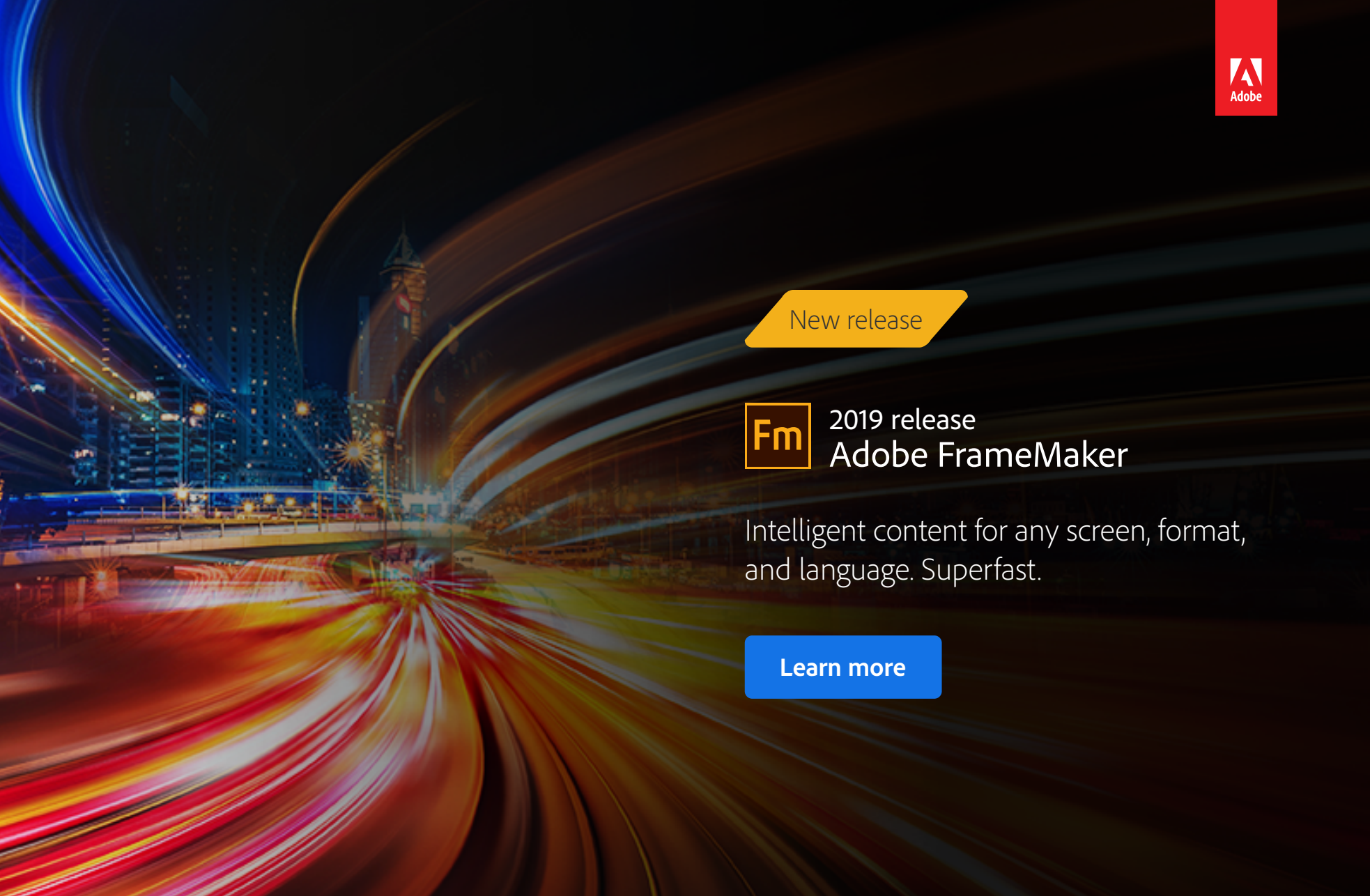
Adobe
New release
Fm
2019 release
Adobe FrameMaker
Intelligent content for any screen, format, and language. Superfast.
Learn more

InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

September 2018

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The ISTC is the largest UK body representing scientific and technical communicators. If you are involved in technical writing, technical illustration, or communicating technical information in other ways, it's the professional association that can support your career. Interested in membership? Find out more here.

