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August 14



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

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

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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

Join us at TCUK 2014

The Technical Communication UK Conference (TCUK) brings together technical communicators, editors, illustrators and leading product vendors, for three days of workshops and presentations. As a delegate, you can choose from a wide range of presentation topics, including content development and content delivery, the challenges of mobile documentation, and the opportunities that exist in structured authoring.

Programme

The [full programme](#) for TCUK 2014 is now available offering over thirty workshops and presentations of value to technical communicators at all stages of their careers. Your choice of two half-day workshops on the first day of TCUK is included in the cost of the conference.

Keynote Presentations

Our three keynote presentations offer exciting and varied insights into the world of technical communication and technology.

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 and sought-after speaker and workshop leader, and 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.

Microsoft is represented at TCUK for the first time, and we are delighted to welcome **Doug Kim** and **Jessica Reading** to the conference. Doug is Senior Managing Editor

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How to justify attending Technical Communication UK 2014 conference

See [Convince your boss – TCUK 2104](#) for some suggestions to justify why your manager or supervisor should send you to TCUK 2014.

for Office.com, and leads guidelines and best practices for Voice in Office. He was Arts and Entertainment editor of the Seattle Times for 10 years, and actually finds that editing ballet and restaurant reviews was excellent practice for the tech industry. Jessica has worked in localization, website management, writing and video production. She worked on Office before it was Office and will always have a soft spot for Excel. She led editorial voice efforts for Xbox for the last two years and is now doing the same for the Operating Systems Group



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(Windows, Windows Phone, Xbox and more). With a background in French and theatrical performance, she views every presentation as a chance to break a leg.

Gordon Dennis has spent his working life in the computer industry. He is acknowledged as an expert in XML and the Darwin Information Typing Architecture (DITA). He is co-founder of Koala, a British software development company specialising in managing technical information for the aerospace and aviation industries. His personal commitment to aviation goes even further: he holds a Flight Instructor rating on sailplanes and is also Chief Ground Instructor for Black Mountains Gliding Club.

There's more to TCUK

TCUK is known as one of the friendliest technical communication events in the annual conference calendar, with networking and fringe events, a vendor exhibition, and the ISTC annual Gala Dinner. TCUK also offers great value for money, particularly if you choose the inclusive three day residential package (where available).

Reduced rate for Members

You can register at the reduced Member rate if you are a member of the ISTC, or a member of any other qualifying technical

communication professional society. The list of qualifying organisations includes tekcom, TCANZ, the STC, and all TCEurope member organisations. If you're unsure of your eligibility for the member rate please [contact](#) the conference office.

Conference Sponsors and Exhibitors

TCUK is an excellent opportunity for product and service providers to meet practitioners and managers across the range of technical communication disciplines.

This year Adobe are our first ever Diamond Sponsor. We also welcome three Platinum Sponsors - SDL, Schema and Semcon. Webworks and Clifford Sells are Gold Sponsors at TCUK this year and we are very pleased to have them join us. We are also very grateful for the support of our Silver Sponsors - ITR, MadCap, Mekon, OnTarget, 3di and DeltaXML. Memsource, Synchro Soft and FontoXML will be joining us this year as Bronze Sponsors.

For more details see our [Sponsors Page](#).

[Click here](#) if your organisation would like to find out more about the sponsorship opportunities that are still available.

We look forward to seeing you in Brighton in September.

TCUK Gold Sponsor Clifford Sells interview: Mark Clifford (Managing Director)

TCUK: Why are you sponsoring TCUK 2014?

Mark: CSL has been a Bronze sponsor for past conferences. This year we're upping our game for two main reasons: firstly to show our commitment to the UK Technical Communication profession; secondly to generate a greater awareness of Clifford Sells in the market place.

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

Mark: ISTC has great recognition in the TC profession, and TCUK is the only UK conference of its type, attracting attendees from around the world. It's been interesting to see the development of TCUK in the conference content over the last few years that is reflected in the current stature of the speakers and sponsors.

TCUK: What is your most memorable experience from a TCUK conference you've attended?

