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October 17

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

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This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus⁺* aims to cover anything of interest to the profession. To subscribe, contact the office.

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

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

ISTC news

TCUK 2017: A roundup

This year's TCUK conference was held last week between 26th to 28th of September in Nottingham. Below is a round up from the conference:

Attendance certificates for TCUK 2017

Please contact the ISTC Office (istc@istc.org.uk) if you would like to receive an attendance certificate for TCUK 2017. Please let the office know if you'd be happy to receive the certificate as a PDF document (preferable for us, as it save postage costs) or if you need to have a printed certificate sent to you.

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.



Karen Schriver accepts the ISTC's Horace Hockley Award

Karen Schriver the author of "Dynamics in Document Design", was selected by the ISTC Council as the 2017 winner of the Horace Hockley Award. This award recognises contributions to the field of technical communications over many years.

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.

Mike Austin Award given to Paul Ballard

Paul Ballard, Council member and former ISTC President, was selected by the ISTC Council for the Mike Austin Award. The award is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to the ISTC over a period of time. The award is in recognition for promoting the work the Institute does or for contributing to the success and growth of the Institute. The award is presented periodically when a suitable candidate has been identified.



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UK Technical Communication Awards

The purpose of the UK Technical Communication Awards is to recognise the value of clear, concise and effective



information products. Whether online or printed, the impact of highly effective documentation is felt by industry, commerce, academia and most of all, users. Individuals and teams that develop excellent information products deserve to have their efforts recognised, as do the companies that invest in them.

The following has been awarded for the 2017 UK Technical Communication Awards:

- Best use of single sourcing and multi-channel publishing – **Vodafone and 3di** for Vodafone One Net Information Site
- Best Procedural Communication – **DAIKIN Industries Ltd** for Humidifying Air Purifier Operation Manual
- Best Business Integration – **Vodafone and 3di** for Vodafone One Net Information Site
- Merit awarded to **UA Prototyping Lab: Jody Byrne, Aoife Burckhardt, Octavian Morcov, Laura Dengra Torres, Igor Strelkov** for UA Reloaded 17 Conference App

A word of thanks

Thank you to this year's speakers, attendees, and all those involved in making TCUK 2017 a success!

Thanks also to our sponsors for this year: [3di](#), [Adobe Technical Communication](#), [arm](#), [Edissero](#), [Ictect](#), [Imprimatur Ltd](#), [kothes GmbH](#), [MadCap Software](#), [OnTarget Communications](#), [SCHEMA Group](#), and [TWi](#).

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.



Save the Date – TCUK 2018

With TCUK 2017 just gone, we are pleased to announce that TCUK 2018 will be held on 25th – 27th September 2018 at a venue to be confirmed.

Pencil it into your calendars now!

Volunteer Opportunity – leader for the Yorkshire Area Group needed

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

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

ISTC local area and special interest groups

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

Thames Valley Area Group

From Darren Mitcham

At the last Thames Valley meeting, we delved into the world of learning management systems (LMS). Without realising, most of us have probably done a course that was hosted on an LMS. LMSs cross all industry sectors. Some

LMSs host the courses, others just point to other websites. Both Adobe Captivate and Camtasia produce LMS compatible material.

Thames Valley Area Group next meeting

Next meeting (Tue 3 Oct) those that are lucky enough to go to TCUK will give summaries of the presentations for those who did not go.

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/thames-valley-area-group-meeting-tickets-37996741276>.

Southern Area/MadSIG Group Meeting

From Jenny van den Broek

In September, Alison Turner presented her TCUK 2017 talk, Topics for Teenagers. We learned how she moved into topic-based

authoring, made mistakes and came up with a topic structure to ensure her users can easily find, digest and use the information within them. Highly worth watching if you get a chance – this session was recorded. Email me on southernengland_areagroup@istc.org.uk for a link.

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 1).

The Southern area/MadSIG group meets

on the third Tuesday in each month from 7:45 pm at 3di. Our next meeting will take place on the 17 October 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-37821424900?aff=erelexpmlt>.

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	irishtechicalwriters@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

- 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](https://twitter.com/istc_community).