This free newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus* contains listings and articles of general interest to the profession. Subscribe here.

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Web: www.istc.org.uk

Welcome to the September edition of *InfoPlus*.

Do you still get that back-to-school feeling? As well as nostalgia, September often brings a sense of excitement with it. New plans, fresh ideas and renewed routines can make it feel like new year, perhaps even more so than January. We certainly have plenty of news to convey this month, from newly released podcasts to a brand-new editor. And as it is customary to update your uniform at this time of year, we have subtly refreshed our look too.

ISTC news

It's almost time for TCUK 2018

By Derek Cooper

Although as I write this TCUK 2018 is only a few weeks away, there is still time for you to reserve your place as a conference delegate if you haven't already done so, or to discuss sponsorship options with us.

Be there to join the ISTC's 70th anniversary celebrations, and the 50th anniversary of the first publication of our award-winning magazine, *Communicator*.

For the first time, we've invited poster submissions from conference attendees, and they will be on display for the duration of the conference. You'll have an opportunity to meet and discuss posters with their designers, and to ask questions about their chosen subjects. Prizes are available for the posters judged by the Programme Committee to be the best and the funniest. The Programme Committee members have done us proud this year and have chosen a truly exceptional range of workshops and presentations to experience and enjoy. I'm confident you'll find much of interest and relevance, and will take advantage of the

About TCUK

Technical Communication UK (TCUK) is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information.

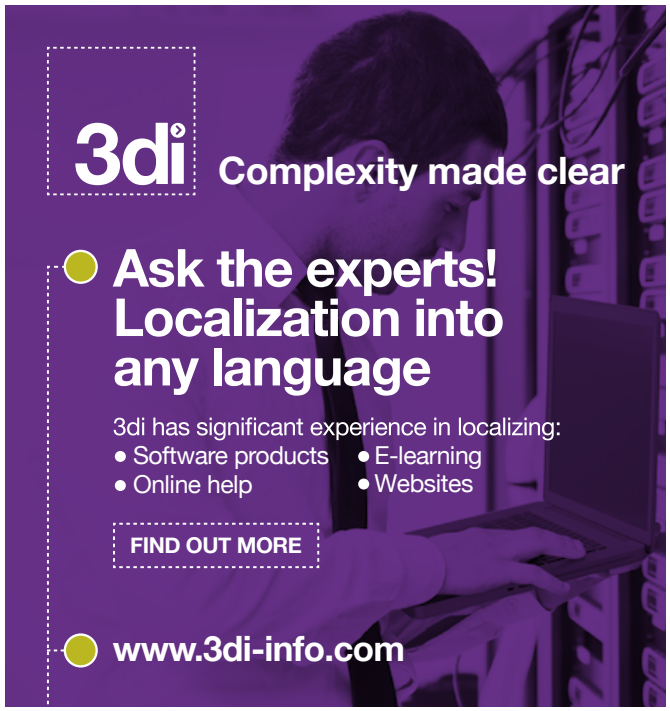
With over 30 different presentations and workshops from both world-renowned speakers and the ISTC's own members, it offers three days of intensive learning, with social activities for networking and an impressive vendor exhibition.

Important update:

To book a place at the conference that includes a room for Tuesday and Wednesday night, please contact the office directly on +44 (0) 20 8253 4506 or email Claire Kelly – claire.kelly@admin.co.uk.

many opportunities to meet and share ideas and experiences with colleagues from all branches of our profession, and to renew old friendships and make new ones while doing so.

Please join us for TCUK 2018 at the De Vere Staverton Estate hotel in Daventry from 25 to 27 September. Visit http://technicalcommunicationuk.com *for information, delegate booking forms and sponsorship opportunities.*



New edition of ISTC podcast

Derek Cooper is a talented and busy man. As well as organising TCUK he is also the ISTC's podcast host. A new edition has recently been released, and it's well worth listening to.

