InfoPlus+

September 15

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

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

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ISTC news

Two more sponsors for TCUK

We're pleased to announce two further sponsors for TCUK 2015:

Technically Write IT Ltd (TWi) (Silver Sponsor)

TWi is an Irish company that delivers fully managed end-to-end documentation services, mainly to large hi-tech multinationals. Our clients choose us because they value quality and need a trusted partner who can scale up and down to meet their changing requirements. The TWi team consists of more than 50 writers, editors, and project managers who work on client deliverables such as technical guides, user manuals, online help, training material, e-learning, and white papers.

TWi, together with industry partners including IBM, EMC, VCE, and Tyco, is working with Cork Institute of Technology to create a new Masters-level programme in Information Design and Development. We are excited to meet with attendees at TCUK 2015 to validate our thoughts around course content and ensure that all key topics are covered, so that graduates are well equipped to meet the challenges of our evolving industry.

RWS Translations (Bronze Sponsor)

RWS Translations provides accurate and professional translations of any document, regardless of subject matter or language combination. We provide translation and interpreting services for a number of sectors; technical and manufacturing companies, pharmaceutical, leading law firms and financial institutions across a diverse range of subject areas – technical specifications, operating manuals, legal and insurance documents, medical dossiers, marketing materials and company reports to name a few. Our extensive panel of qualified translators speak over 200 languages and are experts in their chosen

++Stop Press++

Change of Keynote Speaker at TCUK 2015

We are very sorry to announce that Murray Cox is now unable to attend TCUK 2015.

His place as a keynote speaker will be filled by Neil Perlin. Neil is an internationally-known online content consultant, trainer, and columnist, and is certified in both Adobe RoboHelp and MadCap Flare. Neil's keynote presentation is on "Breaking Our Own Boundaries", looking at ways to break out of self-imposed boundaries – expand, extend, and avoid pigeonholes – to help us move in challenging, well-paying, and fun directions. Please see the TCUK website for other late-breaking changes to the conference programme.

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fields, so your source text is understood and industry-specific terminology is applied correctly in your finished translation. All of which is subject to stringent quality control procedures.

Using in-country translators ensures that translations are localized to the relevant market, and an independent linguistic review provides additional assurance of quality.

RWS is committed to providing a cost-effective service. Online tools are used for placing and tracking orders, performing in-country reviews and translation memory

software all streamline delivery. Please contact RWS Translations tls@rws.com to find out how RWS can help your business.

TCUK interviews: Adobe TCS – Diamond Sponsor Interview

Rohit Bansal, Product Marketing Manager, Adobe Tech Comm Products

Rohit is a Product Marketing Manager at Adobe Tech Comm. He manages various aspects of the worldwide GTM for the Technical

Rohit Bansal

Communication product segment including FrameMaker, RoboHelp, Acrobat, Captivate and Technical Communication Suite.

He is also an expert in Digital Marketing and Social Media. Rohit previously worked within FMCG and Publishing industries.

TCUK: Thank you for sponsoring TCUK 2015. Tell us why you are sponsoring the Technical Communication UK Conference.

RB: TCUK is the leading conference for technical communication professionals in UK. Adobe has been the primary sponsor of

the TCUK event for the last few years. And we are happy to continue our association with ISTC.

TCUK: Every year at TCUK we have presentations of general interest to technical communicators, and presentations related to a special focus topic. This year's special focus topic is Breaking the Boundaries of Technical Communication and we expect to have presentations on how technical communicators have gone beyond the normal confines of their jobs. Are there ways in which your company's products and services can help technical communicators 'break the boundaries' in their professional work?

RB: The technical communication landscape is evolving rapidly. The manner in which content is created, managed and distributed is changing even faster. The new 2015 release of Adobe Technical Communication products is in fact designed to help technical communicators deliver beyond the normal confines of their jobs.

