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# InfoPlus<sup>+</sup>

May 2018

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

Advertising: Felicity Davie  
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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

### TCUK 2018 – Keynote speakers announced

We are pleased to announce Ben Woelk and Toni Ressaire as keynote speakers for TCUK 2018.



#### About Ben

Ben Woelk, CISSP, CPTC, is Vice President and Associate Fellow of the Society for Technical Communication

(STC). A frequent conference presenter, Ben has received numerous Society and local awards, including the 2017 STC President's Award.

Ben's 20+ years techcomm experience includes management, SW and HW



documentation, ISO 9001 documentation, instructor-led and web-based training, end user communications, and policies and procedures.

As Information Security Program Manager at Rochester Institute of Technology (RIT), he's created a leading security awareness program, and teaches Computing Security and Technical Communication courses at RIT. In the EDUCAUSE Higher Education Information Security Council Awareness and Training Working Group, Ben works to develop cyber security awareness programs.

Ben guest edited STC's February 2017 Intercom, "*Personality, Temperament, and Technical Communication*," and authored *Shock Proofing Your Use of Social Media* (Kindle). Ben manages a virtual Introverted Leadership community, and mentors and advocates for aspiring introverted leaders.

Ben holds degrees from the University of Florida (BA), Trinity International University (MA), University of Rochester (MA, PhD)



Candidate), and RIT (Advanced Certificate in Technical Information Design).

Find Ben on his website, [Benwoelk.com](http://Benwoelk.com), or on Twitter as [@benwoelk](https://twitter.com/benwoelk).



#### About Toni

Toni Ressaire is a technical communicator, trainer and consultant. She's worked with companies in the software

development industry on five continents.

Toni has some rather non-traditional uses for traditional tech comm tools. She's currently working with a team developing innovative tools and methodologies to answer the need for information applied to existing and new technologies (VR, AI, chatbots, etc.).

Toni is a founding member of the Information 4.0 Consortium, Tech Writers Without Borders and she's an Adobe Partner. She is president of the US-based company Route 11 Publications and Info4Design, an information technology company based in France. She is currently living in Southern Italy.

## The theme for TCUK 2018

The theme for the 2018 conference: *The Pursuits of a Polymath*. Our call for proposals is now closed, but you can read about the theme and other proposal ideas at Call for Proposals TCUK 2018. We expect to start notifying speakers about proposal acceptances in May.



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

## Vacancy for Newsletter copy editor

This paid role (£175 per issue) involves compiling content for *InfoPlus+*, the free monthly online newsletter from the Institute of Scientific and Technical Communicators.

Duties include:

Writing copy based on press releases.

- ▶ Editing submissions from contributors to *InfoPlus+*.
- ▶ Liaising with contributors to *InfoPlus+*.
- ▶ Soliciting content from other sources.
- ▶ Sending text and graphics to the layout editor.
- ▶ Sending a link for *InfoPlus+* to the ISTC Community Lead for advertisement on social media each month.

If you would like to find out more about this vacancy, or you want to apply for it, please email your CV to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

## ISTC Annual survey results

The results of the recent ISTC survey are now available on the ISTC website [here](#). To access these results, you will first need to log into the ISTC website.

## ISTC Community short story competition – winner announced



We are pleased to announce Cecily Roberts as the winner of our ISTC Community short story competition.

Cecily's entry "Writers' Block Redux" was an Alice in Wonderland-esque short story framed within another story. The use of flowery language sets the tone for the surreal adventure the writer is about to

take us on. The main character's frustration with the use of bad grammar is very clear throughout the story. His journey down the rabbit hole allows him to vent his frustration (and learn some important lessons) with the numerous grammar-related tasks he needs to complete if he is to exit the tunnel. The story was relatable to many (if not all) writers, as most have experienced writers block at least once in their life.

Congratulations Cecily – we hope you enjoy your prize, a copy of Stephen Crabbe's

book "Current Practices and Trends in Technical and Professional Communication".

You can read Cecily's story in full [here](#).

### 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](mailto:newsletter.editor@istc.org.uk).

### *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.

## Communicator

The award-winning quarterly journal from the ISTC.