We hear how Darren Mitcham, the popular leader of the Thames Valley Area Group who recently joined the ISTC Council to look after the Institute's community operations, is settling in to his new role. There's also a conversation with Helen Harbord, an ISTC Fellow. Helen shares the story of how she discovered technical communication as a career path and has since developed a deep passion for its many facets. It might be a cliché, but her enthusiasm really is infectious.

You can tune in to the podcast via iTunes or Podbean, or simply press play below.

50 years of *Communicator*

This autumn, *Communicator* is celebrating its 50th birthday. What an amazing achievement!

The first issue was published in October 1968 and the 210th issue is published in September 2018.

Communicator is celebrating with a special supplement on 50 years of changes. In the supplement you can read about the history of word processing, online help, job titles, technical illustration, memories of technical communicators and more.

Don't forget to join us for the celebrations at TCUK on Wednesday 26 September 2018.

Communicator Autumn 2018 out on 7 September 2018.

A change of editor

Due to increasing demands from her day job, Louise Fahey has decided to stand down from the newsletter editor role. I'm sure you will join me in thanking Louise for looking after *InfoPlus* so well over the last 2.5 years. Apparently, she worked on *InfoPlus* from many locations around the world (including mountain tops), so could be described as our global correspondent as well as our editor. It will be hard to fill your shoes (and ski boots), Louise, and I wish you the best for the future.

So, who is writing this? I'm Lisa Topping, and I'll introduce myself briefly.

I started life as a baby, and then became a small child. I don't recall much about that, but I do remember getting a good Biological Sciences degree, and then spending almost 15 years in the pharmaceutical industry where I cut my teeth on creating clear and accurate copy (think software user manuals, clinical trial protocols and procedural documents). Subsequently, I surprised everyone – including myself – and qualified as a tai chi and mindfulness teacher, in addition to supporting the management of a Community Interest Company which promotes sustainable living. In all these varied positions I have naturally gravitated towards roles which act as a central hub for sharing information, help groups to interact successfully and grow, and which provide me with opportunities to create and edit copy in a variety of formats (from the truly technical to marketing materials).

Three years ago, the ISTC provided a welcome signpost to the fact that my love of wordsmithing is actually a recognised profession (and not just something I always end up doing in an organisation because nobody else likes that sort of thing). I feel genuinely proud to call myself a technical author now and am enjoying freelance life. Without the ISTC, I wouldn't have made this move and I'm looking forward to supporting the Institute as their (your) newsletter editor.

Let's communicate

InfoPlus is produced for the benefit of both ISTC members and technical communicators in the wider community. It has been a popular ISTC publication for many years, and I want to ensure it remains so. Suggestions regarding changes to the content and ideas for new features are always welcome. Similarly, if you would like to submit an article I would love to hear from you. Email me at any time: newsletter.editor@istc.org.uk.

Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise editorial control over the information you may find at these locations so cannot be responsible for changes to content. The ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

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Communicator

The award-winning quarterly journal from the ISTC.

Celebrating 50 Years

www.istc.org.uk
Subscribe today!

ISTC local area and special interest groups

The ISTC groups offer an opportunity for technical communicators to network and share knowledge and expertise. They are open to everyone (you don't need to be an ISTC member) and are free to attend. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Joining a group is an excellent way to meet like-minded people in your area and get to know fellow specialists.

Latest news

East of Scotland Area Group

The group met up in Edinburgh on Thursday 26 July for an informal chat and welcomed two first time attendees. We discussed various topics but mostly centred around our authoring tools. Afterwards, the group retired to the pub for a drink and to discuss our authoring tools using harsher language.

Next meeting

The next Edinburgh meetup is scheduled for Thursday 25 October when we plan to review some of the highlights of TCUK for anyone who wasn't able to make it down. We will be meeting at 6 pm at Corero Network Security (53 Hanover St, Edinburgh), and all are welcome to pop in.