With authoring and publishing support for RTL (right-to-left) languages, Arabic, Hebrew and Farsi, now in FrameMaker, authors can create content for a truly global audience.

Collaboration is also much better now, with smoother import of Word documents

into FrameMaker and a form-like, easy-to-fill, simplified XML authoring experience for casual authors and SMEs. The multi-channel, multi-device publishing capability is stronger than ever ensuring that content can be delivered across platforms and devices.

Increased focus on publishing for mobile devices including apps, will ensure that content is distributed widely and consumed easily. The new dynamic filtering feature will help the technical communicators to serve personalised content to their users and help them empower their users to find relevant content faster.

As a company we will keep developing products which are tailored to meet the changing needs of the technical communication professionals.

TCUK: From your experience of TCUK, what would you like to say to our members in order to encourage them to attend this year's conference?

RB: TCUK is one of the best conferences for technical communicators in the region. We have been sponsoring and attending TCUK year after year.

Anybody who wants to stay abreast with the current skills, latest industry trends and best practices in the technical communication field must attend this conference. It is a great place to connect with your customers as well.

TCUK: Every year, TCUK moves to a new location in the UK. This year TCUK 2015 is going to Glasgow, Scotland. What are you looking forward to the most at this year's conference?

RB: We are really looking forward to attend the conference in such a picturesque location and connect with even more customers and partners this year in Glasgow.

About Adobe TCS | Tech Comm Group

Adobe Technical Communication Group (TCS) delivers tools and services within the Print and Publishing Business Unit that aim to facilitate the end-to-end process of creating ground-breaking content – deploying it seamlessly across media and devices and achieving greater business success.

Learn more about Adobe Technical Communication Suite (2015 Release).

About Adobe

Adobe revolutionises how the world engages with ideas and information. Adobe's award-winning software and technologies have set the standard for communication and collaboration for more than 25 years – bringing vital and engaging experiences to people across media and to every screen in their lives, at work and at play.

Adobe's heritage is founded in digital content authoring and publishing. Adobe built the category and remains the gold standard. Learn more about Adobe.

TCUK interviews: SDL – Platinum Sponsor Interview

Andy Bromley, Director, Structured Content Technologies

Andy first became interested in the potential for content technologies when as a Law undergraduate (15 years ago) he built a website for Law students to share content and revision tips.

Andy Bromley

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Since then he has had the responsibility for content strategy and technology implementations at a number of leading content and content technology companies including Lexis Nexis, Oracle and now SDL.

TCUK: Thank you for sponsoring TCUK 2015. Tell us why SDL is sponsoring the Technical Communication UK Conference.

AB: Firstly let me say that it has been a great privilege for us to participate as a sponsor of TCUK over the last few years and we are honoured to have the chance to do so again this year. We always look forward to the chance to catch up with old friends, and of course make new ones at TCUK events.

One of the most important considerations for us in sponsoring the TCUK conference is that for a couple of days we are able to get out of the office and away from the whirlwind of our everyday responsibilities. To spend time with our fellow professionals dedicated to thinking and learning about technical communication. It is an opportunity for personal and professional growth that every year sends us back to our jobs with more inspiration, passion and knowledge of the subject that we care about.

TCUK provides a fantastic platform for this to happen and we wouldn't want to miss the chance to participate.

TCUK: Every year TCUK delivers focused presentations on a special topic. This year's special focus is 'Breaking the Boundaries in Technical Communication'. Can you give some examples of how SDL products and services help technical communicators to 'break the boundaries' in their professional work?

AB: I was especially excited about the topic of this years conference. Technical communication is on the verge of taking on a much higher profile and strategic role within every organisation and I think we – technical communication professionals – need to be on top of these things so that we can guide our organisations through the changes that they will need to make.

SDL has been tracking these trends for a number of years now and our products have been designed to support the dynamics of these changes throughout the documentation production process. We can give technical communicators tools that allow them to get on-board with the XML revolution and also a way to gradually show the rest of their organisations how to take advantage of the amazing work they are doing.

