XML Documentation Add-on for Adobe Experience Manager

Easily migrate legacy content to DITA

Smoothly convert Word and unstructured FrameMaker content to DITA with out-of-the-box automated conversion support

Request for information

InfoPlus⁺

November 17

ISTC news

Carol Leahy takes over as ISTC President

At TCUK17, it was announced that Carol Leahy was taking over from Alison Peck as ISTC President. We catch up with Carol to find out a bit more about the ISTC President role and her plans for it.

InfoPlus⁺: What made you decide to go for the role of ISTC President?

CL: It's something I thought long and hard about. Ultimately, I ran for it as I believe in the ISTC and I know that I can do a really good job of being a figurehead for the society. I also wanted to show people that if I can do this, anyone can. I hope that I can encourage and motivate others to get involved with the ISTC and believe in their own abilities.

InfoPlus⁺: Is there anything you're particularly excited about in your new role?

CL: I'm excited about the challenge ahead of me. I've never taken on something like this before so it's all new to me. I don't know what to expect, but I know it's going to be fun! I'm looking forward to getting to know more people in technical communications (both ISTC members and non-members alike).

I'm in this role for 3 years and there is lots that I want to do. This year, I'm most looking forward to just getting to know the role, more ISTC members and hearing any ideas they have on what the society can do for them and them for it.

InfoPlus+: **Have you any advice to people for getting the most out of their ISTC membership?**

CL: Yes. I'm a firm believer in that you only get out of something what you put into it.

If you want to get more out of your ISTC membership, then get involved with the society. We're always looking for volunteers and chances are you have skills that we need, you just don't know it.

If there is something that you'd like us to do but we are not doing it, then let us know. We love hearing new ideas - if they are viable and others are interested, then there is no reason why we can't try to move forward with it.

InfoPlus+: **What does our new president do outside of her ISTC responsibilities?**

CL: I do think it's really important to get free time. I have a long enough commute to and from work every day, so I read a lot of books on the journey. My day job has become pretty full on this year and there are some days where I do feel a little overwhelmed. I've started to meditate to try and help this. I try to do this in the mornings, often on the train. I don't manage to do it every day, but I definitely feel calmer on the days I do manage it. It needs to become part of my daily routine.

InfoPlus+: Thank you very much for your time Carol. We wish you the very best of luck as President and are sure you'll be amazing!

ISTC local area and special interest groups

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

Thames Valley Area Group

From Darren Mitcham

The Thames Valley local meetings continue to grow as we had two new members join us for our discussion on TCUK. We had a good balance of 5:12 attendees who had been to TCUK, so we had good discussion on the various presentations and workshops.

Thames Valley Area Group next meeting

For our third anniversary meeting we will look at supplemental software (what's in your toolbox?): all the nonwriting software that you use to create your documents.

This meeting will be held on Tuesday 7th November at the Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7pm.

All are welcome, you don't have to be an ISTC member but please register your attendance at Eventbrite using the following link: https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-38804783151.

Southern Area/MadSIG Group Meeting

From Jenny van den Broek

In October, we watched part one of Mike Hamilton's informative webinar series "Five CSS Techniques That Every Technical Writer Should Know". This webinar was adapted from a presentation originally presented during MadWorld 2017. We learned how to size text and images using CSS and how to creatively use the CSS box model to decorate. At the end, we discussed difficulties we come across when using CSS, including using Zurb Foundation templates with Flare.

If anyone would like to present a session on some aspect of technical communication, or how you use Flare/MadCap products in your work, please do get in touch. If you cannot attend physically, you may be interested in linking in over GoToMeeting. Non-ISTC members are welcome and we aim to keep our events free of charge.

Southern Area/MadSIG Group next meeting

You're welcome to join us at 3di Ripley to discuss MadCap Flare and five CSS techniques that every technical writer should know (Part 2). If you can't make it to Ripley, feel free to join us remotely as we offer a GoToMeeting link.

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The Southern area/MadSIG group meets on the third Tuesday in each month from 7.45pm at 3di. Our next meeting will take place on the 21 November 2017.

