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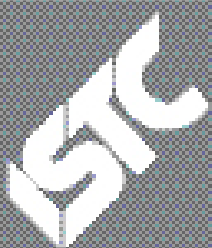


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The ISTC is the United Kingdom's professional association for technical authors, technical illustrators, and information designers.

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ISTC news



Rahel Anne Bailie

Keynote speaker for TCUK 2014

We are delighted to announce that Rahel Anne Bailie is the first of our keynote speakers for TCUK 2014.

Keynote speaker Rahel Anne Bailie has over twenty-five years of professional content experience and combines substantial business, communication and usability skills with a strong

understanding of content and how to manage it. She is a recognised thought leader, sought-after speaker and workshop leader. In 2012 she co-authored, with Noz Urbina, *Content Strategy: Connecting the dots between business, brands and benefits*.

Rahel's latest book, co-authored with Scott Abel, *The Language of Content Strategy* was published in February 2014.

TCUK interview with Saibal Bhattacharjee

Ahead of TCUK 2014 we spoke to Saibal Bhattacharjee, Senior Product Marketing Manager for the Adobe Technical Communication Suite. Adobe has been regular sponsors of TCUK and is this year's Diamond Sponsor.

TCUK: Why are you sponsoring TCUK 2014?

Saibal: Simply put, I think TCUK currently is (and has been for some time) the biggest English-speaking Technical Communication conference in Europe. For a Technical Communication tools vendor like Adobe, TCUK is a great platform to meet and interact

Contents	
ISTC news	2
Volunteering opportunities	4
ISTC local area groups	5
Industry news	8
Blog news	9
Training courses	10
Event news	14
Events listings	15
Back page	19



Saibal Bhattacharjee
Senior Product Marketing
Manager, Adobe Systems Inc

with our customers and partners, listen to their feedback about our solutions, and also showcase the latest and greatest things about our products in front of a highly qualified target audience.

TCUK: What makes TCUK 2014 different from other Technical Communication conferences?

Saibal: I think what TCUK has been really successful in doing is to bring together a great collection of engaging presentations by acclaimed industry experts with topics ranging from thought leadership, best practices, tips and tricks, success stories to tools. It always has a visionary, futuristic program that I personally enjoy.

TCUK: This year, our special focus is 'Technical Content in the Age of Social Media' - how can your software or toolkits help technical authors to develop and deliver content effectively across social media platforms?

Saibal: Amongst the Adobe Technical Communication tools, Adobe RoboHelp 11 has comprehensive social widget support for Master Pages. Help authors can easily add Google Analytics, Facebook, Twitter, LinkedIn and other social widgets to Master Pages and manage them effectively. This

enables authors to drive content adoption by spurring interaction with and between users, encouraging sharing, widening the feedback loop, and identifying content consumption patterns.

TCUK: What are your previous experiences of TCUK 2014?

Saibal: I have been attending TCUK for the last 2-3 years. And I have always enjoyed interacting with our customers and partners the most at this event. It's a relaxed event

with plenty of opportunity to learn and network.

TCUK: What are you looking forward to at this year's conference?

Saibal: As always, I look forward to talking to our customers and partners at TCUK 2014, and learn from them as to how we can provide better solutions to the real-life Technical Communication problems of today and tomorrow.

Call for proposals for TCUK 2014 extended to 11 April

This year's special focus is *'Technical Content in the Age of Social Media'*:

'As technical communicators get to grips with the evolving age of social media, what are the best ways to develop and deliver technical content?'

Should we abandon conventional publishing standards and platforms in order to remain responsive and flexible, or should we follow standards more closely to improve interoperability, cross-platform delivery, and cost savings?'

The evolving age of social media poses many questions for technical communicators as they get to grips with



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this new phenomenon. We want to hear your views on the best way to develop and deliver content, content delivery methods and platforms for technical communication in the social media age.

Topics of general interest

We also welcome proposals on topics of general interest to technical communicators. As a starting point, we have gathered some feedback from delegates who attended previous conferences and expressed an interest in a wide variety of topics:

- Developing and delivering content
- Content strategy
- Accessibility and usability
- Education and training
- Business communication.