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Print

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"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)

## 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.

### Technical Communicators

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email: [info@cliffordsells.com](mailto:info@cliffordsells.com)

### North West Area Group

Our next meeting will be on the 3rd May at our normal venue in central Manchester. It is on "Industry 4.0 – opportunities for mechanical engineering documentation" and will be delivered by Thomas Schubert and Angela Peter of Kothes GmbH.

More details can be found on [Eventbrite](#) where you can also book a ticket. Book early as spaces are limited and I expect there to be quite a lot of interest.

### Thames Valley Area Group

We will be visiting Bletchley Park on Saturday 9th June from 11am. You and guests are welcome to join us.

The organiser for the event is Darren Mitcham and he may be contacted via email: [thamesvalley\\_areaagroup@istc.org.uk](mailto:thamesvalley_areaagroup@istc.org.uk).

### 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.

## 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>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechicalwriters@istc.org.uk">irishtechicalwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	Bridget Rooney	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	John Burns	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Janine Weightman	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>
Southern	Jennifer van den Broek	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Charles Addison	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Area group leader wanted	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	<a href="mailto:MadSIG@istc.org.uk">MadSIG@istc.org.uk</a>

## Using Eventbrite to register attendance at area group meetings

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

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

## ISTC groups on LinkedIn

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



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

### 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  
[www.linkedin.com/groups/13536907](http://www.linkedin.com/groups/13536907)

■ 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).

## Business affiliate news



**What do you need 4 cards, a notebook and a pen for?**

*This article was written by Agata Moś and originally appeared on the [3di blog](#).*

In November 2017, together with [ASPIRE](#), we hosted a game-based workshop on the mythical "Perfect Knowledge Management Tool".

Within ASPIRE, the Knowledge Management Expert Group aims to support shared

## UK Technical Communication Awards

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



[awards@istc.org.uk](mailto:awards@istc.org.uk) [www.uktcawards.com](http://www.uktcawards.com)

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31st July 2018

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learning, best practice, continuous improvements and innovation across the ASPIRE membership of Krakow-based outsourcing companies.

### Why a game-based workshop?

During previous meetings of the group we heard many stories of various Knowledge Management Tools implementation and noticed that most of the tools don't meet all the requirements of the organisation. At 3di we believe that Analysis is as important as any other phase of the project. That's why we came up with a game-kind-of-thing that encourages participants to:

- ▶ Analyse their requirements
- ▶ Consider the needs of the solution's other users
- ▶ Discuss in a group
- ▶ Foresee unexpected events in the process of planning

### Why do you need a pen?

We divided participants into groups of five. In the first step we asked them to:

- ▶ Identify **stakeholders** who will need to use this solution
- ▶ Propose **user stories** on sticky notes
- ▶ Group the requirements into **Must have** and **Nice to have**
- ▶ Identify the **corporate sponsor** – somebody who will pay for the solution

Based on the answers, the game moderator awarded each team with points. The better their answers were, the more they scored.

### Why do you need cards?

Because the task was followed by a series of unexpected events. Just like in real life. Here, each team pulled out a card with an instruction on it. These could be: "Your corporate sponsor is rotated to a different position, you lose 3 points" or "Your stakeholders keep reporting different needs every time you talk to them, you lose 5 points". Sounds familiar, right?

There were four rounds and the final score was not only the result of team effort, but also of pure luck. Just like it normally is in every organisation.

Does this sound like something you would like to go through with your team? [Contact us!](#)

### Morson International announced as one of the top 50 largest staffing firms in the UK 2018

*This article originally appeared on the [Morson Group website](#).*

Staffing Industry Analysts (SIA), the global advisor on staffing and workforce solutions, released its 2018 report on the Top 50 Largest Staffing Firms in the UK. The report features the top 50 staffing and recruitment firms in the UK ranked by their 2016 revenue.



Morson International joins Hays, Manpower, Adecco, Impellam and Reed in the top 50. Overall the top 50 largest staffing firms accounted for 59% of the market in 2016.

According to SIA, the UK staffing market was worth £32.5 billion (\$44.1) in 2016 and increased by 4% compared with 2015, with IT,



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Engineering and Healthcare making up 44% of the market.

“The vast majority of the Top 50 firms are headquartered in the UK (41). The largest representation of foreign firms is from the USA (3), with one each from France, Italy, Japan, Malta, the Netherlands, and Switzerland,” said Pode. “The five fastest-growing firms show annual growth rates of between 28% and 19%.” said Adam Pode, Director of Research at SIA.