Please register your attendance at Eventbrite using the following link: https://www.eventbrite.co.uk/e/technical-communicators-meeting-istc-southern-group-and-madsig-tickets-37821300528.

Current ISTC local area groups

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

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Jennifer van den Broek	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Area group leader wanted	yorkshire_areagroup@istc.org.uk

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

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

Special interest groups:

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

ISTC groups on LinkedIn

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

- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546
- ISTC Community www.linkedin.com/groups/8440733

England
- Cambridge Technical Communicators www.linkedin.com/groups/1805651
- London – N/A
- ISTC Midlands Area Group www.linkedin.com/groups/4835591

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- North East England – N/A
- ISTC NW England www.linkedin.com/groups/2445779
- Southern Area Group www.linkedin.com/groups/4795279
- ISTC South West England www.linkedin.com/groups/8269000
- Thames Valley Area Group www.linkedin.com/groups/4805266
- Yorkshire www.linkedin.com/groups/4662452

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

Scotland
- East of Scotland www.linkedin.com/groups/13536907
- West of Scotland Area Group www.linkedin.com/groups/5081412

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

Special interest group
- MadCap UK and Europe Users Group www.linkedin.com/groups?gid=5081593

ISTC Community online

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

Facebook: www.facebook.com/istccommunity.

Twitter: @istc_community.

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

Business affiliate news

Here's why you STILL need a software manual

3di's Pawel Kowaluk makes a strong case for why the software manual is far from dead. This blog post originally appeared on 3di Poland's lively and informative blog.

The death of the software manual has been announced many times before, like in this article on the AOL website. (Just make sure you read it quickly, before the AOL website dies.) But contrary to trends and popular opinions, software manuals still exist and bring great value to users. Want to know why? Keep reading!

Here's why PEOPLE SAY you don't need a software manual

You don't need a software manual because your software should be simple and intuitive. Right? For example, Snapchat teaches you when you start using the application and helps you along as you use it. It pops up useful tips and highlights buttons – a UX trick known as onboarding or an interactive tutorial:

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Ironically, Snapchat also has [a very comprehensive software manual](#), complete with videos and animated gifs. So why does it have one even if it doesn't need one?

Here's why you ACTUALLY NEED a software manual for Snapchat

For consumers, Snapchat is simple and easy to use. But for businesses it needs to be something else – powerful. For example, brands can use Snapchat stories to reach potential customers.
To do that, they need to understand how stories work, and the understanding needs to be deep. So, Snapchat gives them [a whole list of articles about stories](#). A team of marketers can sit down one afternoon and read them while preparing to integrate Snapchat into their marketing strategy.

If they can make the most of the app, they will use it more effectively and generate more revenue. Both for themselves and for Snapchat.

And here's another example where you need a software manual

For most other types of software – even if the interface is intuitive – there are certain gems of knowledge that make a user into a power user. For example, consider Google Data Studio.

The toolbar seems pretty intuitive. To insert a chart into your report, you use one of the chart icons. Then, you get a list of chart properties on the right which you can figure out easily. Let's say you're creating a Google Analytics report, then your chart will have the option to select a segment. This is still pretty intuitive, but then you may ask yourself the question: when does a segment synchronize?

If the question about synchronizing segments is the only thing you found problematic along the way, you are pretty familiar with Google Data Studio. But even then, most people would not know how segments synchronize and would like to take a look at [the relevant page in the software manual](#).

Your conclusion about software manuals

You probably already realised that a software manual is very useful for power users of Google Data Studio, Photoshop, InDesign, or Visual Studio, etc. It is also useful for professional users of simple and intuitive consumer apps. When building an application, no matter if it's complex or very simple, think about the users who will be looking for the software manual. We're sure you want them to find it.

And next time you see a heading that says "software manual is dead", you will realize what it actually is. Clickbait.

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2017 r3 RELEASE: OCTOBER 2017

- Advanced Microsoft® Excel Import
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Four new modern responsive top navigation templates available now as a free download.

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MadCap Flare 2017 r3 Adds a New Style Inspector, Microsoft® Excel Import, Text Analysis and More

This article was originally written by Jennifer Morse and appears on the [MadBlog](#).