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

Business affiliate news

Adobe DITA World 2017 – The DITA Online Conference



More than 1,400 marketing and technical communication experts from all over the world attended the first Adobe DITA World in 2016. From October 10–12, 2017, we're going to host the second Adobe DITA World Online Conference. We will offer a comprehensive program with the world's leading Technical Communication,

Marketing, DITA®, Content Management and Translation Experts experts about [DITA](#), [Adobe FrameMaker](#), Adobe's DITA [CCMS \(XML Documentation Add-on for Adobe Experience Manager\)](#) and many additional solutions in the content ecosystem.

The program offers a wide range of topics, from high-level strategic approaches to very practical sessions. We will discuss how Adobe is helping to connect the dots between Technical Communication and Marketing Communication and create new customer experiences.

Registration is already open and you can register from now on. See [here](#) for more information.

TWi and Cork Simon Partnership Recognised by Chambers Ireland CSR Awards



This article was written by Siobhán Ní Chatháin and originally appeared in full on the [TWi website](#).

In 2004, the Ireland's largest business organisation established the Chambers Ireland CSR Awards to encourage Corporate Social Responsibility (CSR). The awards feature excellent CSR initiatives by Irish

and multinational companies, and promote sustainability and responsibility in business.

2017 Chambers Ireland CSR Awards

This year's Chambers Ireland CSR Awards ceremony took place on 7th September. More than 50 organisations were shortlisted for 75 projects, across 14 categories. Among them, TWi's Charity and Community Involvement (CCI) committee was shortlisted for its partnership with Cork Simon.

Brian O'Neill, CEO of TWi, attended the event with Dermot Kavanagh, CEO of Cork Simon, and Kate Twomey, a TWi Service Delivery Team Lead and member of the CCI committee.

TWi's Partnership with Cork Simon

In 2015, TWi set up its internal CCI committee to develop a structured CSR strategy. TWi founder and Chairperson, Patrice Fanning, drove the initiative, motivated by her commitment to embedding CSR within the company's ethos. The CCI committee combines the available company resources with the time of willing employees, collaborating with charity partners to deploy them to maximum effect. Following consultation with staff and various charities, the CCI committee rolled out a CSR plan

for 2015-2016 focusing support on Autism Assistance Dogs Ireland and Cork Simon.

Initially, TWi approached Cork Simon to express interest in supporting them with money, time, and professional skills. Subsequently, a collaborative partnership evolved, based on the synergy between the two organisations and the people involved.

TWi has allocated a portion of its annual profits to contribute financially to initiatives undertaken by Cork Simon. However, the core focus of the partnership is on developing and supporting employee engagement in the Cork Simon initiatives. Through the partnership, TWi employees have assisted Cork Simon through fundraising, volunteering, and raising awareness.

Recognition

Brian O'Neill, CEO of TWi says that he's very proud of the partnership and delighted that it has achieved the recognition of being shortlisted for the Chambers Ireland CSR Awards. Moreover, he feels that the experience has further strengthened the highly valued relationship with Cork Simon.

Morson achieve Beacon status

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

Morson are delighted to accomplish Beacon status for safety on the London Underground. The award was presented by



John Lambert, head of track programme for Transport for London, at Waterloo.

In order to attain the award, Morson had to demonstrate to TfL that we manage and work our site to the highest HS&E standards.

Graham Timbers, rail operations director at Morson's London division, said "In the process of [this demonstration] we continuously improved our processes until our site become undoubtedly a Beacon for all others to strive towards. I feel immensely proud of the whole team in achieving

this. It is a testament to their hard work and diligence in a very difficult working environment.

Gareth Morris, associate director for HSQE at Morson, said "this award is truly a great achievement. It is testament to the excellent work of this gang of individual trackworkers and the staff at Morson who support their wonderful efforts to work safe and go home safe every working day."

Industry and general news

Bitesize STE – Essentials 4: Articles and pronouns

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 articles and pronouns.

What is an article?

"article: "A word that tells you whether a noun phrase is new (indefinite = a, an) or one that you already know (definite = the)." (2-0-4, ASD-STE100, 2017)

'A', 'an', and 'the' may seem like small and unnecessary words. In fact, I have often seen examples of technical text without articles, for example: "Remove nut from bolt."