New or experienced speakers, get in touch and have your say

This year, we want to hear from new and experienced speakers, whatever your experience of the technical communication industry may be, use this platform to express your views and grab this opportunity to let other technical communicators hear what you have to say!

Proposal submission

We look forward to receiving your proposal. Please ensure you read the [Speaker Agreement](#) before you submit your proposal. The deadline for submission is **11 April 2014**.

For further information, visit our [website](#).

Volunteering opportunities

Your chance to get involved with ISTC projects

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

Volunteers needed now for TCUK 2014

We're looking for volunteers to join the TCUK team for the following roles:

Job Title	TCUK Social Media Managers
Vacancies	2 (lead people may optionally have additional volunteer assistants)
What's needed?	Create and regularly update social media pages for the event on Facebook, Lanyrd, and other relevant sites; post regular messages about the event on Twitter and other relevant channels; coordinate 'tweet-up' fringe activity at the event.
When and how often?	8 hours per month throughout the year; up to 12 hours per month in July, August, and September 2014.

Job Title	TCUK Room Steward
Vacancies	10 to 12.
What's needed?	Greet the speaker(s) and help them set up; introduce speaker(s) to audience; signal to speaker(s) 5 minutes and 10 minutes before end; help manage questions if required; thank speaker at the end of the presentation.
When and how often?	At the event itself, should be willing to help at a minimum of three sessions.

Job Title	TCUK Technical Room Steward
Vacancies	8-10.
What's needed?	Ensure that speaker(s) have their slides ready and have microphone; ensure recording equipment is switched on and recording; help speaker(s) disconnect from AV equipment; copy speaker slides and audio recording to back-up media at the end of the presentation.
When and how often?	At the event itself, should be willing to help at a minimum of six sessions.

Job Title	TCUK General Steward
Vacancies	6-8.
What's needed?	Assist TCUK Professional Team at registration desk, information desk, and other centralised services (such as membership and/or CPD information); assist sponsors and exhibitors with any questions or enquiries; help announce timetable events (session starts and ends); be able to help with other tasks as required.
When and how often?	At the event itself for morning or afternoon shift on one of the three days.

To volunteer for any of these roles please email David Farbey at tcuk@istc.org.uk.

ISTC local area groups

North West Area Group next meeting

Thursday 3 April from 7pm

We will be having another workshop. Primarily we will be looking at:

- Word macros
- Embedded video in web help – including a look at Camtasia
- Alternative publishing formats
- Moodle – the open source learning platform

While the focus will be on the above and depending on interest on the day likely to concentrate on only one or two subjects, we welcome any other topics that attendees would like to look at. If we don't have time to look at it on the night we can look at it at a later date. To get the most out of the session a laptop is recommended.

To register for the meeting, visit: www.eventbrite.co.uk/e/tech-comms-workshop-tickets-10973561217?aff=eorg.

Southern Area Group next meeting

Tuesday 13 May from 7pm

The next ISTC Southern Area meeting will be at The Keep in Guildford. Graham Armfield will talk about WordPress, how it has evolved from a blogging platform into a website creation tool, how it works, and how to set up and maintain a WordPress website. Graham will also explain how to ensure that your WordPress site is accessible, secure and appears in search engines.

Afterwards there will be the usual opportunity for questions, for serious discussion, or light-hearted chat, depending on your mood and inclination.

The event is free, and is open to ISTC members and non-members. But if you are planning to come, please register on Eventbrite here: www.eventbrite.co.uk/e/wordpress-websites-with-graham-armfield-tickets-10997910045 so we can let the venue know how much space to reserve for us and how many people are likely to want food.

Parking is available in the Tunsgate Multi Storey right next door to the Keep, or the Sydenham Road Multi Storey about 250 yards away, but be aware that some roads in the area are one-way streets, so check your directions carefully!

For more information, contact:
southernengland_areagroup@istc.org.uk.

If you are interested in hearing about future events in the southern area, join the LinkedIn group: www.linkedin.com/groups?gid=4795279.