With our agile development cycle, we're able to add enhancements to MadCap Flare and deliver them to users faster than ever. Each new release brings more functionality, enhanced integration and exciting new features designed to improve the way you author, manage, and publish content.

Take a look at what's new with MadCap Flare:

View and Edit CSS Properties with the New Style Inspector

An exciting new addition to Flare 2017 r3 is the Style Inspector, which lets you see and even edit the style details for selected content, without having to open the full stylesheet.

The Style Inspector is great not only for advanced users, but also useful for those new to the CSS language, as you can change style properties, add style properties, and preview how these changes affect certain content files in real time.

UI Enhancements for Stylesheet Editor, Previews, and More

Several new enhancements have been incorporated into the user interface related to styles. These enhancements include:

► Multi-select, cut, copy, paste and delete properties (in both the Stylesheet Editor and the Formatting window)

► Option to rename all instances of style classes and IDs

► Ability to rename mediums and modify media queries without having to use the internal text editor

► Option to show or hide style previews in the Styles drop down, Styles window pane, and floating Style picker

► Style properties shown on hover

► Home ribbon formatting options can be used to apply formatting to styles in Stylesheet Editor

► Transform property enhancements

► View inherited stylesheet via double-click

Easily Import Microsoft® Excel Spreadsheets

Microsoft® Excel spreadsheets can now be imported into MadCap Flare as topics or snippets. The spreadsheet content will be added to tables in Flare when the import is finished. By default, all workbooks, worksheets, rows, and columns are selected for import, but you can exclude certain worksheets, or even specific rows and columns, from the import. In addition, Flare offers a wide variety of features when formatting spreadsheets, such as preserving charts as images and more.

Analyze Text for Readability, Average Sentence Length, and More

Want to measure how easy or hard it is to read your documentation? Flare now includes a new text analysis tool, which lets you evaluate your files for readability, average sentence length, punctuality density per sentence, and number of unique words. Readability results are based on the "The Flesch Reading Ease" and "Flesch-Kincaid Grade Level" tests, frequently used as the standards for many tools and organizations. In addition, the analysis can be done on the

current document, documents in the same folder, the entire project, and more

New Shortcut: Repeat Last Action

When working in the XML editor, you can now use the F8 shortcut to repeat the last action. This feature uses the same controller that is used when you create macros in Flare. This shortcut is a great way to save time, since you don't need to record a macro to repeat occasional actions.

New Thesaurus Window Pane

You're searching for the right word, but it's just not coming to mind. Take advantage of the new Thesaurus window pane, which lets you quickly view and select words relates to those in an open topic or snippet. Use the search field to view categories of related terms, or use the right-click option to copy or insert a synonym from the context menu.

Plus: Bug Fixes, Enhancements, and More

In addition to the new features above, Flare 2017 r3 also comes with a number of bug fixes, performance enhancements, and more. To see the full rundown of all the changes, visit the What's New topic here.

Industry and general news

Developers rejoice: Microsoft, Google, Mozilla are putting all their web API docs in one place

This article was written by Liam Tung and originally appeared on the ZDNet website here.

Three big browser makers have agreed to put their cross-browser documentation on the Mozilla Developer Network (MDN) wiki.

Mozilla's MDN Web Docs will now be home to documentation about web APIs and information on Chrome, Edge, and Firefox rather than its historic role as a resource for just Firefox. The site contains information and help for web developers covering JavaScript, CSS, HTML, and various web APIs.

Having a single repository should make it simpler for developers to access cross-browser documentation.

Representatives from Mozilla, Google, the W3C, and Samsung are now on a new MDN Product Advisory Board that aims to ensure MDN will have browser-agnostic documentation.

Microsoft says it will soon start redirecting its web API reference library from the Microsoft Developer Network (MSDN) site to MDN Web Docs and has already been backfilling the site's browser compatibility tables with details about its Edge browser. Currently all web APIs in Edge are documented on MDN Web Docs.

In preparation for the shared repository, Mozilla in July renamed MDN to MDN Web Docs to de-emphasize "Mozilla" and reflect the site's wider relevance than its products, such as Firefox, Gecko and Add-ons. As part of the effort to make it a browser-neutral space, Mozilla separated product documentation from web documentation.

