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InfoPlus⁺

September 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.

ISTC Office: Airport House,
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Email: istc@istc.org.uk

Web: www.istc.org.uk

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
Letters: Letters Editor
Events: Events Editor
Blogs: Blogs Editor

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

ISTC news

TCUK 2017: Programme of Speakers

We still have spaces available for the TCUK 2017 conference! Book your place now to make sure you don't miss out in participating at various workshops, have the chance to listen to numerous interesting and informative presentations, the opportunity to visit the exhibition area showcasing the latest technologies that can support technical communication and to network with other delegates in your industry. Click here (http://technicalcommunicationuk.com/?page_id=5152) for the booking form.

Still not convinced about TCUK?

If you still need to convince your boss to let you attend TCUK 2017, try presenting them with some justifications here: <http://technicalcommunicationuk.com/?p=3803>.



Conference planner

There are so many presentations to choose from at TCUK 2017! Use the conference planner to help plan your experience: http://technicalcommunicationuk.com/?page_id=6837.

Sponsorship opportunities

We are delighted to announce our latest sponsor – **ARM Ltd** (<http://technicalcommunicationuk.com/?p=7575>). We look forward to welcoming them and all our other sponsors to the conference this year: [Adobe Technical Communication](#), [SCHEMA Group](#), [Imprimatur Ltd](#), [MadCap Software](#), [3di](#), [kothes GmbH](#), [TWi](#), and [OnTarget Communications](#). You can find out more about existing sponsors by visiting: http://technicalcommunicationuk.com/?page_id=5550.

There are a whole host of opportunities and benefits for sponsoring the leading technical communication conference. If your organisation would like to join us as a sponsor, download the information pack available at: http://technicalcommunicationuk.com/?page_id=6889.

Contact the ISTC office to reserve your place.



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The UK's Leading Technical Communication Event



TCUK Conference
26th – 28th September 2017

Crowne Plaza Hotel, Nottingham



The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), will take place at the Crowne Plaza Hotel in Nottingham this year. Make sure you save the date.

Crowne Plaza Nottingham hotel offers modern rooms in buzzing central Nottingham, close to the city's main shopping and entertainment districts. See our website for further information - www.technicalcommunicationuk.com

Contact the ISTC office if your company is interested in being a sponsor or exhibiting at TCUK 2017 – email Claire Kelly at claire.kelly@admin.co.uk.

www.technicalcommunicationuk.com

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 August Thames Valley ISTC local pub meeting, we discussed HTML cascading style sheets (CSS). It was an informal informative discussion with everyone taking part and either asking questions or providing answers.

Thames Valley Area Group next meeting

The next meeting will be on Tuesday 5th September at the Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP and we will be looking into learning management systems (LMS).

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-37057151939>.

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email: info@cliffordsells.com

East of Scotland Area Group

From Holli Hamilton

We are in the process of restarting the East of Scotland Area Group. The group is currently only online, while are recruiting and generating interest. However, we hope to start organizing meetings from next month. Our details are:

Email Address:

eastscotland_areagroup@istc.org.uk.

Area Group Leader: Holli Hamilton.

Linked In group:

<https://www.linkedin.com/groups/13536907>.

Watch this space for more information next month!

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

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	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?



■ 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

Cherryleaf 2017 European technical communicators survey results – UK salaries

This information originally appeared on the Cherryleaf website.

Here are some more findings from our recent survey of European technical communicators. These relate to UK salaries. Most of the people who responded to our survey were based in the UK, so we are able to look at these in more detail than other countries.



UK salaries

We asked people to describe their seniority levels: Junior, Line staff/Standard, Senior/Team Lead, and Manager. These are often a key factor in the salary someone earns.

Level	Salary (Mean)
Junior	£32,000
Line staff/Standard	£37,826
Senior/Team Lead	£50,982
Documentation Manager	£49,620

Excluding managers, the mean was £45,338.

For more information on the 2017 European technical communicators salary survey results, listen to the [Cherryleaf Podcast](#).

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.

MadWorld 2018: Early Registration Now Open

Register by September 30 and save up to \$900.

The MadWorld 2018 early registration discount is your chance to take advantage of the biggest savings of the year. The conference returns June 3-6, 2018 to the Hotel del Coronado, San Diego's legendary beachfront resort overlooking the Pacific.