MadSIG meeting report

From 6 March, Ripley, Surrey

Nine of us met at 3di's offices in Ripley on 6 March to eat cake, drink coffee and chat with friends. Oh, and we may have had a meeting of the MadCap UK and Europe Users Group too, in between mouthfuls of cake and sips of coffee!

Marjorie Jones explained how she'd single-sourced content for WebHelp and PDF output, and also for three different products and two different brandings. We had plenty of lively discussion, and learned a lot from each other. The following day also saw several attendees emailing each other to pass on hints and tips from their own experiences as a result of discussions that had taken place the previous evening. For the detailed report and access to the slides that were presented please follow this link: www.istc.org.uk/2014/03/report-on-madsig-meeting-6th-march-2014-ripley/.

If you are interested in the group and haven't already joined the MadSIG LinkedIn Group, you can do so here: www.linkedin.com/groups/MadCap-UK-Europe-Users-Group-5081593.

West of Scotland Area Group meeting report

From Katja McLaughlin

The West of Scotland Area Group gathered on Tuesday 25 March for a networking meeting at the Waxy O'Connor's pub in Glasgow city centre. We were pleased to welcome a couple of new people to the group and the meeting had a total of seven attendees, making it a relatively busy meeting. One of the main topics of conversation was how to get into technical communication if you have no previous technical writing experience. We also discussed topics such as whether formal technical communication qualifications are important and how technical communicators fit into organisational structures. Free copies of the latest issue of the Communicator were handed out too, which proved popular.

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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 Dunic at: areagroupsmanager@istc.org.uk.

Area groups:

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	Claire Hooper	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	Marjorie Jones	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West Midlands	Antoni Dzumaga	westmidlands_areagroup@istc.org.uk
West of Scotland	Katja McLaughlin	westscotland_areagroup@istc.org.uk
Yorkshire	Galyna Key	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@istc.org.uk
Oil & Gas	James Bromley	oilandgas@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 West 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

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 news

DocuSign selects Welocalize as localization partner

Welocalize, provider of translation and localization services and products has announced a partnership with DocuSign; and organisation that specialises in eSignature transaction management. Welocalize will provide DocuSign with end-to-end localization services to translate all content types including DocuSign's

About Welocalize

Welocalize, Inc., founded in 1997, offers innovative translation and localization solutions helping global brands to grow and reach audiences around the world in more than 125 languages. Solutions include global localization management, translation, supply chain management, people sourcing, language services and automation tools including MT, testing and staffing solutions and enterprise translation management technologies. With over 600 employees worldwide, Welocalize maintains offices in the United States, UK, Germany, Ireland, Japan and China. For more information, visit: www.welocalize.com.

marketing, product, learning and multimedia material.

'DocuSign was looking for a localization partner for a long-term, strategic relationship,' said Monique Nguyen, Welocalize business development director, based at the San Francisco office. 'They wanted an established Language Service Provider who had proven methodologies and a global presence to provide local office support. Welocalize fits the bill perfectly. We're really pleased to be working with DocuSign. They're experiencing hyper

About DocuSign Inc.

DocuSign specialises in eSignature transaction management. Global enterprises, business departments, individual professionals, and consumers are standardising on DocuSign, with more than 60,000 new users joining the DocuSign Global Network every day. DocuSign is used to accelerate transaction times to increase speed to results, reduce costs, and delight customers across nearly every industry – from financial services, insurance, technology, healthcare, manufacturing, communications, property management and consumer goods, to higher education and others. For more information, visit: www.docusign.com.

growth and quickly producing more content to support their global customers and partners. It's a great match.'

Welocalize will be working with DocuSign to develop a fully integrated system, developing new tools and integrating existing tools to achieve efficiency and scalability of the translation workflow.

'We chose Welocalize because of their excellent track record at working with large global companies experiencing rapid, viral growth,' said Robin DuCot, vice president, DocuSign. 'They have a strong network of offices and vendors around the world that will support DocuSign's translation needs as more and more consumers, individual professionals, small businesses and global enterprises standardize on DocuSign.'

Blog news

By Ellis Pratt, Sales and Marketing Director, Cherryleaf Limited

Welcome to our blog round up

Do you have a blog? Let me know so I can include it in my monthly review.

