 2017: 19th International Conference on Information and Computer Technology aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Information and Computer Technology  
Holiday Inn London – Wembley, Empire Way, Wembley, Middlesex, HA9 8DS, London  
<https://www.waset.org/conference/2017/02/london/ICICT>.

**23-24 tcworld India 2016**

tcworld India is an international learning platform for Indian technical communicators and language professionals. It is the best platform in India for showcasing products and services to the Indian market.  
ITC Gardenia, Bangalore, India  
<http://conferences.tekom.de/tcworld-india-2017/home/>.

**26-02 San Diego UX Conference**

NN/g's UX Conference helps you get up to speed on user experience best practices so you can create successful interfaces. Attend up to 5 days, or just 1.  
Omni San Diego, 675 L Street, San Diego, CA (USA)  
<https://www.nngroup.com/training/san-diego/>.

**27-28 6th Annual Symposium on Communicating Complex Information**

SCCI explores how the design and presentation of complex information affects how humans use it. This year SCCI includes a special half-day session focused on the complexities of healthcare information.  
East Carolina Heart Institute, 115 Heart Dr, Greenville, NC (USA)  
<http://workshop.design4complexity.com/SCCI-home.php>.

**28-02 ConveyUX**

ConveyUX is a Seattle-based event designed for practitioners of interaction and visual design, user research, and content strategy. The upcoming program will feature 30 great speakers presenting over 40 educational sessions through three full days.  
The Motif, 1415 Fifth Avenue, Seattle, WA (USA)  
<http://conveyux.com/>.

**28-02 LocWorld33 Shenzhen**

Theme: Continuous Delivery.  
English is the working language of the conference.  
Marco Polo Shenzhen, No.28, Fuhua 1st Road, Futian CBD, Shenzhen, China 518048  
<https://locworld.com/events/locworld33-shenzhen-2017/>.

<p><b>March</b></p> <p><b>13-16 MobileTechCon 2017</b>          The MobileTech Conference is the leading conference in Mobile Innovation &amp; Technology in the german-speaking countries both on device-, operating system (Android and iOS) and the Serverside.          Holiday Inn Munich City Center, Hochstraße 3, 81669 Munich, Germany  <a href="https://mobiletechcon.de/en/">https://mobiletechcon.de/en/</a>.</p>	<p><b>25 UX Camp Brighton</b>          This popular ‘unconference’ is for anyone involved or interested in user experience design, user research, interaction design, information architecture, usability, accessibility and other associated fields. Attendees either run or participate in 20 minute sessions, such as talks, demos or discussions          The Skiff, Ironworks, 30 Cheapside, Brighton BN1 4GD  <a href="https://www.uxcampbrighton.org/">https://www.uxcampbrighton.org/</a>.</p>	<p><b>26-28 Spectrum 2017</b>          The growth of the Internet of Things (IoT) has brought new challenges and opportunities. User Experience (UX) design is becoming more and more important. All of these changes bring a host of questions. Come to Spectrum 2017 to discuss these questions and more.          Radisson Rochester Airport, 175 Jefferson Road, Rochester, NY 14623, USA  <a href="http://stc-rochester.org/spectrum/">http://stc-rochester.org/spectrum/</a>.</p>
<p><b>22-23 COMTecnica 2017</b>          How can companies deal in the time of Industry 4.0 and the Internet of things (IoT) with the new technical challenges?          At COMTecnica 2017, international expert speakers will present current and future methods, tools and procedures to show how companies can face these challenges.          The main conference topic is “Intelligent Information”.          Aemilia Hote, Bologna, Italy  <a href="http://conferences.tekom.de/comtecnica-2017/comtecnica-2017/">http://conferences.tekom.de/comtecnica-2017/comtecnica-2017/</a></p>	<p><b>25-31 London UX Conference</b>          NN/g’s UX Conference helps you get up to speed on user experience best practices so you can create successful interfaces.          Park Plaza Victoria London, 239 Vauxhall Bridge Road, London SW1V 1EQ  <a href="https://www.nngroup.com/training/london/">https://www.nngroup.com/training/london/</a>.</p>	<p><b>29-30 Documation 2017</b>          The 23rd edition of this multi-specialist event focusing on information management in business. Documation offers support to information and data professionals, executive managers &amp; business unit managers and IT managers, across all business units, for their content, documentation and data management projects.          Paris Exhibition - Porte de Versailles - Hall 2.2, France  <a href="https://www.documation.fr/en/home/">https://www.documation.fr/en/home/</a>.</p>



## ...March

### 29-31 MagmaConf

MagmaConf is one of the most important community tech conferences in Mexico. We showcase innovative Software Development, UX/UI Design and Mobile sessions for engineers and designers that build cutting edge websites and applications  
Manzanillo, Colima, Mexico  
<http://magmaconf.com/>.

### 31-1 Conduit 2017

Connecting Minds. The STC-PMC Mid-Atlantic TechComm Conference.  
USA  
[www.stcpmc.org/conferences/conduit-2017/](http://www.stcpmc.org/conferences/conduit-2017/).