For more information, see [here](#).



Industry and general news

Bitesize STE – Essentials 3: Nouns

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 nouns.

What is a noun?

STE defines a noun as:

“noun (n): A word that is the name of a person, place, object, idea, quality, or activity.” (2-0-4, ASD-STE100, 2017)

Nouns are an important part of English

grammar, mainly because they form the subject of the sentence and there are many rules that relate to nouns only.

There are different types of nouns, for example:

countable nouns

a chair / chairs

uncountable nouns

water

concrete nouns

a chair / chairs, water

abstract nouns

a promise / promises, honesty

common nouns

a chair / chairs, water, a promise / promises, honesty

proper nouns (names)

Elizabeth, France

Nouns in STE – what you need to know

1. A word that is a noun, may also be a verb or adjective. ‘Damage’ is both a noun and a verb. ‘Door’ is both noun and adjective. On its own, ‘door’ is clearly a noun. But if I write ‘door handle’, ‘door’ is behaving as an adjective because it is describing what sort of handle I am talking about.

These pairings are common in English. Sometimes in technical writing, several nouns are put together to describe a main noun: ‘computer network server’. STE calls this a noun cluster (section 2). All the individual words in this noun cluster are nouns. The main noun is ‘server’ while the nouns ‘computer’ and ‘network’ are adjectives because they describe which server we are discussing.

STE limits noun clusters because they can confuse readers. You need to be able to identify whether words are nouns, verbs or adjectives to correctly apply the rules on noun clusters, as well as to be able to correctly use the words in the dictionary.

2. In technical writing there will be hundreds of different names for parts and processes which STE can’t possibly include in the dictionary. To solve this, section 1 contains the rules on which words you can use, including the categories you can use to approve a word as a technical name. As with technical verbs, if you can put the technical name in to an appropriate category, you can use the word as a technical name. For example, category 1 is ‘names in the official parts

information’. Again, you need to know if the word that you want to use is a noun to use these categories.

3. A noun tells you what the sentence is about. In STE it is especially important that sentences are written clearly so that a user can understand the instruction or descriptive text. Descriptive writing can be particularly complex to follow and so in section 6, STE gives rules to help you to structure descriptive sentences in a logical way. The STE rules use keywords to help the user follow the logic of what you are explaining. These keywords are nouns.
4. You need to be able to identify a noun correctly so that you can use related parts of speech correctly, such as articles, pronouns and adjectives.

This article summarises some of the main reasons why you need to be able to identify and correctly use nouns. We’ll explore the related parts of speech in the next article.

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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The top ten things Nottingham has given the world

As this year's TCUK is on in Nottingham, I decided to do some research to find out what Nottingham is known for. During my googling, I came across the below article written by [Alex Britton for The Nottingham Post](#). I had such fun investigating each item below, I even added my own notes!



10. The Video Cassette Recorder

Nowadays it's pretty easy to record your favourite TV shows, but the technology is less than 50 years old. The first VCR was invented in Nottingham, and was called the Telcan or 'television in a can', cost £60 and

could record 20 minutes in black and white.

Editor's note: It was the first home VCR that was invented in Nottingham. Ampex invented the first professional VCR, the Ampex VRX-1000, in 1956. [Described as requiring "a good deal of skill to construct"](#), it makes me think about the difficulties that arose when it came to documenting the Telcan!

9. HP Sauce

The debate about red or brown sauce on a bacon sandwich might not exist if it weren't for shopkeeper Frederick Gibson Garton. He came up with the recipe for the famous sauce in his grocery shop in New Basford.

Editor's note: Frederick Gibson Garton registered the name "HP Sauce" in 1895, [claiming that a restaurant in the Houses of Parliament was serving the sauce](#). This is also why the label on bottles of HP Sauce have a picture of the Houses of Parliament.

8. Tarmac

Hardly the most fascinating thing on the list, but perhaps the most widely used. Notts county surveyor Edgar Hooley was passing a tarworks in 1901 when he noticed a barrel of tar had been spilled and, to reduce the mess, someone had dumped gravel on it. A year later he patented the process and

the first road to be tarmaced was in West Bridgford.