However, you must use articles in STE where it is applicable. This is because articles are important clues to help users determine when a word is a noun, particularly where words can be nouns and other parts of speech (like 'damage'). Articles can be a useful test to help you decide whether a word can be a noun. If you can put 'a', 'an' or 'the' before a word, it can be a noun. Omitting articles could cause ambiguity (rule 4.2) because you are making the reader guess whether a word is a noun or another part of speech. If you use articles, the reader does not have to guess your meaning.



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What is a pronoun?

“pronoun (pron): A word that replaces a noun or noun phrase.” (2-0-4, ASD-STE100, 2017)

A pronoun stands in place of a noun that we have already referred to. For example: “If the canopies are dirty, clean them.” (2-1-T3, ASD-STE100, 2017)

In this example, ‘them’ is the pronoun that refers to ‘canopies’, which is the subject of the instruction.

The main pronouns used in STE are:

- some personal pronouns like ‘we’, ‘you’, ‘them’ and ‘they’; and
- some demonstrative pronouns like ‘this’, ‘these’, ‘that’ and ‘those’.

‘It’ is also a pronoun used in STE.

In STE, we use pronouns for three main reasons.

1. Pronouns are useful where you don’t want to repeat a noun too many times, as in the canopies example. In this instance, it is clear that ‘them’ refers to the ‘canopies’. Where there is more than one noun in a sentence, make sure that it is clear which noun your pronoun refers to. Readers tend to associate the pronoun with the nearest noun to it. This

example from 1-9-11, ASD-STE100, 2017 shows this:

“If you engage the pins incorrectly with the seats, they can become damaged.”

It looks as though ‘they’ refers to ‘seats’, when ‘they’ actually refers to the ‘pins’.

2. Pronouns can also be agents when you need to write a verb in the active voice. This is explained in section 3 on verbs. There are plenty of examples of this in the section on safety instructions. For example, this caution states:

“When you assemble the unit, do not let the parts fall. If they fall, permanent damage can occur.” (1-7-3, ASD-STE100, 2017).

3. In section 4, STE also states that pronouns can be useful words to connect ideas in related sentences. For example, this caution states:

“When you remove the probes, do not let them touch. If they touch, they can become demagnetized.” (1-4-6, ASD-STE100, 2017)

So, both of these parts of speech related to nouns have important functions in STE.

Do not leave articles out to make your sentences shorter, and use pronouns carefully to reduce ambiguity.

In the next two articles, we will look at the adjectives and adverbs, which give you more information about other parts of speech.

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 on the Content Wrangler blog discusses how to estimate the impact of business decisions on content teams:

<http://thecontentwrangler.com/2017/09/15/how-to-estimate-the-impact-of-business-decisions-on-content-teams/>.

Kevin Siegel on the Logical blog outlines what you need to think about when adding background music to eLearning projects:

<http://iconlogic.blogs.com/weblog/2017/09/elearning-development-background-music-copyright.html>.

Tom Johnson over at I'd Rather Be Writing writes about his discoveries whilst walking down the Docs-a-Code path:

http://idratherbewriting.com/2017/08/23/content-architecture-and-repo-sizes/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Writing%29.

Mark Baker blogs about how technical communication is often described as a bridge between the expert and the user and how that bridge is often incomplete:

<http://everypageispageone.com/2017/09/18/the-incomplete-bridge/>.

The Story Needle discusses how 3 concepts — velocity, scope and strategy — can help publishers diagnose common problems in content operations:

<https://storyneedle.com/content-velocity-scope-strategy/>.

On the tekomp blog Ellis Pratt looks at AI and Chatbots in technical communication

<http://intelligent-information.blog/en/blog/2017/09/11/artificial-intelligence-and-chatbots-in-technical-communication-a-primer/>.

Bod Watson at Docs by Design gives a review of the Google Developer Documentation Style Guide:

<http://docsbydesign.com/2017/09/09/google-developer-documentation-style-guide-has-been-released/>.

TechCommGeekmom – Danielle M. Villegas, explores why music is the ultimate single-sourcing resource:

<https://techcommgeekmom.com/2017/09/18/music-is-the-ultimate-single-sourcing-resource/>.