Mark: I think every conference holds great memories for me. The most memorable is probably crashing my car on the M25 driving to the one conference I was due to speak at!

TCUK: This year, our special focus is *Technical Content in the Age of Social Media*. Can you provide an example of how Clifford Sells products and services can help technical authors in 'The Age of Social Media'?

Mark: CSL gives its clients the opportunity to expand their Social Media presence by bringing skilled communicators and consultants to develop their social media content and messaging.

TCUK: What impact has social media had on your product development at Clifford Sells?

Mark: Mainly it's been our use of social media for recruiting purposes. Using LinkedIn, Twitter and Facebook has brought a number of advantages, as well as greater diversity in the candidates.

TCUK: Apart from the impact of social media, what do you consider the other significant factors that will affect the world of Technical Communications?

Mark: The variety of media that information can be garnered from, and therefore has to be designed for, is having the biggest impact on Technical Communications. Technologies like Smart Phones, wearable technologies, and similar products, all put demands on

communicators to think more about the audience, how to get the most information across in the least space and most intuitive way. Add to that the need to develop reusable content wherever possible and the modern communicator has some real design challenges.

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

Mark: I'm looking forward to meeting old friends and business acquaintances, as well as making new connections. In some cases this is the only time I see some people, so it's a great catch-up time.

TCUK: Brighton Pier and Brighton Pavilion are two of the most popular tourist destinations in the UK: will you be taking time out on to visit?

Mark: I have family in Brighton so visit quite often and hope to spend time with them. There are other attractions too, such as the aquarium and a number of museums and galleries. If, like me, you're into history there is Shoreham Fort, or the Toy and Model Museum at Brighton station.

TCUK Bronze Sponsor FontoXML interview: Taeke Kuyvenhoven, COO

TCUK: Why are you sponsoring TCUK 2014?

Taeke: Since the launch of FontoXML - web-based XML editor - in 2012, many technical communicators ask us about FontoXML or request a demo of our DITA or TEI-edition. We figured it would be wise to come to TCUK to give people the opportunity to get to know FontoXML better.

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

Taeke: It will be our first time at TCUK so to be honest, we don't know yet.

TCUK: What is your most memorable experience from a TCUK conference you've attended?

Taeke: We're looking forward to a memorable experience at TCUK.

TCUK: This year, our special focus is *Technical Content in the Age of Social Media*. Can you provide an example of how FontoXML products and services can help technical authors in 'The Age of Social Media'?

Taeke: FontoXML is a super intuitive web-based XML editor which enables subject matter experts to produce structured and rich content even with no knowledge of XML. Nowadays experts are used to self-publishing or contributing to content on the web, including social media. Providing them with a web-based tool that enables them to create or contribute to semantic rich content is something experts simply expect. Technical authors can engage occasional authors by providing them with such a tool. When experts use FontoXML they will create and deliver high quality content which enables technical authors to publish even better content than before.

TCUK: What impact has social media had on your product development at FontoXML?

Taeke: FontoXML is 100% web-based. We live and breathe web-technology and so we get most of our knowledge from the web. We have a fair amount of followers on the various social media that can help us out when we face technical complexities. With web-technologies developing faster than ever before we're convinced that you can only profit from these technologies if you share knowledge, mostly via social media.

TCUK: Apart from the impact of social media, what do you consider the other

significant factors that will affect the world of Technical Communications?

Taeke: The internet of things, mobile (even more) and content-personalization. In our view, the combination of these developments will give technical communication and structured authoring an enormous boost.

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

Taeke: First of all we would like to get a better understanding of the challenges and opportunities technical communicators are facing. And of course we would like to give lots of demos and hear from technical communicators what they think of FontoXML.

TCUK: Brighton Pier and Brighton Pavilion are two of the most popular tourist destinations in the UK: will you be taking time out on to visit?

Taeke: We've got our own Pier in The Hague (Scheveningen) which is a big ruin and has been closed for visitors years ago. It's for sale for 1 euro but nobody wants it. So yes, we would like to see what a decent Pier looks like!