Editor's note: John MacAdam reinvented the Roman style of road building 200 years ago. Then in 1901 Hooley invented putting tar on as the top surface to bind it together. The first tarmac road was Radcliffe Road by Trent Bridge Cricket Ground.

7. Traffic lights

It's pretty hard to imagine a time without traffic lights, but after seeing thousands killed on the roads in 1866, Nottingham High School pupil John Peake Knight set about trying to solve the problem. The system has a revolving gas-powered lantern with a red and a green light with the first one placed near the House of Commons in London.

Editor's note: Today there is a memorial plaque to John Peake Knight's invention at 12 Bridge Street, Westminster, the corner building close to where the original traffic lights were erected.

6. Goose Fair

Every October, the Forest Rec is taken over with rides and food stands for Goose Fair. With thousands flocking from across the country and further afield, it's easily one of the finest things Nottingham has to offer. The rest of the world, you're welcome.

5. MRI

A University of Nottingham professor revolutionised medicine. The first MRI machine was only big enough to fit a finger in, but they grew in size and popularity and are now widely used by doctors looking at brain tumours, Parkinson's and strokes.

4. Torvill and Dean

Twenty-four million people watched that moment when Torvill and Dean cemented their position in history with a flawless routine to Ravel's Bolero. Their perfect 6.0s puts them at number four in our list.

3. Paul Smith

It all could have been so different. Paul Smith left school at 14 with the aim of becoming a professional cyclist, but after a nasty accident, he then picked up a career in fashion. Years later, he is now one of the most famous names in fashion.

2. Ibuprofen

A cure for all sorts of aches and pains, it's clear why ibuprofen is seen as a wonder drug. And it was made right here in Nottingham by Dr Stewart Adams. He even admitted in 2007 that he tested his creation out on a hangover and millions have found out it works since.

Editor's note: [According to the BBC](#), Dr Stewart Adams knew he had found a potential new painkiller when it cured his hangover ahead of an important speech.

1. Raleigh bikes

If there is one brand that is Nottingham to a T, it has to be Raleigh. Thousands were employed at the factories in Triumph Road, immortalised in Alan Sillitoe's Saturday Night and Sunday Morning. Thousands more have had the pleasure of riding round on a Chopper, Max or any of the other bikes it put out. The last bike with 'Made in Nottingham' on the frame rolled off the production line in 2002, but a design and distribution centre still exists in Eastwood.

Additional:

In addition to the above, Nottingham has given us Thomas Hawksley, who was instrumental in helping to provide a water supply to 100s of towns and cities both across the UK and abroad during the 19th century. It has also given us Players cigarettes, Brian Clough, Notts county (Oldest football league club), and Robin Hood.

Blog news

By Ginny Critcher

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

A few people have been looking at why Stack Overflow's Documentation effort failed:

Tom Johnson

Why Stack Overflow's Documentation effort failed -- a few thoughts from a technical writer's perspective

<http://idratherbewriting.com/2017/08/05/why-stack-overflow-documentation-effort-failed/>.

Beth Aitman

Thoughts on Stack Overflow's Documentation beta

<https://medium.com/@beth.aitman/thoughts-on-stack-overflows-documentation-beta-f5a8b7f10c8>.

A team from Google last year met with language experts in 11 countries to learn how to improve Help Center articles in English so they read better in translation.

They discovered the most-cited cause of confusing translations wasn't even on their radar.

Our biggest translation problem has been hiding this whole time

<https://www.linkedin.com/pulse/our-biggest-translation-problem-has-been-hiding-whole-jon-ann-lindsey>.

Cherryleaf has published its findings from its European technical communicators survey.

Cherryleaf 2017 European technical communicators survey results – Part 1

<https://www.cherryleaf.com/blog/2017/08/cherryleaf-2017-european-technical-communicators-survey-results-part-1/>.

Cherryleaf 2017 European technical communicators survey results – Part 2 UK Salaries

<https://www.cherryleaf.com/blog/2017/08/cherryleaf-2017-european-technical-communicators-survey-results-part-2-uk-salaries/>.

Cherryleaf 2017 European technical communicators survey results – Part 3 Other Salaries

<https://www.cherryleaf.com/blog/2017/08/cherryleaf-2017-european-technical-communicators-survey-results-part-3-salaries/>.