For more information, visit our LinkedIn group – https://www.linkedin.com/groups/13536907 – or email Holli Hamilton at eastscotland_areagroup@istc.org.uk.

Thames Valley Area Group

Jargon was in the spotlight at the August meeting of the Thames Valley local group. We had been inspired by Jonathan Meedes provocative program on BBC4 about jargon. We more or less all agreed that jargon is a bad thing, as is slang, but we found it much more difficult to define and recognise jargon. As with the Meedes' program we had a fruity discussion about slang and expletives too, which was much more vibrant.

Next meeting

On Tuesday 4 September, the group will be having a sneaky preview of Cecily Roberts's TCUK presentation at the usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7.30 pm.

For more information, contact Darren Mitcham via email at thamesvalley_areagroup@istc.org.uk.

© ISTC September 2018

Current ISTC groups

If you'd like to attend one of the groups, please get in touch with the leader or email istc@istc.org.uk. If you're interested in setting up either a new area group or a special interest group, contact our Area Groups Manager, Tom Dumic, at areagroupsmanager@istc.org.uk.

Area groups:

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

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 ask 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, please contact the organiser, even if it is at short notice.

ISTC online groups

ISTC on LinkedIn

There are a number of LinkedIn groups for ISTC members, and we invite you to join the relevant ones.

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

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 on social media

Like us on Facebook, follow us on Twitter and watch us on YouTube to keep up to date with news, events and activities, and to chat with your tech comms colleagues.

If you're new to the ISTC and are wondering what TCUK is, it's our excellent (yes, we're biased, but it is) annual conference.

Our Facebook presence:

The ISTC page: www.facebook.com/istccommunity

The ISTC group: www.facebook.com/groups/490570891153888

The TCUK page: www.facebook.com/techcommuk/

Our Twitter presence:

ISTC: @ISTC_org

TCUK: @TCUK_conf

Our YouTube channel:

www.youtube.com/user/istctechcomm

Business Affiliate news

About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 15 years. It enables organisations to take advantage of a range of benefits, and to contribute to promoting technical communication as a profession. Find out more here.

A full list of our current Business Affiliates is found here.

MadCap Software announce release of MadCap Lingo 10.2

MadCap Lingo is an integrated computer-aided translation (CAT) tool used to translate MadCap Flare project files or any number of file formats including MadCap Doc-To-Help, Microsoft® Word, and Adobe® FrameMaker®.

This latest release adds features designed to further enhance the translation workflow, including support for FrameMaker® 2017, Find and Replace enhancements, bug fixes and more.

More details, including a free trial, can be found here.

The Cherryleaf podcast

Cherryleaf added a new podcast to their library this month in which they explore the evolution of the technical communicator's career. Where is software technical writing heading, and what additional skills might technical writers need in the future? It's a thought-provoking 22 minutes, and ties in well with the theme of our forthcoming TCUK conference: The Pursuits of a Polymath.

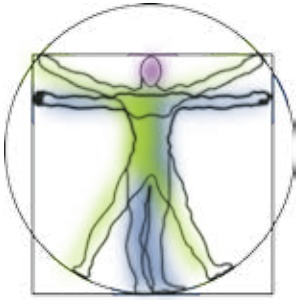
Industry and general news

The Pursuits of a Polymath

Inspired by TCUK's theme this year, I decided to see if any polymaths (other than Elon Musk) had hit the headlines recently and was pleased to discover this in-depth article in the Observer: People With 'Too Many Interests' More Likely to be Successful, According to Research.

There are many well-known polymaths, both historical and contemporary: Leonardo da Vinci, Marie Curie, Thomas Edison, Steve Jobs and Bill Gates are just a handful. But have you ever thought of yourself as a polymath? The author of this piece, Michael Simmons, defines a modern polymath as 'someone who becomes competent in at least three diverse domains and integrates them into a top 1-percent skill set'. He argues that 'being a modern polymath is the new normal', and that it has distinct advantages over being a specialist.

Increasingly in recent times, technical communicators report that they need to be proficient in multiple skills, and this requirement to be a 'jack of all trades, master of some' can feel challenging at times. But actually, would you want it any other way?