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:

Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control over the information you may find at these locations, so the ISTC cannot be responsible for changes to content found at these locations or any material on those sites that may be inaccurate, misleading or offensive to you. All links are provided with the intent of meeting the mission of the ISTC and its Newsletter, and the ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site. Please let us know about existing external links which you believe are inappropriate or inaccurate and about specific additional external links which you believe ought to be included.

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 to 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.

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ISTC local area groups

Southern Area Group next meeting

Tuesday 5 August from 7pm

Eran Kolber will talk to us about life in 'the cloud'. The Cloud is something that is already playing a major role in shaping the work environment of Technical Authors and others in the industry. The rate of 'cloudization' will increase dramatically over the next few years. Essentially, one can run, but one cannot hide. He will explain what the Cloud is, why it is inevitable, and what the implications are for those of us working in the documentation profession.

Where

The venue is the Royal Oak Winchester. Entrance is on Royal Oak passage (between High Street and St Georges Street) and also on St Georges Street (postcode SO23 9AU). We have reserved the lower bar (which is supposedly the oldest bar in Winchester).

Please register

The event is free, and is open to ISTC members and non-members, but if you are planning to come, please register on Eventbrite ([https://www.eventbrite.co.uk/e/southern-area-meeting-winchester-5th-](https://www.eventbrite.co.uk/e/southern-area-meeting-winchester-5th-august-2014-tickets-11995720523)

[august-2014-tickets-11995720523](https://www.eventbrite.co.uk/e/southern-area-meeting-winchester-5th-august-2014-tickets-11995720523)) so we can let the venue know how much space to reserve for us. You'll also find directions and parking information in the Eventbrite listing.

Note that there is no parking beside this venue and it is in the middle of a one-way system and pedestrianized area. Either park in Tower Street multi-storey (postcode SO23 8TA, about 5 minutes walk away), walk down Tower Street to the Westgate, then down the hill along the High Street, and turn left into Royal Oak passage. Or, if you drive up St Georges Street (one way) turn right, opposite the Royal Oak entrance, into St Peter Street (follow the brown tourist sign for Winchester Royal Hotel). You can park along St Peter Street near the hotel on the single yellow lines after 6pm. Postcode for Winchester Royal Hotel is SO23 8BS.

Cambridge Area Group next meeting

Tuesday 12 August from 7pm

The Cambridge group will also have the talk Clouds – the Good, the Bad, and the Ugly (see above).

Where

ARM Ltd, 110 Fulbourn Road, Cambridge, CB1 9NJ.

Please register

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 so we can let the venue know how much space to reserve for us. You'll also find directions and parking information in the Eventbrite listing.

ISTC groups on LinkedIn

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



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

This group has a number of sub groups for:

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

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

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

Current ISTC local area groups

Contact your nearest area or special interest group on the email shown below. If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dumic at: areagroupsmanager@istc.org.uk.

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	irishtechicalwriters@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 of Scotland	Katja McLaughlin	westscotland_areagroup@istc.org.uk
Yorkshire	Nick Tonge	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	Chris Knowles	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.

Industry news

Hans Fenstermacher to step down as CEO of GALA

The Globalization and Localization Association (GALA) today announced that Hans Fenstermacher is stepping down from his role of CEO. The decision was made jointly between Fenstermacher and the Board of Directors and was effective from 18 July.

‘We thank and honor Hans for his tremendous service over the last 12 years. Hans’s vision and passion for the industry were instrumental in establishing and growing GALA into the industry-leading association that it is today,’ said Robert Etches, GALA Board Chairman. ‘Hans has made countless contributions to GALA’s success, and it’s no exaggeration to say that GALA wouldn’t be here without him.’

‘The time has come for me to move on and apply my creative energies elsewhere,’ said Fenstermacher. ‘I have the utmost confidence that GALA will continue to thrive under the stewardship of the current staff and board.’

Fenstermacher founded GALA in 2002 with a group of like-minded language industry

leaders. Over a dozen years, he served as Board Chairman over four two-year terms and most recently as GALA’s CEO for nearly two years. Since its founding, GALA has grown into the leading industry association for the language enterprise, offering programs and services to more than 400 member companies in 50 countries.