Bob Watson explores some ideas on how technical communication can update its value proposition.

Measuring the value of technical writing

<http://docsbydesign.com/category/technical-writing/measuring-value/>.

Thomas Schranz argues developers should delete the backlog & move those ideas to documentation.

The Scrum Backlog is where Features go to die

<https://medium.com/product-love/the-scrum-backlog-is-where-features-go-to-die-b1336ff707aa>.

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.

September

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, Bromsgrove.

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

14-16 DITA authoring with oXygen Author

Comprehensive overview of how DITA works, its benefits, and the considerations and decisions that support a successful DITA implementation. A course which offers both experienced and novice DITA authors everything they need to work with the oXygen Author XML authoring tool.

Mekon, Sutton, London

<http://mekon.com/consulting-and-training/training/dita-authoring-oxygen-xml-author-training/>.

18-19 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.

21-22 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.

21-22 Introduction to Adobe InDesign

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

10% discount for ISTC members.

Armada, Milton Keynes.

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

25-26 Introduction to Adobe InDesign

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

...September

25-29 **Technical Authoring Training Programme**



ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members.

Armada, Reading.

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

3-4

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/>.

4-5

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, Milton Keynes.

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

5-6

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.

14

Content Strategy 2 Day Intensive

The curriculum prepares participants for contributing on digital projects, whether private or public sector, and in digital agency settings. It gives you a content strategy framework built on user-centred design principles.

Scroll Training, London

<https://www.eventbrite.co.uk/e/content-strategy-2-day-intensive-tickets-34513965199>.

October

2-3 **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.

...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.

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>.

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/



September

4-7

DocEng 2017

The 17th ACM Symposium on Document Engineering (DocEng 2017) seeks original research papers that focus on the design, implementation, development, management, use and evaluation of advanced systems where document and document collections play a key role.

University of Malta, Valletta, Malta

<https://doceng.org/newsite/doceng2017>.

5

Thames Valley Area Group Meeting

At the September meeting of the Thames Valley group, we will be looking into learning management systems (LMS).

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-37057151939>.

7-8

Tech Comm Con

2 Days of Tech Comm Intensity for Practitioners, Academics, and Students. The Tech Comm Conference is being held in partnership with the Writing Studies department at the U. of Washington Tacoma.

Holiday Inn Express & Suites Tacoma Downtown, 2102 S C St, Tacoma, WA 98402 USA

<http://conference.writersua.com/techcomm/>.

10-12

Write the Docs Prague

Write the Docs brings everyone who writes the docs together in the same room: Programmers, Tech Writers, Support, and Developer Advocates. We all have things to learn from each other, and there's no better way than sitting together and talking.

Auto Klub, Opletalova 1337/29, Prague 1

www.writethedocs.org/conf/eu/2017/.

...September

11-13 **Best Practices conference**

The CIDM Best Practices conference is the premier annual conference for managers of information development, whether it be for user and product support, or training.

Hilton Burlington, 60 Battery Street, Burlington, VT, USA

<https://bp.infomanagementcenter.com/2017-conference/>.

12-13 **NORDIC TechKomm 2017**

The topic focus of NORDIC TechKomm 2017 is on UX – User Experience.

Scandic Sydhavnen, Sydhavns Plads 15, 2450 Copenhagen

<http://nordic-techkomm.com/>.

16-18 **SfEP AGM and 28th annual conference**

This conference is an excellent opportunity to develop your professional knowledge, find out about developments in the

publishing industry, and network and socialise with like-minded colleagues. The theme of the 2017 conference is Context is key: Why the answer to most questions is ‘It depends’.

Wyboston Lakes Executive Centre, Great N Rd, Wyboston, Bedford MK44 3AL

<https://www.sfep.org.uk/networking/conferences>.

21-23 **PLAIN 2017**

The theme is “Improving Customer Relationships”. The conference provides an excellent opportunity for plain language professionals to share knowledge with those from fields such as information design, technical writing and usability.

RESOWI Zentrum, Universitätsstraße 15, Graz, 8010 Austria

<http://cats.host/plain2017/cms/index.php/en/>.

22-24 **ScotsWrite 2017**

Whether you’re a published or emerging writer, of fiction or non-fiction, a translator, children’s author, poet or writer for the media, ScotsWrite offers talks and workshops from experts in a variety of areas.