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

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



Training courses

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



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

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

MadCap training

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

Upcoming Webinars

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

Flare 12 Reviews and Customer Reaction

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

October

9-10 Introduction to Adobe FrameMaker

Provides newcomers with a thorough grounding, teaching how to use the powerful page layout and text features to generate printed documentation of a high standard.

10% discount for ISTC members.

Armada, Newbury.

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

16 Introduction to technical authoring

Provides a grounding in technical authoring principles and writing styles appropriate to user documentation.

10% discount for ISTC members.

Armada, Sheffield.

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

16-17 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.

17-18 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 Ltd.

<http://aerospace-defence.com/news/simplified-technical-training-ste-new-autumn-dates-added/>.

...October

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.

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.

November

1-3

Introduction to Adobe RoboHelp

Course for beginners, teaches how to use RoboHelp to create online help in most

popular formats.

10% discount for ISTC members.

Armada, Reading.

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

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, Bromsgrove.

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

6-7

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.

8-9

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 Ltd.

<http://aerospace-defence.com/news/simplified-technical-training-ste-new-autumn-dates-added/>.

...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.

20-21 **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 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.

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/>.

...Cherryleaf

Writing skills for developers

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

Firehead

Learn FrameMaker 2017

<http://firehead.net/training/learn-framemaker-2015/>.

Learn adaptive content modelling

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

Creating mobile apps without coding

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

ESTON Training

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

www.estontrg.com/technicalcommercial-authorship/.

Events listings

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

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

October

3 Thames Valley Area Group Meeting

This meeting will summarise the presentations from TCUK 2017 for those who were unable to attend.

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

<https://www.eventbrite.co.uk/e/thames-valley-area-group-meeting-tickets-37996741276>.

10-12 Adobe DITA World 2017

More than 1,400 marketing and technical communication experts attended the first Adobe DITA World in 2016. For the second Adobe DITA World Online Conference we will offer a comprehensive program with the world's leading Technical Communication, Marketing, DITA®, Content Management and Translation Experts experts.

Online

<https://2017-adobe-dita-world.meetus.adobeevents.com/>.

13 Copywriting Conference 2017

The Copywriting Conference, hosted by The Professional Copywriters' Network, is a chance to revel in the world of words that work. This one-day conference offers something for everyone – whether you're in advertising, digital marketing, PR or communications.

The Crystal, Royal Victoria Docks, Siemens Brothers Way, London E16 1GB

www.copywritingconference.com.

...October

17 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 1).

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-37821424900?aff=erelexpmlt>.

17-18 Taxonomy Boot Camp London

Explore the growing use of taxonomies to drive data, content, information processes and more. Suitable for a first-timers, established information professionals, or seasoned taxonomists.

Olympia Conference Centre,
Hammersmith Road, London,
W18 8UX

www.taxonomybootcamp.com/London/2017/.

24-26 tcworld conference 2017

After the successful tcworld conference and tekomp fair with over 4500 international participants and fair visitors last year we look forward to seeing you at the tcworld conference 2017 and tekomp fair 2017.

International Congress Center (ICS),
Stuttgart, Germany

<http://conferences.tekom.de/tcworld17/tcworld17/>.

29 DITA-OT Day 2017

This is a full day conference dedicated to the DITA Open Toolkit project, DITA-OT which is the reference DITA implementation and the core of almost all DITA-based publishing solutions.

Radisson Blu Hotel Berlin Karl-Liebknecht-Str. 3, 10178 Berlin, Germany

https://www.oxygenxml.com/events/2017/dita-ot_day.html#location_berlin2017.

30-31 TAUS Annual Conference 2017

The TAUS (Translation Automation User Society) Annual Conference is the once a year event where industry insiders and newcomers meet to get the pulse of the translation industry and discuss strategies and opportunities for collaboration.

The Westin, 302 South Market Street, San Jose, CA 95113 USA

<https://www.taus.net/events/conferences/taus-annual-conference-2017>.

30-31 CMS/DITA Europe Conference

Join colleagues from around the world for two days of career-empowering knowledge, practices, networking, and practical solutions. Those new to content management and/or DITA will find guidance for starting their journey, while for experts, our program offers ways to continue pushing the boundaries.