The full Largest Staffing Firms in the UK report is available for SIA's Corporate and CWS Council Members with EMEA access

## Industry and general news

### Inside the world of instruction manuals

*Below is an extract from an article was written by Helene Schumacher and originally appeared in full on [BBC Future](#).*

Some user manuals are a frustration, some are a pleasure – and all reveal more about us than we might think.

Maybe you diligently read an instruction

manual from cover to cover before you even turn on a new product. Or perhaps you ‘file’ the information in the kitchen drawer never to be found again – preferring to rely on instinct (and perhaps a degree of stubbornness) in assembling a new piece of furniture. Either way, and even if it's only months after your purchase, there is almost always a time and a place when instruction manuals come in handy.

While we may think of them as the dense paper booklets that fall out in a tumble of bubblewrap and polystyrene when we are unpacking our new bedside cabinet, instruction manuals are much more. They exist for a multitude of purposes and take many different forms. What's more, they are not an especially modern invention: they have, in fact, been around for at least two centuries.

“Wherever you are in life, there's always a manual somewhere, hidden behind the scenes,” says Paul Ballard, Managing Director of 3di, a company that specialises in technical writing.

More than just a practical how-to list, instruction manuals can reveal much about the time and society in which they were written. How they have evolved tells us about how we've changed too.

According to Roger Bridgman, a former curator at London's Science Museum, “instructions are there to compensate for the inabilities of machines by employing the abilities of users, and therefore tell you something about the state of both at the time they were produced.”

The earliest instruction manual that Bridgman found during his tenure was attached to a machine made by famous engineer James Watt. But the machine wasn't a steam engine: it was an office copier. Watt realised that copies of his letters would be very useful to others and so he invented a machine that transferred damp ink from a freshly written letter to another sheet of paper, creating a copy of it.

The instructions included are in their most basic form. They say to take a sheet of paper, put it on top of the other sheet of paper. Put the felt blanket on top. And put it through the rollers.

“As James Watt was a very practical man, the instructions are not a booklet,” Bridgman told a 2009 BBC radio documentary, *How to Write an Instruction Manual*. “They are actually a sheet of paper glued to the machine so you can't lose them – a rule that modern manufacturers could do well to emulate.”

### FEATURE HIGHLIGHT

#### New Cloud-based Editing with MadCap Central for Streamlined Contribution and Review

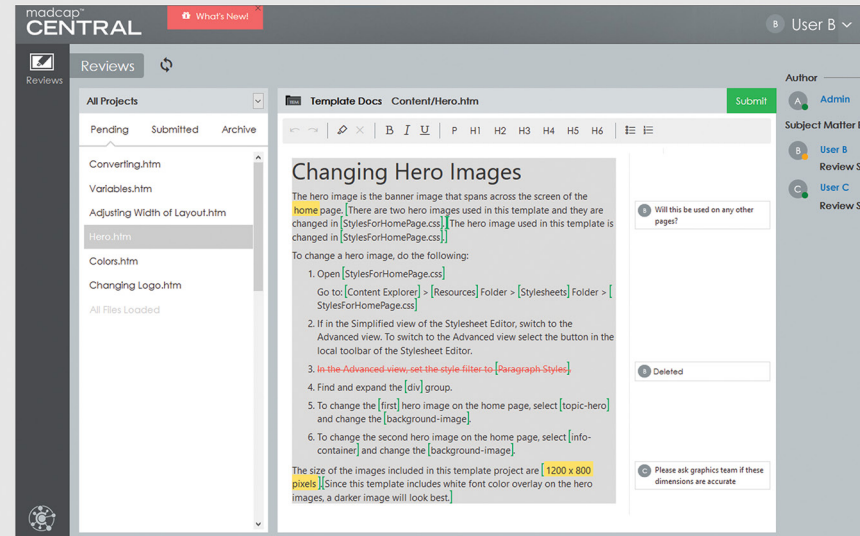
Allow anyone in your organization to contribute and review Flare content using MadCap Central's new cloud-based editor. Subject matter experts, authors and other non-Flare users can now easily create and review content using an integrated cloud-based workflow.