Specifically there are three key trends that I see driving the momentum that will break down the existing boundaries in technical communication:

- Firstly, there is a definite preference emerging from consumers for what I would call 'educational content' as opposed to 'persuasive content'. This means that technical and educational content will become the FIRST priority for every business.

- Secondly, our expectations as consumers for how easily we can access content has been set very high by companies such as Apple and Google. This means that if our organisations do not live up to the standards being set by these brands they will find it challenging to compete with companies that do.

- Lastly, the evolution of structured content standards and technologies, like DITA is making a compelling case for all content to be produced and managed in this way and when this happens I think the expertise Technical writers have already will become a highly prized asset within any business.

TCUK: Technology is constantly changing - what are your biggest challenges and opportunities?

AB: The rapid nature of technological progress is only part of the narrative we should engage with in relation to change. It's absolutely fundamental that we also consider how our strategy – and I mean specifically our content strategy – needs to evolve and then how that strategy will interrelate with and impact on changing technology.

Having a strategy makes it a lot easier to figure out how to deal with the challenges and how to take advantage of the opportunities. And that's what SDL has been doing now for several years.

Our structured content product family has evolved to first and foremost allow the implementation of a content strategy from one end of the content lifecycle to the other and only then to provide whatever the latest trending technological functionality may be.

TCUK: SDL is delivering a presentation at the vendor exhibition - what products, tools and innovations will you showcase at the exhibition?

AB: Many TCUK attendees will be familiar with our products by the LiveContent brand name.

About a year ago SDL completed a redesign and tighter integration of the LiveContent suite of products and we have renamed the new integrated version of the suite SDL Knowledge Center.

This new iteration of the product suite is more capable and advanced than ever before and will allow you to seamlessly implement a content strategy all the way from authoring through internal SME review and ultimately to put into place dynamic delivery and collaboration with customers.

We will be showcasing this new generation product at TCUK. Some of the areas where we have made great strides forward with our products, tools and innovations.

TCUK: TCUK 2015 is going to Glasgow, Scotland. What are you looking forward to at this year's conference?

AB: We are looking forward to getting the feedback from TCUK attendees on include: Content Optimisation and Collaboration; Rich Media; Rich Data; Mobile Delivery; Optimisation of Global content processes; Social content and last but by no means least Content Discovery.

About SDL

SDL has been innovating for more than 20 years. A leader in global customer experience - with a completely integrated cloud solution for content management, analytics, language and documentation, SDL solves the complexity of managing a brand's digital footprint as it grows across multiple languages, cultures, websites, devices and channels. Seventy-nine of the top 100 global companies work with SDL to help them create authentic, in-context customer experiences that drive demand and loyalty. Learn more about SDL.

SDL | Customer Experience Cloud

Experiences customers have with a brand impact how they will do business with you now, or in the future. SDL Customer Experience Cloud helps deliver a personalised experience to customers that shows you understand them at every point in their journey. SDL CXC can help turn customers into loyal and brand advocates with its solutions for Analytics, Social, eCommerce, Campaigns, Web, Documentation and Language. Learn more about SDL CXC.

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TECHNICAL COMMUNICATION UK 2015

ISTC

The UK's Leading Technical Communication Event

TCUK Conference
29 September - 1 October 2015
Beardmore Hotel and Conference Centre, Glasgow

The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), takes place this year at the Beardmore Hotel and Conference Centre, Clydebank, near Glasgow. Join us for three days of workshops, presentations, networking, and more!