Radisson Blu Hotel Berlin Karl-Liebknecht-Str. 3, 10178 Berlin, Germany

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

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.

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>.

28-30 **Information Development World 2017**

Theme: Preparing content for the coming artificial intelligence revolution.

Menlo Park, California, CA 94025, USA

<http://informationdevelopmentworld.com>.

Upcoming webinars

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October

2 **Topic-Based writing: future-proofing your content?**

A new twist on the typical web session, where you select the topics. The topic of this free webinar is Topic-Based writing:

- The basics
 - Content creation and management
 - The very near future
- Single-Sourcing Solutions

www.single-sourcing.com/events/topic-based-writing-tcdojo/?src=dojo.

5 **Content Leadership Forum: How to Be an Effective Tech Comm Intrapreneur**

Join, Scott Abel, The Content Wrangler, and technical communication management experts, Barry Saiff, CEO of Saiff Solutions, and Dave Wilks, Senior Technical Writer at Cloud Elements, for a free one-hour webinar to explore what it takes to communicate value to upper management effectively.

Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/271827>.

5 **Taking Snippets to the Next Level: Snippet Conditions and Variables**

In this webinar, join Paul Pehrson, Certified MadCap Flare Trainer & Consultant, to discover what snippet variables and conditions are, why they are useful, and how to use them effectively in your MadCap Flare project. Learn best practices for working with snippet

conditions and variables, including how to manage them in effectively in the project organizer.

MadCap Software

<https://www.madcapsoftware.com/demos/signup.aspx?id=1150577816320613512>.

10-12 **Adobe DITA World 2017 – The DITA Online Conference**

More than 1,400 marketing and technical communication experts from all over the world attended the first Adobe DITA World in 2016. From October 10–12, 2017, we're going to host the second Adobe DITA World Online Conference. We will offer a comprehensive program with the world's leading Technical Communication, Marketing, DITA®, Content Management and Translation Experts experts.

Adobe

<https://2017-adobe-dita-world.meetus.adobeevents.com/>.

...October

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| <p>17 Building Diverse Teams for Content Success
Join, Scott Abel, The Content Wrangler, and special guest, Andrew Lawless, for a free, one-hour webinar focused on helping content teams collaborate better regardless of their differences.
Scott Abel, The Content Wrangler
https://www.brighttalk.com/webcast/9273/274537.</p> <p>18 Integrated experiences – A win-win-win for marketers, technical communicators and content consumers
Based on real client issues and market-leading solutions, this webinar looks at how marketing and technical communicators can work together to deliver great experiences to a wide range of audiences.
Adobe
https://2017-10-18-integrated-experiences.meetus.adobeevents.com/.</p> | <p>19 Five Cascading Style Sheet Techniques That Every Technical Writer Should Know, Part 2
We all know how to style in word processors but too many writers seem reluctant to learn CSS techniques. In Part 2 of this webinar series, Mike Hamilton shares five more CSS techniques that will take your skills to a whole new level.
MadCap Software
https://www.madcapsoftware.com/demos/signup.aspx?id=1150577335072489034.</p> <p>24 The Role of Taxonomy in Delivering Tech Docs via Chatbots and Voice Interfaces
Join, Scott Abel, The Content Wrangler, and guests, information access expert, Seth Earley, Earley Information Sciences, and content delivery guru, Joe Gelb, Zoomin Software, for a discussion about the role taxonomy plays in helping organizations automate the process of content delivery and discovery.
Scott Abel, The Content Wrangler
https://www.brighttalk.com/webcast/9273/275029.</p> | <p>31 The Easy Formula: Continuous Improvement in Technical Communication
Join, Scott Abel, The Content Wrangler, and special guest, Patrick Bosek, co-founder of Jorsek LLC, for this free, one-hour webinar. Making things easier in TechComm is a combination of process, tools, and methodology. In this webinar, we'll discuss the way Jorsek LLC thinks about TechComm activities and our general approach to making them easier and more efficient.
Scott Abel, The Content Wrangler
https://www.brighttalk.com/webcast/9273/274999.</p> |
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