New blogger! ISTC member Diana Logan has started a new blog, and it's on technical

communication. In her second post, she describes how she has adapted a teaching resource, The 5 minute Lesson Plan, to create an e-learning script planner.

The 5 minute eLearning script planner

<http://roman9.com/2014/03/04/the-5-minute-elearning-script-planner/>.

New(ish) blog! The Technical Communications UK blog is up and running again, providing news and extra colour to the ISTC's conference that's coming up in September 2014. The most recent post (at time of writing) is an interview with Adobe's Saibal Bhattacharjee.

TCUK interview with Saibal Bhattacharjee (Senior Product Marketing Manager, Adobe Systems Inc)

<http://technicalcommunicationuk.com/index.php/archives/3377>.

I've written a post on getting information from Subject Matter Experts.

Getting information from Subject Matter Experts

www.cherryleaf.com/blog/2014/02/getting-information-from-subject-matter-experts/.

About Ellis Pratt

Ellis is Sales and Marketing Director at Cherryleaf. He has over fifteen years experience working in the field of documentation. He also has a BA in Business Studies and is an Associate of the Institution of Engineering and Technology. Ranked the most the influential blogger on technical communication in Europe, Ellis is a specialist in the field of creating knowledge users will love. Ellis is an accomplished speaker on topics such as the future trends for user assistance and the ROI of Help.



Richard Hamilton of XML Press has written a guest post on the STC's blog on what makes a good title for technical non-fiction books.

Publishing Perspectives: Six Steps to a Perfect Title

<http://notebook.stc.org/publishing-perspectives-six-steps-to-a-perfect-title/>.

Peter Anghelides discusses IBM's designed thinking, the doors at IBM Hursley, and their relationships with technical communication.

A handle on good design

<http://peteranghelides.wordpress.com/2014/03/08/a-handle-on-good-design/>.

Mattias Sander explains how to link certain words or phrases in a Madcap Flare project to content contained in a wiki.

How to add wiki-words to your HTML5 output in MadCap Flare

<http://techwritingengineer.wordpress.com/2014/03/10/how-to-add-wiki-words-to-your-html5-output-in-madcap-flare/>.

Seen an interesting post? Let me know!
Simply email ellis@cherryleaf.com.

Training courses

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.

If you hear of any training courses that you think might be of interest to *InfoPlus*⁺ readers, please contact the Newsletter copyeditor at 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 email istc@istc.org.uk.

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.

April

1-2

DITA Open Toolkit

DITA Open Toolkit Customisation Training guides participants through customisation techniques and tools for developing them. This intensive 2-day course comes with 1-day of follow-up online sessions and is designed to educate on the various features of: XSLT, XPATH, XSL:FO, CSS, Ant build files. Delegates can create customised processing and style sheets for producing HTML, HTML Help, Eclipse help and PDF output deliverables via : FO or Adobe FrameMaker. Delegates will also get an understanding of the DITA OT customisation framework.

10% discount to ISTC members

www.mekon.com/index.php/pages/services/dita-open-toolkit-customisation-training/services.

7-8

Simplified Technical English

This course is a practical introduction for those who will use Simplified Technical English (formerly AECMA Simplified English). The course introduces the philosophy of Simplified Technical English, explains the underlying grammatical principles and gives delegates opportunities to use Simplified Technical English in practical exercises. These exercises can be based on your company's documentation. Further details on request.

10% discount to ISTC members

www.aerospace-defence.com/index.php/pages/training/asd-simplified-technical-english-specification/t-standards.

14-15

Introduction to Adobe Illustrator

Provides you with the essential knowledge you need to use Adobe Illustrator.