'Learning is the only thing the mind never exhausts, never fears and never regrets.'
– Leonardo da Vinci

***Editor's note:** The article above provides a good segue into the launch of a new feature in InfoPlus:*

Tricks of the trade

As a profession, we tend to be dispersed and it's common to not have many (or any) tech comms colleagues close at hand to share tips and revelations with. Cue this newsletter – read by hundreds of like-minded individuals. Between us, we have vast amounts of knowledge across every facet of the technical communication field, and we continue to learn new skills. Just think of how many 'ah-ha!' moments we must collectively experience. Those satisfying flashes of understanding which make life easier. And new discoveries feel even more rewarding when you can share them with others.

This is where *Tricks of the trade* comes in. Next time you have one of those moments, please tell me about it. It might be a software trick, grammar tip, the discovery of a particularly useful YouTube tutorial… Anything that made you exclaim, 'If only I'd know that sooner!'.

Send an overview of your insight, and a short description of who you are, to newsletter.editor@istc.org.uk and I will publish it in a future edition. Gratitude from our community is guaranteed.

Twelve new tech terms you need to understand the future

How many of these terms are you familiar with?

- Autonomous architecture
- Plane li-fi
- Brainjacking
- Platooning
- Machine bias
- Crowdturfing
- AI cyber-attacks
- Computer hallucinations
- The 'internet of ears'
- mHealth
- Plastic ocean barriers
- Qi

If your answer to the above question was along the lines of 'not many', this BBC Future Now gallery explains the meaning of some unusual and intriguing vocabulary emerging from technological advances this year.

Blog news

By Ginny Critcher

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

Tom Johnson's I'd rather be writing blog discusses how to give technical writing as a profession a sense of value:

https://idratherbewriting.com/2018/08/09/writing-no-longer-a-skill/

David Ryan's Corilla blog publishes the survey results of Life in Docs – answering the question what is life like for a tech writer in 2018?:

https://medium.com/corilla-blog/life-in-docs-2018-survey-part-1-results-b894e12f59e5

On Content Mines Benjamin Barteder explains what content strategy has taught him about his job:

https://medium.com/content-mines/what-content-strategy-has-taught-me-about-my-job-and-vice-versa-f46e3b2696c6

The Fedora Community blog looks at their new docs site:

https://communityblog.fedoraproject.org/fedora-docs-has-been-overhauled-the-rest-of-the-story/

3di discuss running a UX workshop:

https://3di-info.com/5-tips-to-run-a-perfect-ux-workshop/

The Cherryleaf blog points to a podcast on UX Writing – What do I need to know?:

https://www.cherryleaf.com/2018/07/podcast-39-ux-writing-what-do-i-need-to-know/

Do you have a blog? Seen an interesting post? Let me know so I can include it in my monthly review. 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).

madcap™ FLARE 2018

NEW RELEASE • • • Cutting-edge technical authoring and publishing for today's technical writers and content developers.

NEW FEATURES

New Cloud-based Editing for Streamlined Contribution and Review

Allow anyone in your organization to contribute and review Flare content using MadCap Central's new cloud-based editor.

ADDITIONAL MAJOR NEW FEATURES INCLUDE:

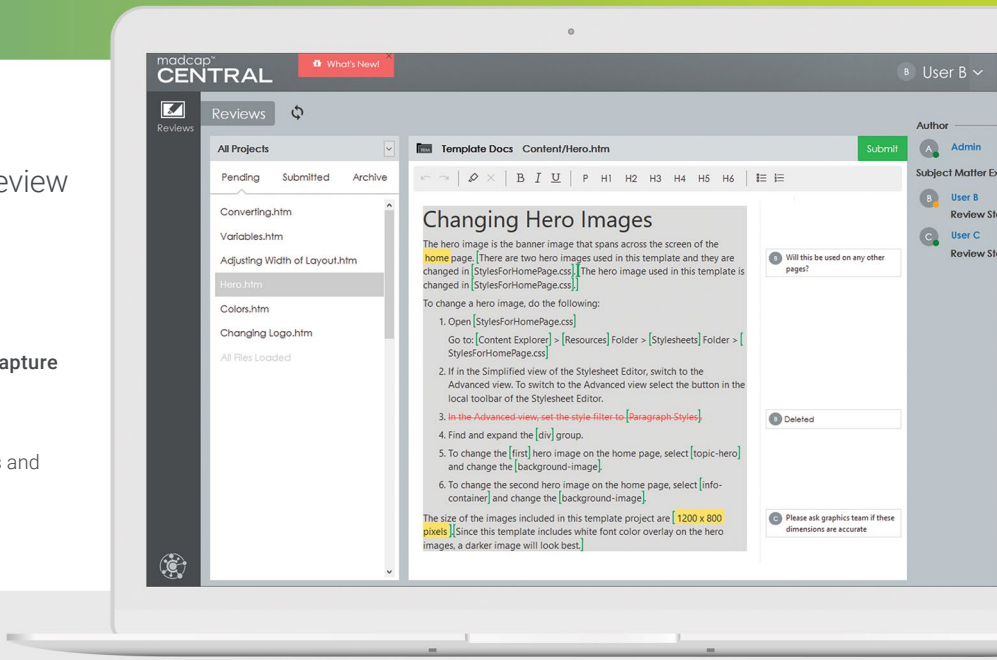
Elasticsearch
Powerful Search for HTML5 Output

Project Analysis and Reporting
MadCap Analyzer Functionality Now Built Into Flare

New HTML5 Output
Side Nav Output for Enhanced SEO and User Experience

MadCap Mimic and MadCap Capture
Now Bundled Free with Flare

Salesforce Connect
Support for Multiple Languages and Salesforce Lightning



madcap™ CENTRAL • • • NEW RELEASE

MadCap Central provides secure cloud-based publishing, project and content management for technical writers and documentation teams.

The **MadCap Central June 2018 Release** adds custom domains, new user types, and a new cloud-based editor for streamlined contribution and review with MadCap Flare. Subject matter experts, authors and other non-Flare users can now easily create and review content using an integrated cloud-based workflow.

"I just installed Flare 2018 and I am loving it! MadCap Central is a game changer."

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madcap software | www.madcapsoftware.com

Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to newsletter.editor@istc.org.uk. 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 emaill istc@istc.org.uk.
Please note that 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 copy deadline will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.
*Armada, Cherryleaf, ESTON Training, Firehead, and MadCap Software.

Armada

September 2018

17-18 Advanced Adobe FrameMaker
Teaches everything you need to be able to:

- Create and maintain FrameMaker templates.
- Build and maintain multi-chapter books with cross-references, table of contents and an index.

10% discount for ISTC members.

Armada, Newbury.

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

20-21 Introduction to Adobe Photoshop
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members.

Armada, Reading.

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

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.

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

24-25 Authoring structured FrameMaker documents
Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates. 10% discount for ISTC members.

Armada, Newbury.

www.armada.co.uk/course/authoring-structured-framemaker-documents-training.

October 2018

8-9 Introduction to Adobe FrameMaker
Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features.

10% discount for ISTC members.

Armada, Newbury.

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

...Armada
...October 2018

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

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.

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

15-19 Technical Authoring Training Programme

ISTC-accredited programme comprising:

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

Training in core technical authoring skills for new and experienced technical authors.

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

18-19 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, Bristol.

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

18-19 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, Reading.

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

...Armada

...October 2018

22 **Advanced Adobe InDesign**
Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:

- Handling colour with confidence.
- Harnessing the power of stylesheets.
- Streamlining your workflow and improving productivity, to get a greater return on investment.

10% discount for ISTC members.

Armada, Reading.

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

25-26 **Introduction to Adobe Photoshop**
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members.

Armada, Bristol.

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

26 **Advanced Adobe InDesign**
Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:

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10% discount for ISTC members.

Armada, Bromsgrove.

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

Cherryleaf

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

We also offer online training courses in:

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

Advanced technical communication
https://cherryleaf.teachable.com/p/advanced-technical-communication.

Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low cost monthly subscription plan. Each module is self-contained, so you can to choose to take just a single module, if you wish.

It contains:

- DITA fundamentals
- Single sourcing and content reuse training course
- Introduction to Content Strategy course
- Documenting REST APIs
- Managing Software Documentation Projects
- Writing and designing embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

ESTON Training

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

Simplified English: www.estontrg.com/english-language-courses.

Standard Generalised Mark-up Language (SGML): www.estontrg.com/standard-generalised-mark-language-sgml-course.

Editing and Publishing Magazines: www.estontrg.com/editing-publishing-magazine-course.

Report Writing: www.estontrg.com/report-writing-course.

Business English: www.estontrg.com/business-english-course.

Firehead

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

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

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

Customer journey mapping: http://firehead.net/training/customer-journey-mapping/.

MadCap training

For details of the latest MadCap Software Training Schedule visit: www.madcapsoftware.com/services/training/.

Events listings

If you know of an event that will be of interest to readers, please email events@istc.org.uk.

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

ISTC events are highlighted.

September 2018

4 **ISTC Thames Valley Area Group Meeting**
The group will be having a sneaky preview of Cecily Roberts's TCUK presentation.
Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 7.30 pm.

9-11 **Write the Docs Prague**
The conference focused on all things related to software documentation.
Prague, Czechia
www.writethedocs.org/conf/prague/2018/.

...September 2018

10-14 The 2018 Information Design Summer School
A week-long focus on information design, with lectures, group work, critiquing and discussion.

Bath, UK.

www.simplificationcentre.org.uk/events/schools/.

11-14 MadWorld Europe 2018
With 20 main conference sessions, 4 advanced training workshops, more than a dozen expert speakers, and an ever-expanding community of passionate users, MadWorld Europe is a must-attend event designed to maximize your learning and professional development.

Prague, Czechia

https://www.madcapsoftware.com/conference/madworld-europe-2018/.

25-27 TCUK 2018
The theme for TCUK 2018: *The Pursuits of a Polymath*.

De Vere Hotel at the Staverton Estate in Daventry, Northamptonshire.

http://technicalcommunicationuk.com/.

October 2018

4-5 WritersUA East
This event is of interest to technical communication professionals with a broad interest in the development of digital content and services.

Raleigh, NC, USA

http://east.writersua.com/

10 Adobe DITA World 2018 – The DITA Online Conference
The program will offer a wide range of topics, from high-level strategic approaches to very practical sessions. We will show how Adobe is helping to connect the dots between Technical Communication and Marketing Communication and create new customer experiences.

Online (Registration is free)

https://2018-adobe-dita-world.meetus.adobeevents.com/.

19 NUX7 – UX & Design Conference
NUX7 is an all-day event in Manchester focussed on how an understanding of people can help you define, design, and build better experiences, on the web and beyond. With international speakers from some of the biggest digital brands, the day will provide a wealth of practical experience you can apply right away.

Royal Northern College of Music, 124 Oxford Rd, Manchester M13 9RD

https://2018.nuxconf.uk/.

...October 2018

21-24 LavaCon Content Strategy Conference
This year's theme: Creating Content Experience Ecosystems

New Orleans, LA, USA

https://lavacon.org/2018/.

25 ISTC East of Scotland Area Group Meeting
The group will be reviewing some of the highlights of TCUK for anyone who wasn't able to make it down. All are welcome to pop in.

Corero Network Security, 53 Hanover St, Edinburgh at 6 pm.

Join the ISTC

Certified Member

Discover the five benefits of being an ISTC member:

What the ISTC offers

Upcoming webinars

If you know of a webinar that will be of interest to readers, please email events@istc.org.uk.

September 2018

17 Adobe FrameMaker 2019 release – Launch Webinar
Adobe Product Manager, Amitoj Singh, will guide you through the improvements, new features, productivity boosters and performance enhancements we have made in the 2019 release of Adobe FrameMaker

https://framemaker-2019-release.meetus.adobeevents.com.