This year's special focus theme is *Breaking the Boundaries of Technical Communication*. Find out more and see the provisional programme: **www.technicalcommunicationuk.com**

If your company is interested in being a sponsor or exhibiting at TCUK 2015 please contact the ISTC Office: email Elaine Cole **istc@istc.org.uk**

Book online today!
www.technicalcommunicationuk.com

TCUK Event Chair vacancy for 2016 onwards

The ISTC Council would welcome expressions of interest from any ISTC member who would be interested in taking on the volunteer role of TCUK Event Chair for TCUK 2016 onwards. This volunteer role would suit an experienced technical communicator with a broad knowledge of our industry. Ideally, the person taking on this role would have experience of attending both TCUK and other technical communication professional conferences as a delegate and as a speaker.

This volunteer role could be shared by two people who were able to work closely together. (We would expect the two people to apply jointly for the role.)

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Job Title	Technical Communication UK (TCUK) Event Chair
No. of vacancies	1 (this role may be shared by 2 people)
	This is a volunteer role; any directly related expenses will be reimbursed.
Job description	The TCUK Event Chair is responsible for coordinating all the activities associated with the ISTC's annual 3-day conference, TCUK. The Event Chair works with a large group of volunteer members, and with the experienced professional team at ASL, and is the ISTC Council budget holder for TCUK. It is recommended that the Event Chair takes responsibility for TCUK for 2 to 3 successive years.
	Individual responsibilities include: planning dates and venue city for TCUK; visiting proposed venues; setting and monitoring the TCUK budget; and representing the ISTC's interests on all matters of policy for TCUK. The Event Chair takes an active part in the conference itself, welcoming delegates, introducing keynote speakers, and being the Host for the Gala Dinner.
	Responsibilities shared with other members of the volunteer team include: selecting the special focus topic; drafting the call for presentation proposals; inviting keynote guest speakers; inviting other speakers from submitted proposals; determining the timetable for presentations and other activities; managing the TCUK website; managing administrative and marketing communications about TCUK; and preparing all types of event collateral (for example, the printed programme brochure).
When and how often?	The time commitment is between 2 and 6 hours per week, throughout the year.
Additional information	The TCUK Event Chair must be an experienced technical communicator, and a full corporate member of the ISTC (MISTC or FISTC). The TCUK Event Chair is a member of the ISTC Council, and may be co-opted to Council before standing for election at the next ISTC AGM.
	The outgoing TCUK Event Chair, David Farbey, will be supporting the new Event Chair with guidance and advice throughout their first year.
If you would like to find out more	Please contact Alison Peck (president@istc.org.uk) or David Farbey (education@istc.org.uk) if you would like to apply for this role or find out more information.

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Communicator wins APEX Award of Excellence

From Katherine Judge

For the sixth year running, the ISTC has won an award for its journal. Katherine Judge explains what it means to Communicator.

Katherine Judge FISTC is Commissioning Editor of Communicator

We are delighted to announce that for the sixth year running, Communicator has received an Award of Excellence in Class 9, 'Magazines, Journals & Tabloids – Print, over 32 pages' in the APEX 2015 awards. These annual awards are for publication excellence and are sponsored by Communications Concepts, Inc.

The Winter 2014 issue was entered in these awards and our objective for entering the competition was to gain recognition for the continued high standard of writing in Communicator.

The content and quality of the articles are high and the subject matter is varied.

Communicator

The award-winning quarterly journal from the ISTC.

Online

Print

Member

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

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

www.istc.org.uk

Thank you to everyone who contributes to Communicator as well as all our readers. In particular, I would like to give a special thanks to the regular contributors, copyeditors and proofreaders.

Communicator wins IoIC Award of Excellence

This year, Communicator Spring 2015 has won an IoIC (Institute of Internal Communication) Award of Excellence. Communicator is also shortlisted for the Membership publication award. The award winners in each section will be announced on 25 September 2015.

About APEX Awards

APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX Grand Awards honour the outstanding works in each main category, while APEX Awards of Excellence recognise exceptional entries in each of the individual categories.

www.apexawards.com.

http://apexawards.com/A2015_Win.List.pdf.

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> —*Marie-Eve Chartrand | Director Customer Success, Toon Boom Animation Inc.*

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ISTC local area and special interest groups

Interested in a Birmingham Area Group?