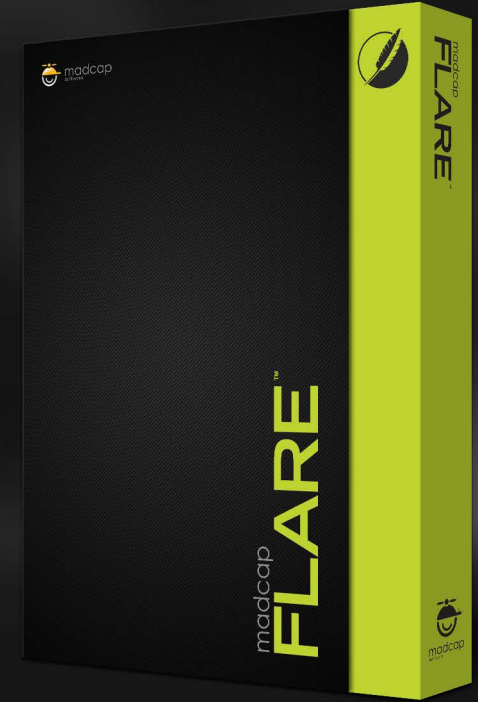
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Armada, Central Birmingham, Midlands.

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

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“The print output enhancements and responsive design are extraordinary. I am blown away by the very large collection of new project templates, and the new responsive design HTML5 output looks fantastic.”

Nita Beck | Consultant, Nita Beck Communications

...April

15-16 Introduction to DITA

This course is for users coming from unstructured authoring tools who want to learn to author DITA content. It will equip users new to structured information with a general understanding of it and how and why it is used. You'll benefit from comprehensive instruction that will enable you to become productive immediately with, or without, a content management system.

10% discount to ISTC members

www.mekon.com/index.php/pages/services/dita-training-introduction-to-dita/services.

16-17 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, Central Birmingham, Midlands.

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

28-29 Introduction to Adobe RoboHelp

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

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

28-29 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, Central Birmingham, Midlands.

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

30

Intermediate Adobe RoboHelp

Teaches the use of some of the more sophisticated features available in Adobe RoboHelp. The course covers the development of single-source projects from which you can generate both online help and high quality print documentation in Word and PDF formats, and teaches further techniques for using RoboHelp in the most efficient way.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

30-1

InDesign for iPad and Android

Teaches how to use InDesign to create feature-rich digital publications optimized for viewing on tablet devices such as iPads and Androids without having to write code or rely on developers.

10% discount for ISTC members

Armada, Central Birmingham, Midlands.

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

May

1

Publishing to mobile devices from RoboHelp

Teaches how to publish content to a range of different devices including – Smart phones, such as iPods, Androids, BlackBerrys and Tablets such as iPads. Delegates learn about the new multiscreen HTML5 format, used to publish contemporary content to multiple channels, formats and screens.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armada.co.uk/robohelp-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.

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Armada, Bromsgrove, Midlands.

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

19-21 Basic/Intermediate/Advanced 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.

19-20 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, Central Birmingham, Midlands.

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

21-22 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, Central Birmingham, Midlands.

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

Event news

2014 TCeurope Colloquium registration open


TCeurope is pleased to announce that registration for their annual technical communication conference is open from now until 15 April. Please go to this web page to register: www.tceurope.org/colloquia/41-2014aix.

This year's theme is *Our Core Skills* and looks at how recent technological advances have changed the way people communicate and learn. It is an occasion to re-evaluate our work and roles so that we, as technical communicators, can respond effectively to changing information needs. ISTC member Theresa Cameron will be giving the first presentation.


The conference will be held in Aix-en-Provence (about half an hour from Marseille-Provence airport) in the south of France. Admission is free and all presentations are in English. This is also a great opportunity (and location) to meet technical communication professionals from other countries in Europe.

The web page gives details about the conference programme, how to get there (cheap transport to and from the local airport or TGV station is available for those who require it), not mention where to find accommodation and optional eating arrangements (note: conference meals have to be booked and paid for on registration of attendance).

We look forward to seeing you there!




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Dublin, 4-6 June 2014, The Convention Centre Dublin



Keynote Speaker

Magnus Lindkvist – Author, trendspotter and futurist

Magnus Lindkvist is one of the world's leading and most respected futurists. He works with corporations and governments around the world. He is the author of *When the Future Begins: A Guide to Long-Term Thinking*, *Everything We Know is Wrong* and *The Attack of the Unexpected*.

Nine Tracks for You:

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- Content Strategy
- The Inside Track
- TAUS Track
- Unconference
- Web/Mobile
- Language Service Provider (LSP) Track
- Localization Core Competencies
- Advanced Localization Management

Visit the large exhibit hall with service and technology vendors.