The association has no immediate plans to replace the departing CEO. Association operations will continue to be handled by the GALA staff led by long-time executive and COO, Laura Brandon, with active strategic guidance and participation of the Board.

‘In Q4 2014 the GALA Board of Directors will be announcing new initiatives aimed at further engaging and empowering the membership,’ said Robert Etches. ‘The Board must now take up where Hans left off and continue to make the association the go-to place for our industry.’

About GALA

The Globalization and Localization Association (GALA) is the world’s largest trade association for the language industry with over 400 member companies in more than 50 countries. As a non-profit organisation, we provide resources, education, advocacy, and research for thousands of global companies. GALA’s mission is to support our members and the language industry by creating communities, championing standards, sharing knowledge, and advancing technology. For more information, visit: www.gala-global.org.

‘Countdown’ replaces printed Oxford Dictionary with online version today

A Birmingham City University expert says that Channel 4’s ‘Countdown’ change to using a digital dictionary from today should not be regarded as a sign that print culture is dying, but as a logical consequence of developments in technology.

‘The same level of lexicographical expertise goes into the online version, it’s convenient, detailed as ever, makes good use of hyperlinks and adds to life of language,’ says Dr Gregory Leadbetter, Director of Birmingham City University’s Institute of Creative and Critical Writing.

For interview opportunities with Dr Leadbetter, please contact the Birmingham City University Press Office on 0121 331 6738.

<http://tinyurl.com/o6c2mfp>.

Business affiliate news

Lionbridge tops list of world's 100 largest language service providers

Lionbridge Technologies announced that it has been recognised by Common Sense Advisory (CSA Research) as the world's number one language services company in its 10th annual global industry research report, *Language Services Market: 2014*.

CSA Research, an independent market research firm, ranked language service providers based on size, revenue and service mix in 2013 in order to list the 100 largest, top-performing companies across the globe.

According to the report, Lionbridge continues to lead the language services industry in market share. In 2013 the Company grew its annual revenue seven percent year-on-year. This increase is due to increasing customer demand for Lionbridge's portfolio of services, which includes translation, global marketing, interpretation and testing services.

The annual report also examined the anticipated growth of the outsourced language services and technology industry, which is predicted to surpass \$37 billion

this year, an expected annual rate of six percent. CSA Research contends that LSPs such as Lionbridge have been moving higher in the marketing automation chain as they add support for global marketing communications, customer care, and the customer experience. Growth will come from finding and fulfilling these new business requirements, as well as content authoring, transcreation, training, and application development.

'The language services industry continues to enjoy strong growth as organizations across industries continually seek new ways to reach, engage and support their customers, prospects partners and employees across all channels, platforms and devices,' said Rory Cowan, CEO of Lionbridge. 'Lionbridge's unique combination of skill, geography, and technology enables our clients to unlock greater levels of growth and success. As the top languages services company in the world, we look forward to furthering our clients' global success through continued innovation, excellence and service.'

CSA Research's *Language Services Market: 2014* is available for download [here](#). For more information on Lionbridge's language services, visit: www.lionbridge.com/solution-categories/language-services/.

About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our innovative cloud technology platforms and our global crowd of more than 100,000 professional cloud workers, we provide translation, online marketing, global content management and application testing solutions that ensure global brand consistency, local relevancy and technical usability across all touch points of the customer lifecycle. Based in Waltham, Mass., Lionbridge maintains solution centres in 26 countries. To learn more, visit: www.lionbridge.com.

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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.

On Adobe's Technical Communications Suite blog, Maxwell Hoffmann summarises Matt Sullivan's webinar on recording webcam videos for technical communication purposes.

Tech Tips: How to Record Webcam Video for Techcomm

<http://blogs.adobe.com/techcomm/2014/06/tech-tips-recording-webcam-video-for-tech-comm.html>.

Marli Mesibov was liveblogging from the Congility conference, writing an impressive fourteen posts.

Live from Congility

<http://marli.us/tag/congility/>.

Barry Schwartz reports Google's Knowledge Graph is now presenting users with simple step by step answers to their search questions.