We are trying to establish if there is any interest in setting up a group in Birmingham with a view to a first meet up towards the end of the year. If you are interested in attending a meeting in Birmingham, please email Elaine Cole at the ISTC office: istc@istc.org.uk.

Southern England Area Group

Report from last meeting

From Claire Wood

The presentation by Marjorie Jones about source control exceeded expectations. Marjorie is well thought of for her abilities to transfer knowledge first gained as a software engineer and applying it to

Technical Communication. The preview of what she will present at the forthcoming TCUK15 conference was not only a very good introduction, but an excellent refresher for those who may not have touched on source control and tools for a while. I would recommend that everyone make time to see it, especially if you're having to implement or use a source control tool with your content. What stood out for a couple of us was Majorie's ability to explain complex concepts such as branching, with clarity. Her presentation could also lend well to further presentations/webinars and journal articles.

Details of next meeting

The next meeting takes place on Tuesday, 13 October from 19:00 to 22:00. It will be to share experiences of what happened at TCUK15 Glasgow and to discuss as a group what happens after you've finished a project and how you prepare for the next one. For example:

- Source Control best practises and Source Tool Policies – Does your company have a policy? Have you found that you have had to create one?

- Do you have to prepare files for another project? If so, what do you do?

- What happens after a Help File or PDF is published? What do you do next?

- Do you survey your customers, use an analytics tool or both?

The meeting venue is The Royal Oak Pub, Royal Oak Passage Winchester, Hampshire SO23 9AU GB (View Map).

To register your attendance, use the Eventbrite link: https://www.eventbrite.co.uk/e/istc-southern-area-group-meeting-winchester-tues-13-october-2015-tickets-18223277313.

The organiser for this event is Claire Wood. If you have any questions, please email: southernengland_areagroup@istc.org.uk.

South West Area Group

Last meeting report

From Eric Weston

A few people couldn't make the August meeting, but those of us who were present barely managed to get through all the ideas we had to share, so our two hours whizzed by!

The general topic for the evening was 'standards'. Style guides took most of the attention, but other highlights included developing documentation reference standards and style guides, with various examples being cited and discussed.

One member is working on Graphics standards for line illustrations for a large petroleum exploration company. The document is intended to help unify the approach of more than 150 authors and

some lessons might be shared in future.

I contributed on the subject of how to write effective safety notices, drawing from standards in semi-conductor manufacturing. Other subjects covered included letting go of old habits, the value of technical communication departments and content management and quality control.

Our next meeting

This will be on 9 September at The George Inn, Bristol from 7:30pm to 9:30pm. The general topic chosen for the next meeting is 'value'.

- How do we add value?
- How can we show that we add value, and what metrics can we use?
- How can we recognise what decision makers care about, and then how do we join our value to these things?
- What practical steps can we take to turn a technical publications department from a cost centre to a profit centre?

If you'd like to attend, please register via Eventbrite using the following link: https://www.eventbrite.co.uk/e/istc-sw-england-area-group-wednesday-9th-september-2015-tickets-18162324000.

The organiser for this event is Eric Weston (southwest_areagroup@istc.org.uk).

London Area Group meeting report

From David Farbey

We had seven people at the London Group meeting, out of the 10 who registered. We visited the very small but fascinating exhibition at the St Bride Institute and then sat in their bar chatting for quite a long time after!

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.

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Current ISTC local area groups

Contact your nearest area or special interest group on the email shown below. 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.

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Central South	Co-ordinator wanted	areagroupsmanager@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	David Farbey	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	Claire Wood	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
Yorkshire	Nick Tonge	yorkshire_areagroup@istc.org.uk
South West England	Eric Weston	southwest_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@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.

ISTC groups on LinkedIn

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

ISTC group: www.linkedin.com/groups/Institute-Scientific-Technical-Communicators-1858546/about.