Meet professionals from Fortune 500® companies and many more. See their presentations. Learn from them. Discuss.

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• SDL	• Across • Lionbridge • Welocalize	• Moravia

Information and Registration: www.localizationworld.com

Events listings

This section introduces new events and reminders of the most relevant events in the coming months. ISTC events are highlighted. You can view previous events listings on the ISTC website's Newsletter archive at www.istc.org.uk/Publications/Newsletter/newsletter.htm. To include an event in the listings, please email events@istc.org.uk.

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.

April

- 7-8 Information Design Conference – 30th anniversary event**
Expect reminiscences and surprises, intelligent debate, networking, a broad set of approaches, a blend of research and practice and a strong international presence of top speakers from universities and industry practice. At the Royal Institute of British Architects (RIBA)

close to Regent's Park in the heart of London.

www.infodesign.org.uk/Conference/conference.

13-14 MadWorld 2014

Hard Rock hotel, San Diego, California, USA

www.madcapsoftware.com/events/madworld/.

25

TCeurope colloquium

The veritable explosion of technological advances in the past few years has changed the face of technical communication – or has it? Have technical authors been replaced by forums? Is the paper manual dead? Are our tools up-to-date? What is a technical communicator – a writer, a blogger, an information curator, a content manager or something different? Our core skills is the theme of the conference, designed to tackle these and other questions that are forcing technical communicators to re-evaluate their work and their roles.

May

5-6

Aix-en-Provence, France

Event: www.tceurope.org/colloquia/41-2014aix.

Venue: www.labaumeaix.com/lieu-daccueil.

Write the Docs North America

A two-day conference focused on documentation systems, technical writing theory and information delivery. This conference creates a time and a place for the community of 'documentarians' to share information, discuss ideas, and work together to improve the art and science of documentation.

Portland, Oregon, USA

<http://conf.writethedocs.org/na/2014/index.html>.

...May

8-9 Intelligent Content conference on Life Sciences and Healthcare

The event will showcase solutions to the complex-and often unique-content challenges faced by pharmaceutical, medical device, and healthcare information companies. These type of organisations are faced with the same information development and delivery challenges as are other types of organizations, but due to the nature of their businesses, and the regulatory compliance, legal, and privacy issues they face, pharmaceutical, medical device, and healthcare companies require specialised information management solutions designed specifically to address stringent business requirements.

Sir Francis Drake Hotel San Francisco, CA, USA

www.etches.com/ehome/69301.

13 Southern Area Group meeting

From 7pm. Venue to be confirmed, but will probably be at the Keep as usual. Graham Armfield will talk about WordPress, how it has evolved from a blogging platform into a website creation tool, how it works, and how to set up and maintain a WordPress website. Graham will also explain how to ensure that your WordPress site is accessible, secure and appears in search engines. For more information contact: southernengland_areagroup@istc.org.uk.

14-15 Adobe Summit

At Adobe Summit EMEA 2014, you'll learn from the marketing leaders who are driving innovation in measuring across channels, creating and managing the consumer profile, and enabling consistent, highly personalised experiences that lead to conversion.

ICC ExCel, London, UK

<http://summit.adobe.com/emea/>.

18-21 STC 2014 Summit

The Summit consists of two important parts. The first part is the over 80 educational sessions, organised in tracks, which begin Monday morning, 19 May, and continue until midday on 21 May. New this year: In addition to the traditional presentations, workshops, and progressions, we've added 20-minute Spotlight Talks! The second important part of the Summit is the Expo, with more than 50 companies represented; this will open on Sunday evening, 18 May, and run through 5:00 PM on Tuesday, 19 May.

Hyatt Regency Phoenix, Arizona, USA

<http://summit.stc.org>.

June

- 5-6 UA Europe Annual Conference 2014**
Delegates of last year's conference, UA Europe 2013 in Manchester, receive a discount of £100 (or €120) + Polish VAT on UA Europe 2014. This year, they are also extending this discount to anyone who has attended any of the following technical communications conferences since 15th June 2013: Technical Communication UK (TCUK) 2013, Content Agility 2013, Congility S1000D 2013, tcworld conference 2013, and SOAP! Technical Communication Conference, Kraków.
- Park Inn by Radisson Kraków, Krakow, Poland
www.uaconference.eu.