Google has been moving its web API documentation to MDN for several years, and will now additionally invest in interoperability tests for the web, and build new infrastructure to help browser developers find bugs and missing APIs between implementations.

Mozilla's vision for MDN is for it to become the "most comprehensive, complete, and trusted reference documenting the most important aspects of modern browsers and web standards."

The product advisory board can provide recommendations regarding content strategy and site features, however Mozilla has the final say on decisions.

According to Mozilla, MDN content is growing and improving, with 8,021 users having written 76,203 edits this year alone, with 5,000 edits coming from Microsoft writers.

Notably missing from the advisory board is a representative from Apple, however Mozilla notes additional members may be added in future.

Microsoft will continue to maintain its own documentation pages for guidance specific to Windows and Microsoft. It will also continue updating Edge status, chaneglogs, and news at the Microsoft edge Developer site.

Bitesize STE – Essentials 5: Adjectives

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

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

In our latest Bitesize STE Ciaran takes a closer look at adjectives.

What is an adjective?

An adjective is: "*A word that modifies a noun or noun phrase. It describes, for example, the type, size, color or number of a noun or noun phrase.*"
(2-0-4, ASD-STE100, 2017).

In technical writing, we frequently use adjectives to specify:

- which part an instruction refers to;
- what kind of fixture you need;
- how many fixtures you need; or
- which parts belong to a system or assembly.

So, adjectives are a key part of technical writing.

One issue with adjectives in STE is that many words can be adjectives and another part of speech, such as a noun or verb. For example,

- A file (noun) is a tool.
- To file (verb) is the action of using the file.
- A file blade (adjective) describes what kind of blade we mean. Blade is the noun that we are modifying with the adjective file.

STE tries to give each word one part of speech. So, 'file' is permitted as a technical name (rule 1.5) but not permitted as a verb. The approved alternative is 'remove'. Therefore, you must be able to identify whether a word is an adjective or another part of speech. Ask yourself: "What noun is this word describing?"

It is easier to identify an adjective that comes immediately before the noun it describes. Simple examples are: 'the large component' or 'an approved person' (adjectives underlined). Adjectives also come after state verbs like 'to be' or 'to become'. For example: 'The surface is hot'.

Some adjectives use the -ed form of the verb called the past participle. For example:

"*An approved person must do the important checks.*" (2-1-Q1, ASD-STE100, 2017).

In this example, 'approved' (the past participle), is an adjective describing the noun 'person'. An adjective made from the past participle describes the condition of something, in this case the condition of the person. Alternatively, I could write: "I *approved* that report yesterday." Here approved is a verb (in italics) and the past participle indicates an action that was completed in the past (simple past tense). In STE, the past participle (-ed form) has two permitted purposes:

1. To show the simple past tense of a verb.

2. To be an adjective.

In STE, there are two ways that you can use the past participle as an adjective:

1. Before a noun.

2. After a form of the verbs 'to be' or 'to become'.

There are examples of these forms under rule 3.3.

But there is one final twist to this tale of adjectives. You will remember in June's article on verbs, I mentioned that STE requires the use of the active voice rather than the passive voice:

XYZ authority approved the person. (Active voice)

The person **was approved** by the XYZ authority. (Passive voice)

To write the passive voice, you use a form of t**o be and the past participle** (in bold). This is the same form that you can use for the past participle as an adjective. So, you have one grammatical structure doing two jobs. For example:

The person **is approved**. (Past participle as an adjective describes the condition of the person.)

The person **is approved** by the XYZ authority. (Passive voice describes who approved the person.)

One job (past participle as an adjective) is permitted in STE, the other job (passive voice) is not permitted!

Next time, adverbs.

Looking for Simplified Technical English (STE) Training?

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

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Blog news

By Ginny Critcher

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

Marcia Riefer Johnston at the Content Wrangler discusses using chatbots with intelligent content:

http://thecontentwrangler.com/2017/10/16/building-chatbots-intelligent-content/#.

Sarah Maddox at Ffeathers posts her thoughts on getting started in a complex new field:

https://ffeathers.wordpress.com/2017/10/02/how-to-be-a-newbie/.