This group has a number of sub groups for:

- ISTC NW Area Group www.linkedin.com/groups/ISTC-NW-Area-Group-2445779/about
- Southern Area Group www.linkedin.com/groups?gid=4795279
- Thames Valley Area Group www.linkedin.com/groups?gid=4805266
- ISTC Midlands Area Group www.linkedin.com/groups/ISTC-West-Midlands-Area-Group-4835591/about

- South Wales Group
  www.linkedin.com/groups?gid=5161265
- West of Scotland Area Group
  www.linkedin.com/groups?gid=5081412
- ISTC Oil and Gas
  www.linkedin.com/groups?gid=5023918
- South West England
  www.linkedin.com/grp/
  home?gid=8269000

There are other area groups which aren't sub groups of the ISTC one:

- Cambridge Technical Communicators
  www.linkedin.com/groups/Cambridge-
  Technical-Communicators-1805651/
  about
- Irish Technical Writers – An ISTC Area Group
  www.linkedin.com/groups/Irish-
  Technical-Writers-ISTC-Area-3369559/
  about
- MadCap UK and Europe Users Group
  www.linkedin.com/groups?gid=5081593

Industry and general news

GCSEs: More students need to choose Physics and Design and Technology

The publication of today's GCSE results in England, Wales and Northern Ireland reveals a decline in the number of young people studying Physics and Design and Technology, two of the crucial engineering gateway subjects.

Figures released by the Joint Council for Qualifications show decreases in entries to Physics (down 2.64 per cent to 133,610 candidates) and Design and Technology (down 4.14 per cent to 204,788 candidates). However, there was an increase in students studying ICT (up 15 per cent to 111,934 candidates) and Computing (up 111 per cent to 35,414 candidates). The results also showed increases in the number of students studying Maths (up 3 per cent to 761,230 candidates) and Science (up 5 per cent to 395,484 candidates).

Alison Carr, Institution of Engineering and Technology (IET) Director of Policy, said: 'This year's results show a welcome increase in students studying ICT and Computing but there has been a worrying decline in the number of young people opting for Physics and Design and Technology.

'We need to have more young people studying all of the engineering gateway subjects to ensure that they are not shutting the door on an exciting, creative career in engineering.

'There is huge demand for engineers so it is important that young people have the opportunity to continue their studies. The country needs more people studying science and engineering subjects and taking up apprenticeships.

'We are at risk of stifling economic growth if we do not encourage more students to study STEM subjects which are crucial to ensuring a healthy and balanced economy.'

Research from the IET shows that there is a growing need to change perceptions of what modern engineering is and what it can offer young people, particularly girls, in terms of a career. The key to doing this is by changing the perceptions of parents who are highly influential in their child's decision making processes and showing them that engineering doesn't have to be a messy, mechanical or physically demanding career choice.

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There is huge demand for engineers. The IET's most recent Skills & Demand in Industry Report showed that 59 per cent of companies indicated concerns that shortage of engineers would be a threat to their business.

For more information, visit www.theiet.org.

Blog news

By Ginny Critcher

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

Scott Abel on his Content Wrangler blog– has recorded an interview musing on the state of communication today.

http://thecontentwrangler.com/2015/07/23/interview-mediocre-content/.

10 things you might not know about the English language from Alex Hammond on the OxfordWords blog:

http://blog.oxforddictionaries.com/2015/08/ten-things-you-might-not-have-known-about-the-english-language/.

At Iconlogic William van Weelden describes RoboHelp's new feature -Dynamic filters:

http://iconlogic.blogs.com/weblog/2015/07/adobe-robohelp-2015-dynamic-filters.html.

Tom Johnson at I'd rather be writing investigates what qualities a technical writer needs to work at start-ups:

http://idratherbewriting.com/2015/08/12/qualities-technical-writers-need-at-startup-companies/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Writing%29.