18-20 mLearnCon

mLearnCon focuses on the management strategies, technology alternatives, and design and development considerations for mobile learning.

San Jose, California, USA

www.elearningguild.com/mLearnCon/content/2702/mlearncon--2013-home/.

19-20 Congility

Congility is Europe's leading event organisation specialising in content strategy and structured information. It brings together multi-disciplinary content and communications expertise from around the world.

This year's conference theme is Driving customer experience from across the enterprise. Pre-conference workshops on 18 June followed by three conference tracks across two days on 19-20 June.

Gatwick, UK

www.congility.com/congility-2014/.

July

21-24 UXPA Conference

This year's conference theme – Motivation – is open to a wide variety of interpretations, from 'How do you motivate your clients to apply UX best practices consistently?' to 'What are the ethics involved in manipulating the motivations of your end user?' or 'What motivates you to practice UX?'

Park Plaza Westminster Bridge, London

www.uxpa2014.org/.

October

8-10 Where IT works

DMS EXPO and CRM-expo, the leading trade fairs for enterprise content management, and customer relationship management, are held concurrently and show all aspects of corporate IT. The extensive exhibition and the first-class accompanying programme on the key topics of ERP, CRM, ECM and Output Management address

...October

all IT managers and decision-makers.

Messe Stuttgart, Stuttgart, Germany

www.messe-stuttgart.de/en/where-it-works/.

13-15 LavaCon

LavaCon offers expert training on content strategy and user experience. The first obstacle to rolling out a successful user experience strategy is getting executive sponsorship and funding. Another is getting stakeholder buy-in. To handle both problems, the 2014 focus is: Funding and Implementing User Experience Strategies that Reduce Costs and Generate Revenue.

Portland, Oregon, USA

<http://lavacon.org/2014/>.

22-24 Information Development World

Conference dedicated to helping organisations create exceptional customer experiences centred around content. The goal is to bring together the brightest minds in the content arena—content strategists, technical communicators, content marketers, product managers, customer assistance specialists, translators, localizers, taxonomists, and user experience professionals—to demystify the methods, standards, tools and technologies needed to deliver exceptional omni-channel customer experiences.

Hilton DoubleTree Hotel, San Jose, CA, USA

<http://techwhirl.com/event/information-development-world-2014/>.

November

11-13 Tekom/tcworld conference

tekomp/tcworld conferences offer premium content from the world of technical communication, which you can't find on the Internet. Our international speakers are selected by independent tekomp committees and are evaluated to ensure maximum topicality, relevance and quality presentations. At the tekomp fairs and exhibitions relevant international providers in the software and service industries show the creation, management and the quality of structured information products.

Stuttgart, Germany

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

Back page

Caption competition

Thank you to all those who contributed captions for last month's photo. Firstly, three runners-up, in no particular order, are:

William Waddilove: *'Thank you for being patient, I will get the DVD started in a moment.'*

Liz Gregory: Focus for TCUK 2014 announced: *'Technical Content in the Age of Social Moodia'*

Martin Ley sent in the following screen grab (taken from the laptop shown in the picture of course!):

Okay, it's not specifically a 'caption', but full marks for creative thinking and screen editing.



But the winner is Adrian Morse with: *No matter how long he stared at the user assistance, the vet just couldn't change the fact that he needed to insert his arm THERE.*

Well done Adrian, who wins this month's star prize of an 8GB USB flash drive!

This month's picture

It's time for a new round, so get your thinking caps on and send in your captions. Please email them to newsletter.editor@istc.org.uk. Thanks to Bob Hewitt for submitting a photo he'd taken in Looe, Cornwall, which we're using for this month's competition:



Reminder of last month's photo.

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/ Goodluz

Cartoon Corner



"... AND THIS SECTION IS FOR THE
PEOPLE WHO WROTE COMPUTER MANUALS."

Cartoon used with permission from
T- McCracken @ www.mchumor.com.