**Cloud-based Editor** | No download or software installation.

**Concurrent Multi-User Authoring and Review** | Edit the same topic or snippet simultaneously.

**Easy-to-Use Interface** | Lightweight editor with streamlined user interface.

**Auto-Save and Submission** | Changes are auto-saved and submission is immediate to the cloud.



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Functionality Now Built Into Flare



**New HTML5 Output**  
Side Nav Output for Enhanced  
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► *continued from page page 9.*

In fact, for Ballard, Watt's instructions exemplify a successful manual's fundamental principles. The first is "findability": making it easy for people to find the information they need, whether that means being able to find the manual itself by putting it in an obvious location or having an intuitive structure that has anticipated the way the reader thinks about their problem.

The second is making the instructions easy to understand. "Clarity will win every time," says Ballard. Simplicity and directness in both language and design is key.

The final rule? "Get out of the way," Ballard says. This means making sure people know what to do next when their particular need has been met – whether that is finding out something else or cracking on with using the product.

This, Ballard jokes, is why instruction manuals face an "existential crisis". "The whole point is the product, not the manual; the more you're spending time looking at the manual, the less you're getting out of the product."

To continue reading this article, go to the [BBC website](#).

## Blog news

*By Ginny Critcher*

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

Cherryleaf's Ellis Pratt outlines potential risks with technical author certification:

<https://www.cherryleaf.com/blog/>.

Therese Fessenden looks at scrolling behaviour in light of design trends towards long pages with negative space:

<https://www.nngroup.com/articles/scrolling-and-attention/>.

On the ffeathers blog, Sarah Maddox has some useful advice for would be authors publishing books in kindle format on Amazon:

<https://ffeathers.wordpress.com/>.

The Hurley Write Inc blog offers some tips on giving better feedback to writers:

<https://www.hurleywrite.com/Blog/234730/What-does-writing-feedback-do-It-may-not-be-what-you-think>.

Bob Watson at Docs by Design also looks at feedback, and in this post discusses collecting and measuring user feedback:

<http://docsbydesign.com/2018/04/16/collecting-feedback-about-your-documentation/#more-1491>.

On the I'd rather be writing blog Tom Johnson explores how reduction and distillation of information helps reduce complexity for users:

<http://idratherbewriting.com/2018/03/28/reduction-and-distillation-as-form-of-simplicity/>.

Neil Perlin's post on his blog Beyond the Bleeding Edge, advises against ditching indexes in Flare and why:

<http://hyperword.blogspot.co.uk/>.

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).





# Training courses

If you know of a training course that will be of interest to readers, please let us know. You can send details by email to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*<sup>+</sup> is 24th of the month preceding publication. If you would like to promote your course or event to ISTC members, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email [istc@istc.org.uk](mailto:istc@istc.org.uk). Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.



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

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

## MadCap training

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

## Upcoming Webinars

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

## Flare 12 Reviews and Customer Reaction

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

## May

### 17-18 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, Reading.

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

### 24-25 Introduction to Adobe Photoshop

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

### 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, Sheffield.

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

### 29-30 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.

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

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## June

### 6-7 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, Bristol.

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

### 7-8 Introduction to Adobe InDesign

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

### 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.

[www.armada.co.uk/course/framemaker-template-creation-training](http://www.armada.co.uk/course/framemaker-template-creation-training).

### 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, Reading.

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

### 25-26 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.

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

...June

## 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)

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.

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

## 28-29 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.

[www.armada.co.uk/course/authoring-structured-framemaker-documents-training](http://www.armada.co.uk/course/authoring-structured-framemaker-documents-training).

## 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

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

### Advanced technical communication

<https://www.cherryleaf.com/training/writelessons/>.

## End user documentation writing skills for developers

<https://www.cherryleaf.com/training/cherryleaf-writing-skills-developers-training-course/>.

## Firehead

### Learn FrameMaker 2017

<http://firehead.net/training/learn-framemaker-2017/>.

### 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/>.

### Customer journey mapping

<http://firehead.net/training/customer-journey-mapping/>.

## ESTON Training

### Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2)

[www.estontrg.com/technicalcommercial-authorship/](http://www.estontrg.com/technicalcommercial-authorship/).

### Simplified English Course

[www.estontrg.com/english-language-courses](http://www.estontrg.com/english-language-courses).



## ...ESTON Training

### Standard Generalised Mark-up Language (SGML)

[www.estontrg.com/standard-generalised-mark-language-sgml-course](http://www.estontrg.com/standard-generalised-mark-language-sgml-course).