Bill Swallow at Scriptorium talks us through structured authoring and breaking the WYSIWIG habit:

www.scriptorium.com/2015/07/structured-authoring-breaking-the-wysiwyg-habit/.

Jennie Ruby at Iconlogic examines whether Adobe Captivate or Adobe Presenter is best for you:

http://iconlogic.blogs.com/weblog/2015/07/adobe-captivate-or-adobe-presenter-which-one-is-right-for-you.html.

Sarah O'Keefe at Scriptorium looks at Design versus automation: a strategic approach to content:

www.scriptorium.com/2015/08/design-versus-automation-a-strategic-approach-to-content/.

On the Cherryleaf blog Ellis Pratt discusses at teachers and content management:

www.cherryleaf.com/blog/2015/07/teachers-need-content-management-systems-too/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+CherryleafTechnicalAuthorsBlog+%28Cherryleaf+Technical+Authors+Blog%29.

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).

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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/.

The MadWorld Technical Communication and Content Strategy Conference Returns to San Diego April 10-12, 2016

www.madworldconference.com/.

Upcoming Webinars

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

Flare 11 Reviews and Customer Reaction

www.madcapsoftware.com/flare11/reviews-testimonials.aspx.

September

2-4   Introduction to Adobe FrameMaker
Provides a thorough grounding in FrameMaker in unstructured (standard) mode, covering the essential techniques for generating high standard printed documents. Includes the generation multi-document books, table of contents, index and cross-references.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

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

3-4   Introduction to Adobe Captivate
Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members

Armada, Milton Keynes

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

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, Milton Keynes

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

15-16   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, Midlands

www.armada.co.uk/photoshop-training-course.

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17 **Trends in Technical Communication Course – Advanced Technical Writing Techniques**

This Cherryleaf course helps you discover the advanced new writing styles emerging in technical communication. Don't get left behind: past clients include technical communicators from Citrix, GE, IBM UK, Lloyds Banking Group, Sage plc, Schlumberger and Visa International. Some have travelled from Belgium, Germany, Israel and Norway.

Central London (close to South Kensington underground station).

Private, single company, courses are also available – delivered over the Web or at your premises.

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

17-18 **Introduction to Adobe Illustrator**

Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

www.armada.co.uk/illustrator-training-course.

24-25 **Introduction to Adobe Captivate**

Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members

Armada, Bromsgrove, Midlands

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

28-30 **Introduction to Adobe FrameMaker**

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Armada, Milton Keynes

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

October

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10% discount for ISTC members.

Armada, Milton Keynes.

www.armada.co.uk/photoshop-training-course.

...October

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Armada, Milton Keynes.

www.armada.co.uk/illustrator-training-course.

8-9   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, Midlands.

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

12-16   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, Midlands.

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

12-13   Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members

Armada, Milton Keynes.

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

22-23   Introduction to Adobe Captivate
Learn how to develop web enabled e-learning modules and interactive software simulations.

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Armada, Milton Keynes.

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

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26-28   Basic and Intermediate MadCap Flare
Teaches how to use Flare to create a working help project with media-rich content and full navigation features. You learn how to work efficiently and effectively with Flare, becoming familiar with features including variables, conditional text and multi-format publishing.

10% discount for ISTC members.

Armada, Milton Keynes.

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

26-27   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, Midlands.

www.armada.co.uk/photoshop-training-course.

28-29   Introduction to Adobe Illustrator
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10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armada.co.uk/illustrator-training-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. 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/2015-05/.

You can view previous events listings on the ISTC website's Newsletter archive at www.istc.org.uk/Publications/Newsletter/newsletter.htm.

September

1   Thames Valley Area Group
Meeting at a new venue: The Plowden Arms, Shiplake Cross, Henley on Thames, RG9 4BX. All are welcome and food is available for those who wish to eat. From 7:30pm until 9:30pm. Darren will be giving a sneak preview of his presentation to TCUK 2015 – *The Ten Downsides to DITA and How to Avoid Them.* To register, visit: https://www.eventbrite.co.uk/e/thames-valley-monthly-meeting-1st-september-2015-tickets-18257072395. Darren Mitcham is the organiser (thamesvalley_areagroup@istc.org.uk).