The Government Digital Service has published an interesting guide on writing copy for User Interfaces and transactional interfaces:

https://www.gov.uk/service-manual/design/writing-for-user-interfaces.

Wylie Communications looks at the effects of cutting hyperbole from web pages:

https://www.wyliecomm.com/2017/10/cut-the-fluff-online/?utm_source=rss&utm_medium=rss&utm_campaign=cut-the-fluff-online.

Himanshu Singh on the MindxMaster blog outlines what you need to know about WordPress migration:

http://www.mindxmaster.com/2017/10/how-migrate-your-wordpress-site-to-any-host.html.

The Story Needle blog gives us the lazy person's guide to text wrangling:

https://storyneedle.com/the-lazy-persons-guide-to-text-wrangling/.

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

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

Training courses

MadCap training

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

Upcoming Webinars

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

Flare 12 Reviews and Customer Reaction

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

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November

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.

20 Advanced Adobe InDesign
Delve deeper to explore various powerful but seldom-discussed features, including colour, stylesheets and streamlining your workflow.

10% discount for ISTC members.

Armada, Bromsgrove

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

20-21 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

10% discount for ISTC members.

Armada, Sheffield.

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

20-21 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.

30-1 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.

30-1 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.

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December

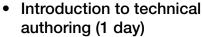**4-5 Introduction to Adobe FrameMaker**

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.
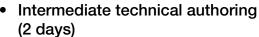
10% discount for ISTC members.

Armada, Newbury.

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

4-8 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.

6-7 Simplified Technical English (STE) Specification training

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, Mekon House, Sutton, London, SM1 1JN

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

7-8 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.

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...December

11-12 Introduction to Adobe InDesign
Provides a comprehensive introduction to the capabilities of InDesign, including setting up new documents, etc and using InDesign's most popular features.

10% discount for ISTC members.

Armada, Bromsgrove.

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

14-15 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

10% discount for ISTC members.

Armada, Milton Keynes.

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

Online training courses

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

We also offer online training courses in:

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

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

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

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

Writing skills for developers
https://cherryleaf.teachable.com/p/writing-techniques-for-developers.

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

Managing Software Documentation Projects
https://cherryleaf.teachable.com/p/managing_technical_documentation.

Revising and Editing Content
https://cherryleaf.teachable.com/p/revising-and-editing-content/.

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...Online training courses

Firehead

Learn FrameMaker 2017
http://firehead.net/training/learn-framemaker-2015/.

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

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

ESTON Training

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

Events listings

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

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

November

1-3   Write2Users Conference 2017
The conference for technical communicators and localization professionals. Write2Users proudly presents the conference dedicated to building a bridge between content development and localization. Meet your peers, industry experts and solution providers.

Copenhagen Zoo, Copenhagen, Denmark

http://write2users.com/w2u-conference-2017/.

1-3   LocWorld35 – Silicon Valley 2017
This year's theme is "Continuous Deliver". Featuring 9 specialized tracks, 2 amazing keynote presentations, and plenty of time to mix and mingle.

Santa Clara Convention Center, 5001 Great America Parkway, Santa Clara, CA 95054, USA

https://locworld.com/events/locworld35-silicon-valley-2017/.

1-4   Medical Writing & Communication Conference
Theme: Trends and Opportunities for Medical Communicators.

Walt Disney World Swan and Dolphin, 1500 Epcot Resorts Blvd., Lake Buena Vista, FL, 32830, USA

www.amwa.org/page/conference.

…November

5-8   LavaCon 2017 USA
LavaCon is a gathering place for content strategists, content engineers, documentation managers, and other content professionals.

Hilton Portland & Executive Tower, 921 SW 6th Ave, Portland, OR 97204, USA

https://lavacon.org/2017/portland/.

6-7   Taxonomy Boot Camp
The Taxonomy Boot Camp program is designed to provide something for everyone, from taxonomy newbies to seasoned experts (and everyone in between).

JW Marriott Washington DC, 1331 Pennsylvania Avenue, Washington, DC 20004, USA

http://www.taxonomybootcamp.com/2017/default.aspx.