### Editing and Publishing Magazines Course

[www.estontrg.com/editing-publishing-magazine-course](http://www.estontrg.com/editing-publishing-magazine-course).

### Report Writing Course

[www.estontrg.com/report-writing-course](http://www.estontrg.com/report-writing-course).

### Business English Course

[www.estontrg.com/business-english-course](http://www.estontrg.com/business-english-course).

## Events listings

If you know of an event that will be of interest to readers, please let us know. You can send details by email to [events@istc.org.uk](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/)

### May

3

#### North West Area Group

A look at the opportunities for mechanical engineering documentation today and what key points you may need to look at when developing your documentation 4.0 solution.

MadLab, 36-40 Edge Street, Manchester, M4 1HN at 19:00.

<https://www.eventbrite.co.uk/e/industry-40-opportunities-for-mechanical-engineering-documentation-tickets-44213835773?aff=erelpanelorg>.

3-4

### Adobe Summit EMEA

Become an expert in being an experience-led business. Learn in over 140 sessions and labs across ten tracks.

ICC ExCeL London, Royal Victoria Dock, London (E16)

<https://summit-emea.adobe.com/emea/>.

5-8

### Write The Docs Portland

We invite you to join hundreds of other folks for a three-day event to explore the art and science of documentation. The Write the Docs conference covers any topic related to documentation in the software industry.

Crystal Ballroom, Portland, USA

[www.writethedocs.org/conf/portland/2018/news/welcome/](http://www.writethedocs.org/conf/portland/2018/news/welcome/).

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...May

**7-9 Content Connections:  
The future of content**  
If you're passionate about improving and advancing the creation of content, this is the one conference in 2018 you need to attend! Organised by Acrolinx.  
Los Gatos, CA, USA  
[www.foc.ai](http://www.foc.ai).

**9-11 Adobe 99U Conference**  
The Adobe 99U Conference is a one-of-a-kind live experience that inspires creative professionals to bring their ideas to life and shape the future of the industry.  
New York City, NY, USA  
<http://conference.99u.com/>.

**14-16 Content Connections:  
The future of content**  
If you're passionate about improving and advancing the creation of content, this is the one conference in 2018 you need to attend! Organised by Acrolinx.  
Berlin, Germany  
[www.foc.ai](http://www.foc.ai).

**16-17 Digital Publishing Summit  
Europe 2018**  
The new name illustrates the extension of our focus from EPUB related to more generic digital publishing matters, and clearly positions the event as the European counterpart of the W3C Digital Publishing Summit in the US.  
Berlin, Germany  
<https://www.edrlab.org/dpub-summit-2018>.

**20-23 STC Summit**  
STC's Technical Communication Summit is the premier conference for technical communication education and networking.  
Orlando, FL, USA  
<https://summit.stc.org/>.

**21-23 Confab**  
Confab is the event for people who design, create, and manage content. From UX to storytelling, accessibility to structure, Confab brings together those who are committed to making content useful and usable.  
Minneapolis, MN, USA  
<https://www.confabevents.com/>.

**23-25 soap!**  
soap! is an exceptional conference dedicated to product-related content. If you are a content professional, you will definitely like it. Come join us!  
Krakow, Poland  
<http://soapconf.com/>.