5-7   SfEP/SI 1st joint conference and AGMs
The Society for Editors and Proofreaders and Society of Indexers first joint conference and annual general meetings.

Derwent College, University of York

http://sfep.org.uk/pub/confs/conf15/conf2015_advance.asp.

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...September

9   South West Area Group
This will be at The George Inn, Bristol from 7:30pm to 9:30pm. The general topic chosen for the next meeting is 'value'. If you'd like to attend, please register via Eventbrite using the following link: https://www.eventbrite.co.uk/e/istc-sw-england-area-group-wednesday-9th-september-2015-tickets-18162324000.

17-20   International plain language conference
10th Plain Language Association International conference, hosted by PLAIN (the Plain Language Association InterNational) and NALA (the National Adult Literacy Agency in Ireland).

Dublin Castle in Dublin, Ireland

www.plain2015.ie.

24 - 26   EuroIA 2015
Information Architecture and User Experience conference. This year, the theme is "The Quality of IA".

Madrid, Spain

www.euroia.org/.

29 - 1   TCUK 2015
TCUK is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. With over 30 different presentations and workshops from both world renowned speakers and the ISTC's own members, it offers three days of intensive learning, with social activities for networking and an impressive vendor exhibition. This year's special focus is "Breaking the Boundaries of Technical Communication".

Glasgow, Scotland

www.technicalcommunicationuk.com/

30 - 2   Information Development World
Helps organizations rethink the way they create, manage, and deliver content experiences. For content strategists, content marketers, information architects, community managers, experience designers, data scientists, translators, taxonomists, usability pros, content engineers, technical writers, medical writers, editors, indexers, videographers, storytellers, and more.

San Jose, California, USA

https://www.etouches.com/ehome/113382.

October

7 – 9   soap!
Learn, share knowledge, and be part of the Central European technical communication community at the third annual technical writing conference organised by soap!

Krakow, Poland

http://soapconf.com/

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13   **Southern England Area Group**
The next meeting takes place 19:00 to 22:00 at The Royal Oak Pub, Royal Oak Passage Winchester, Hampshire SO23 9AU GB. It will be to share experiences of what happened at TCUK15 Glasgow and to discuss as a group what happens after you've finished a project and how you prepare for the next one. To register your attendance, use the Eventbrite link: https://www.eventbrite.co.uk/e/istc-southern-area-group-meeting-winchester-tues-13-october-2015-tickets-18223277313.

18 – 21 The LavaCon Conference
Conference for content strategists, documentation managers, and other content professionals.

New Orleans, Louisiana, USA

http://lavacon.org/2015/

November

16-17   Content Management Strategies/ DITA Europe Conference
CMS/DITA Europe first introduced the international DITA standard, 11 years ago, to the European community of information developers. DITA Europe brings together managers, information developers, technology specialists, and tools vendors to exchange their hard-won knowledge and experience.

For additional conference information: https://ditaeurope.infomanagementcenter.com.

InfoPlus+ **submission deadlines**
If you have an article or other content you want to submit for inclusion in *InfoPlus+*, please note the following:
For feature articles, press releases, affiliate news and other general content, please ensure your submission arrives by 20th of the month prior to publication. For example, in the case of a June publication, copy should arrive by 20 May.
For ISTC news or event details, please ensure your submission arrives by 24th of the month prior to publication. For example, in the case of a June publication, news should arrive by 24th May. Every effort is made to ensure that *InfoPlus+* is published and distributed as early as possible in the month to which it relates. However, last-minute entries, adverts or cancellations can result in an issue being distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information; especially if it concerns an event occurring in the first few days of the month.

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