7   Thames Valley Area Group Meeting
The topic of the next meeting will be: supplemental software or "what's in your tool box"?

Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 19:00.

https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-38804783151.

21   Southern Area/MadSIG Group Meeting
You're welcome to join us at 3Di Ripley to discuss MadCap Flare and five CSS techniques that every technical writer should know (Part 2).

3di Information Solutions Ltd., High Street, Ripley, GU23 6AF at 19:45.

https://www.eventbrite.co.uk/e/technical-communicators-meeting-istc-southern-group-and-madsig-tickets-37821300528.

28-30   Information Development World 2017
Theme: Preparing content for the coming artificial intelligence revolution.

Menlo Park, California, CA 94025, USA

http://informationdevelopmentworld.com.

December

5-6   Digital Summit
Brilliant speakers bring phenomenal content on Marketing Strategies, UX & Design, Email, Search, Mobile, Video, SEO and so much more. Digital Summit is not only a place for keeping up with the trends, but also for being an active player in their creation.

Irving Convention Center, Irving, Texas, USA

https://dallas.digitalsummit.com/.

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...December

6 **RIDE**
The RIDE is CIDM's new one-day regional conference, designed to provide a "highlight reel" of the innovative and successful strategies that leading companies are taking in the area of information development.

Austin, Texas, USA

https://ride.infomanagementcenter.com.

11-14 **Information Development World 2017**
The London International Conference on Education (LICE-2017) is an international refereed conference dedicated to the advancement of the theory and practices in education. The LICE-2017 main themes are Global Issues in Education and Research.

University of Cambridge

http://liceducation.com/.

January 2018

23-24 **Writing Well**
IDEAS is a two-day industry conference that you can attend virtually from the comfort of your own office. The conference includes five 60-minute concurrent sessions in two tracks, giving you a choice of 11 unique presentations. Participate live according to the published schedule or watch a recording of any session when it's more convenient for you.

Online

https://ideas.infomanagementcenter.com/.

Upcoming webinars

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November

2 **An Overview of MadCap Flare: Topic-Based Authoring and Single-Source Publishing**
In this one-hour presentation, we will take a high-level look at the features and benefits of authoring in a topic-based environment like MadCap Flare.

MadCap Software

https://www.madcapsoftware.com/demos/signup.aspx?id=1150776071653327811.

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7   Advanced Tips and Tricks to create Responsive Projects in Adobe Captivate (2017 Release)
So you've started creating responsive courses using Captivate and want to take it to the next level? Join Dr. Pooja Jaisingh to learn about the tips and tricks for using Fluid Boxes in Captivate and make the most of them.

Adobe

https://poojawebinar11072017. meetus.adobeevents.com/.

7   The Easy Formula — Easier Release Notes
Join, Scott Abel, The Content Wrangler, and special guest, Patrick Bosek, co-founder of Jorsek LLC, for this free, one-hour webinar. This webinar will take you through Jorsek's process, tools, and results for the creation and production process for release notes.

Scott Abel, The Content Wrangler

https://www.brighttalk.com/ webcast/9273/275001.

15   Empower Your Team to Write with One Voice While Still Sounding Like Themselves
Join, Scott Abel, The Content Wrangler, and special guest, wordsmith extraordinaire, Marcia Riefer Johnston for a free one-hour webinar during which we'll discuss the role voice plays in unifying a company's content strategy.

Scott Abel, The Content Wrangler

https://www.brighttalk.com/ webcast/9273/274529.

16   Preparing Your Content for the Future: Bots, Machine Learning and AI
Join, Scott Abel, The Content Wrangler, and special guest, Steffen Frederiksen, Founder and CSO of DitaExchange, for this free one-hour webinar. Attendees will learn what structured content management is and how it works.

Scott Abel, The Content Wrangler

https://www.brighttalk.com/ webcast/9273/280385.

16   Any Questions? How Listening Sparks Innovation
Join, Scott Abel, The Content Wrangler, for a free, one-hour webinar designed to highlight the importance of listening, especially during times of major change.

Scott Abel, The Content Wrangler

https://www.brighttalk.com/ webcast/9273/269509.