<p><b>...May</b></p> <p><b>31-1 Evolution of TC</b>          At Evolution of TC, all professionals in the industry come together – technical writers, information developers, technical editors and translators mainly with a software background. The main conference theme is ‘Innovations in software documentation’.          Sofia, Bulgaria  <a href="http://evolution-of-tc.com/">http://evolution-of-tc.com/</a>.</p>	<p><b>3-6 MadWorld 2018</b>          With 40 main conference sessions, 8 advanced training workshops, more than 20 expert speakers, and an ever-expanding community of passionate users, MadWorld is a must-attend event designed to maximize your learning and professional development.          Hotel del Coronado, San Diego, CA, USA  <a href="https://www.madcapsoftware.com/conference/madworld-2018/">https://www.madcapsoftware.com/conference/madworld-2018/</a>.</p>	<p><b>8 Pixel Pioneers Bristol</b>          A one-day conference of practical and inspiring talks, featuring eight world-class speakers, preceded by a choice of two full-day workshops, plus side events.          M Shed, Museum St, Bristol BS1  <a href="https://pixelpioneers.co/events/bristol-2018">https://pixelpioneers.co/events/bristol-2018</a>.</p> <p><b>14-15 ContentEd</b>          Europe’s only content strategy conference for the education sector.          London  <a href="http://contentedlive.com">http://contentedlive.com</a>.</p>
<p><b>June</b></p> <p><b>1 CSSconf EU</b>          CSSconf EU is a one-day, one-track community conference that unites world-class speakers, top-notch engineers &amp; web designers, and many more with an affinity for CSS.          Berlin, Germany  <a href="https://2018.cssconf.eu/">https://2018.cssconf.eu/</a>.</p>	<p><b>6-8 LocWorld37 Warsaw</b>          The theme is “Digital Transformation”.          Warsaw, Poland  <a href="https://locworld.com/events/locworld37-warsaw-2018/">https://locworld.com/events/locworld37-warsaw-2018/</a>.</p>	<p><b>14-15 CSS Day</b>          On Thursday 14th and Friday 15th of June, 2018, CSS Day is returning with two conference days: a UX Special on Thursday, and a regular CSS Day on Friday.          Amsterdam, The Netherlands  <a href="https://cssday.nl/2018">https://cssday.nl/2018</a>.</p>



...June

**17-18 Digital Summit**

The definitive digital marketing gathering.

Denver, CO, USA

<https://denver.digitalsummit.com/>.

**29 Collaborate Bristol 2018**

The definitive digital marketing gathering.

Watershed, 1 Canon's Road, Bristol, BS1 5TX

<https://www.eventbrite.co.uk/e/collaborate-bristol-2018-tickets-41871207910>.

July

**24-25 Judicious Editing**

On the heels of the IDEAS Winter 2018 conference, Writing Well, comes Judicious Editing, the IDEAS Summer 2018 conference. It doesn't matter how good your writing skills are, you can always benefit from another set of eyes.

Online

<https://ideas.infomanagementcenter.com/>.

## Upcoming webinars

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May

1

**How to Extract Content from Outdated Systems**

Moving from legacy systems to modern technology can be a daunting task. Depending on the number of documents you currently have, just deciding what to move can be difficult. Join The Content Wrangler and Stephani Clark of Jorsek LLC to learn how to perform a content audit, develop a conversion plan, and learn about other considerations when transferring content.

The Content Wrangler

<https://www.brighttalk.com/webcast/9273/308209/how-to-extract-content-from-outdated-systems>.

3

**Making Your Life Easier – The 10 Coolest Features in Adobe FrameMaker**

Register now with your Adobe ID for this free webinar with Adobe FrameMaker author and trainer Matt Sullivan. This free, interactive webinar is guaranteed to take full percentage points off the time you spend maintaining your content.

Adobe

<https://2018-05-03-framemaker-with-matt-sullivan.meetus.adobeevents.com/>.

3

**The journey to modern responsive online help with MadCap Flare: A case study with cleverbridge**

In this free webinar, the team at cleverbridge will share how they solved their unique challenges, and provide best practices behind their success story.

MadCap Software

<https://www.madcapsoftware.com/demos/signup.aspx?id=1152209617115818702>.

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...May

9

**Slash your editing time & supercharge your content production with templates & styles**

Register now with your Adobe ID for this free webinar with Adobe FrameMaker author and trainer Matt Sullivan. This free, interactive webinar is guaranteed to take full percentage points off the time you spend maintaining your content.

Adobe

<https://2018-05-09-framemaker-with-matt-sullivan.meetus.adobeevents.com/>.

16

**The Content Convergence Has Arrived**

Join The Content Wrangler and our special guest presenter, Alan J. Porter, Head of Strategic Services at [A], for this free one-hour webinar. Porter will demystify how to start the discussion of content convergence in your own organization and he'll provide samples of metadata you should consider adding when attempting to manage global content.

The Content Wrangler

<https://www.brighttalk.com/webcast/9273/315277/the-content-convergence-has-arrived>.

17

**Conference prep: An attendee's guide to making the most of MadWorld 2018**

Whether you're attending MadWorld 2018 or MadWorld Europe in September, this is a conference preparation resource you don't want to miss.

MadCap Software

<https://www.madcapsoftware.com/demos/signup.aspx?id=1152210026872964760>.