Westerwood Hotel, 1 St Andrews Dr, Glasgow, G68 0EW

www.societyofauthors.org/events/scotswrite.

26-28 **TCUK 2017**

TCUK is the ISTC’s annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. This year’s theme: “Staying on topic”: on modular content creation.

Crowne Plaza Nottingham, Wollaton Street, Nottingham, NG1 5RH

<http://technicalcommunicationuk.com/>.

...September

28-30 EuroIA 2017

The EuroIA Summit is the leading Information Architecture (IA) and User Experience (UX) conference for Europe. For EuroIA 2017 we chose the theme of “Adaptation and designing for change”.

Elite Hotel Marina Tower,
Saltsjöqvarns kaj 25, Stockholm,
131 71 Nacka, Sweden

www.euroia.org.

October

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.

17-18

Taxonomy Boot Camp London

Explore and debate the growing use of taxonomies to drive data, content, information processes and more. Whether you're a first-timer, an established information professional, or a seasoned taxonomist, there's something here for you.

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.

...October

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://dita-europe.infomanagementcenter.com/>.

November

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>.

Upcoming webinars

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

September

13 **Elevating Intelligent Content to the Next Level**

Join, Scott Abel, The Content Wrangler, and his special guests Michael Priestley, one of the original architects of the DITA standard, and Rob Hanna from Precision Content, for a free one-hour online discussion designed to help you decide whether you should consider adopting DITA or Lightweight DITA.

Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/274353>.

14 **Creating Machine-Friendly Content in WordPress: Making Web Content Accessible**

Join, Scott Abel, The Content Wrangler, and his guest Andrea Volpini, CEO and co-founder of WordLift, for this free, one-hour webinar on how to quickly make your Wordpress web content more capable.

Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/271265>.

14 **Reimagining mobile content design using Fluid Boxes in Adobe Captivate 2017**

During the course of this webinar by Bhim Kaul, Product Evangelist, Adobe, you shall

- Understand what Fluid Boxes are
- Learn how to customize them
- Know how easy it is to create mobile learning content.

Adobe
<https://elgwebinar09142017.meetus.adobeevents.com/>.

19 **Five Cascading Style Sheet Techniques That Every Technical Writer Should Know, Part 1**

We all know how to style in word processors but too many writers seem reluctant to learn CSS techniques. In this webinar, Mike Hamilton shares five easily mastered CSS techniques to help and build confidence in writers at any skill level.

MadCap Software
<https://www.madcapsoftware.com/demos/signup.aspx?id=1150239572480061301>.

19 **Managing Information Overload with a Pragmatic Global Content Strategy**

Join, Scott Abel, The Content Wrangler, and special guest, senior analyst Rebecca Ray of Common Sense Advisory, as we discuss how to develop and use marketing personas, customer journey maps, categorization, and content tiering as the building blocks for a pragmatic global content strategy. Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/272247>.

...September

19 [Google Case Study] Optimizing Content for Improved Translation Effectiveness

Join, Scott Abel, The Content Wrangler, and special guests, content strategy manager, Jon Ann Lindsey (Google) and global content strategy expert, Val Swisher (Content Rules), for a lively discussion about the importance of getting feedback before you make decisions about how you'll translate and localize content.

Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/272259>.

26 Create your first eLearning course in Adobe Captivate 2017

In this session learn to create your first eLearning course from the ground up. Understand the concept of storyboarding and wire framing in elearning design.

Adobe
<https://atdwebinar09262017.meetus.adobeevents.com/>.

26

System Without a Strategy? Diagnosing Content Management Problems

Join, Scott Abel, The Content Wrangler, for this free, one-hour webinar along with special guest, Regina Preciado, a content strategy consultant who helps companies transform how they organize, manage, and leverage content.

Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/254769>.

28

Structured Docs + Taxonomy: Finding New Answers in Your Content

Join, Scott Abel, The Content Wrangler, and guests, Joe Pairman of Mekon, and Andreas Blumauer, managing partner of the Semantic Web Company for this free webinar. Joe and Andreas will guide you on a journey that will show you how taxonomy helps us build meaningful connections so that readers can understand the big picture.

Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/266531>.

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.

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