### 31-2 Wikimedia Conference 2017

The annual meeting of all Wikimedia organizations (Wikimedia chapters, thematic organizations, user groups, and the Wikimedia Foundation), as well as other committees to discuss the future of the Wikimedia movement in terms of collaboration, structures and organizational development.  
Mercure Hotel Berlin Tempelhof Airport, Hermannstrasse 214-216, 12049 Berlin, Germany  
[https://meta.wikimedia.org/wiki/Wikimedia\\_Conference\\_2017](https://meta.wikimedia.org/wiki/Wikimedia_Conference_2017).

## 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.

### January 2017

#### 10 Content in Motion: How to Make Movement Count

Join Scott Abel, The Content Wrangler, and his special guest, Shelly Bowen, Chief Content Strategist for Pybop, LLC, for this free one-hour webinar. Shelly will discuss how to determine whether motion is supporting or distracting from your content strategy goals. She will give examples of how incorporating motion can improve experience and results, and help the audience to understand how motion can trigger an emotional response.

The Content Wrangler  
<https://www.brighttalk.com/webcast/9273/233551>.

---

## ...January 2017

### 17 **Reader-First Content with Author-First Workflows**

You'll gain valuable insights into your daily business operations that can help you devise and implement author-first workflows. You will learn how to coach your content teams to become the best at what they do and understand how to enhance communication between the various voices inside your content creators' heads.

The Content Wrangler

<https://www.brighttalk.com/webcast/9273/234571>.

24

### 24 **Content Strategy Lessons Learned from the Enterprise Trenches**

Attendees will learn what makes a successful content strategist, how the role fits into an organization, and how content strategists can impact the customers they serve. Key takeaways include a discussion about the various skills required to become a content strategist, the tools necessary for planning a

content strategy, and how to build buy-in for content strategy projects with upper-level management.

The Content Wrangler

<https://www.brighttalk.com/webcast/9273/234571>.

25

### **Introduction to ViziApps**

Come join us for a free webinar by Firehead and HyperWord. We'll give you an overview of ViziApps' capabilities, the process and what you need to do to set yourself up to create and even sell your own apps.

Firehead and HyperWord

Email [info@firehead.net](mailto:info@firehead.net) to register.

Takes place at 13h00 East Coast Time/19h00 Central European time.

### **Formats don't matter! Set your content free – Edit Word documents as DITA in FrameMaker 2015!**

In this webinar, Markus Wiedenmaier will introduce you to practice innovation's c-rex.net plugin for Adobe FrameMaker, which enables you to edit Microsoft Word documents right within in Adobe FrameMaker as native DITA documents. It's magic! And when you save, you automatically get a Microsoft Word Document again.

Adobe

<https://2017-01-24-edit-word-docs-as-dita-in-framesmaker.meetus.adobeevents.com/>.

# The back page

Below are some puzzles that should get your brain back in action after the Christmas break!

## Puzzle 1

Below you will find 15 well-known five letter words, with only their endings remaining. Can you determine the words? We have completed the first word to help get you started.

- ..PTY >> EMPTY
- ..PAY
- ..LAD
- ..IOR
- ..EUE
- ..RVA
- ..DAY
- ..VOC
- ..YSS
- ..GUN
- ..TIL
- ..CAY
- ..UKE
- ..UZE
- ..NOE

## Puzzle 2

Four friends were competing in the internationally renowned BrainBashers Bog Snorkelling competition. As usual, the judges were a little careless and once again, they managed to lose the results. Luckily, a number of spectators were able to remember the following snippets of information:

*Only one person wore the same number as the position they finished. Gary, who didn't wear green, beat Barry. Larry beat the person who wore yellow. The person who wore number 3, wore green. The person who wore number 2 finished first whereas Harry came last. The person who finished second wore green, Barry wore yellow and the person wearing red beat the person wearing blue.*

Can you work out who finished where, the number and colour they wore?

Hint: Harry wore number 4.

## Puzzle 3

What number comes next in this sequence?

1 23 124 1251 26127 128129 ==?==

Hint: Remove the spaces from the sequence first.

Puzzles devised by © Kevin Stone  
[www.brainbashers.com]

## Answers:

So the missing term is 1301311.  
1 23 124 1251 26127 128129 1301311  
– as per the original question:  
No break the sequence into chunks of increasing size  
123124125126127128129130131132  
Now remove the spaces again:  
123124125126127128129130131132  
these to the end:  
So the next few terms should be 130 131 132, so add  
Now adding spaces back in, in the correct place:  
123 124 125 126 127 128 129  
123124125126127128129  
Removing spaces from the original sequence gives:  
123124125126127128129  
Answer: 1301311.

## Puzzle 3

4	Harry	4	blue
3	Barry	1	yellow
2	Larry	3	green
1	Gary	2	red
#	Name	Wore	Colour

## Puzzle 2

..PTY >> EMPTY  
..PAY >> REPAY  
..LAD >> SALAD  
..IOR >> PRIOR  
..EUE >> QUEUE  
..RVA >> LARVA  
..DAY >> TODAY  
..VOC >> HAVOC  
..YSS >> ABYSS  
..GUN >> BEGUN  
..TIL >> UNTIL  
..CAY >> DECAY  
..UKE >> FLUKE  
..UZE >> GAUZE  
..NOE >> CANOE

## Puzzle 1