18 Adobe RoboHelp 2019 release – Launch Webinar
Adobe Director of Products, Vivek Kumar, will introduce you to the completely new RoboHelp (2019 release).

Adobe RoboHelp 2019 release is a major revamp of the product. RoboHelp has been re-written from grounds up on the latest technology stack. This is not an update of the classic RoboHelp, it's a completely new product.

https://robohelp-2019-release.meetus.adobeevents.com.

19 Using DITA to Shorten Translation QA Cycles
Join this session with Karla Haynes, Edwards Lifesciences and Nigel Lock, SDL to learn:

- How DITA file structure can help you move from a human proofreading process to an automated QC process.
- Key factors for success with translation in a DITA environment.

https://www.sdl.com/event/industries/edwards-lifesciences-dita-webinar.html.

...September 2018

20 **A Guide to MadCap Flare and the Globally Distributed Team**
Faced with the challenges of working on a globally distributed team? In this webinar, Barb Einarsen explains how moving to MadCap Flare vastly improved her team's ability to work together. With writers all over the world, her team struggled with the challenges of silos, low visibility, trust, as well as content that was locked in a proprietary, binary format. Learn how these challenges were overcome by forming initiative teams and using MadCap Flare and Team Foundation Server as a light content management system.

This webinar is adapted from a presentation originally presented during MadWorld 2018.

https://www.madcapsoftware.com/demos/signup.aspx?id=1153203296468430261

October 2018.

October 2018

11 **The Value of Visuals: How Visuals Can Unlock Dramatic Savings in Productivity**
Join Scott Abel, The Content Wrangler, and his special guest, Ryan Knott, Public Relations Specialist for TechSmith Corporation, for this free one-hour webinar. Attendees will learn what their employees really want in their workplace communications, how visual content helps people perform better, and just how easy it can be to add more visual content to workplace communications.

https://www.brighttalk.com/webcast/9273/333470.

InfoPlus copy deadline

Submissions to the newsletter are always welcome. If you have an article or other content you would like to see included in the October edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **21 September 2018**.

Every effort is made to ensure that *InfoPlus* is published and distributed as early as possible in the month to which it relates, generally on the first working day. However, occasionally it may not be distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information.

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.

Back page

It's a puzzle

First of all, thank you! It's a little-known fact, but editors experience a gentle jolt of joy each time someone reads to the end of their publication. Right now, Bob Hewitt (our layout editor) and I are smiling without knowing exactly why.

I'm going to reward your loyalty with a question. Would you like the Back Page to be resurrected?

If you have been with us for a while you'll know that the Back Page used to be the home of light-hearted content. Everything from puzzles, photo caption competitions, crosswords, and pictures of amusing signs, to examples of bad translations or technical instructions. I am happy to re-establish it, but only want to do so if there is an appetite for it.

If you would like to see it return, please send an email (with the title "Back Page Yes Please") to newsletter.editor@istc.org.uk. And if you have specific ideas for content, please share those too.

D is for Daventry

Ending this edition as it began, with a nod to the new school year. Daventry is hosting TCUK 2018 this month, so here are a few random facts about the area:

- Until the 1990s, the BBC transmitted the World Service from shortwave transmitters on Borough Hill, to the east of the town. The hill is a good place to go for excellent views and a relaxing walk.
- Silverstone, the home of the British Grand Prix, is nearby. And like the ISTC, the circuit is celebrating its 70th anniversary this year.
- One for the history buffs among you. During the English Civil Wars, Daventry was the headquarters of Charles I before the Battle of Naseby (1645) between Royalist and Parliamentarian forces.
- The famous Watford Gap is located on the A5/M1 north-east of Daventry, which means it is officially, although only just, down south.

- The world's first radar demonstration took place near Daventry in 1935. The technology's pioneer, Robert Watson-Watt, was able to detect the passage of an RAF Handley Page bomber using equipment mounted in a Flatnose Morris van parked in a field near Weedon (a little outside the town).

If you're attending the conference, have an enjoyable and fulfilling time.

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