Google's Knowledge Graph Is Showing Step By Step Instructions: Here Are Some Examples

<http://searchengineland.com/googles-knowledge-graph-showing-step-step-instructions-examples-194923>.

Magda Caloian describes the various ways you can create links in DITA.

Link management in DITA

<http://think-dita.com/2014/06/30/link-management-in-dita/>.

Tom Johnson has been thinking about the most important technical writing principles he has learned in the past.

10 technical writing principles to live by

<http://idratherbewriting.com/2014/06/20/10-technical-writing-principles-to-live-by/>.

Internet psychologist Graham Jones reports on a study showing poor grammar and language online is linked to perceived incompetence.

Online you must write proper, like, you-know-what-I-mean, init?

www.grahamjones.co.uk/2014/blog/internet-psychology/online-you-must-write-proper-like-you-know-what-i-mean-init.html.

K15T's Martin Häberle describes how you can create semantic structured content in Confluence.

Structured Authoring for Confluence

<https://blog.k15t.com/2014/07/structured-authoring-for-confluence>.

Not a blog post, but a song: 'Weird Al' Yankovic's song about English grammar had over 1 million YouTube hits on its first day alone.

'Word Crimes' song

<http://youtu.be/8Gv0H-vPoDc>.

George Kvasnikov has written an article explaining Wikipedia's first redesign in over 10 years.

Wikipedia: Redesign and rethinking concept

<http://wikipedia.gkvasnikov.com>.

I've written two posts on the value of technical communication from a marketing perspective.

Letter from the UK: User Documentation as a Marketing Tool

<http://notebook.stc.org/letter-from-the-uk-user-documentation-as-a-marketing-tool/>.

Technical communication as a brand

<http://www.cherryleaf.com/blog/2014/07/technical-communication-as-a-brand/>.

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

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.



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.

August

4-5 Introduction to Adobe InDesign
This course provides a comprehensive introduction to the powerful capabilities of InDesign.
10% discount for ISTC members
Armada, Central Birmingham, Midlands.
www.armada.co.uk/indesign-training-course/.

7-8 Introduction to Adobe Captivate
Learn how to develop web enabled e-learning modules and interactive software simulations.
10% discount for ISTC members.
Armada, Bromsgrove, Midlands.
www.armada.co.uk/captivate-training-course/.

18-20 Basic/Intermediate/Advanced FrameMaker
This course provides a thorough grounding in FrameMaker in unstructured (standard) mode, covering the essential techniques for generating high standard printed documents.
10% discount for ISTC members.
Armada, Bromsgrove, Midlands.
www.armada.co.uk/framemaker-training-course/.

...August

18-19 Introduction to Adobe Illustrator

This course 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.

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, Central Birmingham, Midlands.

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

September

9-19 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.

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.

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.

August

5

Southern Area Group

This will take place in Winchester. The event is free and open to all. Eric Kolber explains what the 'the cloud' is, why it is inevitable, and what the implications are for those of us working in the documentation profession. If you want to attend, please visit: <https://www.eventbrite.co.uk/e/southern-area-meeting-winchester-5th-august-2014-tickets-11995720523>.

...August

- 12 Cambridge Area Group**
The meeting will be centred on the talk Clouds – the Good, the Bad, and the Ugly (see area group news for more details). Takes place at ARM Ltd, 110 Fulbourn Road, Cambridge, CB1 9NJ from 7pm. If you want to attend, please register on [Eventbrite](#) here.

September

- 8-26 tekomp Europe Roadshow**
The roadshow is targeted at decision-makers and professionals in the field of technical communication who are eager to learn and share their knowledge. All presentations are strictly product-neutral and clearly related to the main conference theme.
Paris, Ghent, Eindhoven, Copenhagen, Warsaw, Istanbul, Bucharest, Vienna
<http://conferences.tekom.de/tekomp-europe-roadshow/home/tekomp-europe-roadshow-2014/>.

- 16-18 TCUK 2014**
Hosted by the ISTC, the Technical Communication UK conference (TCUK) brings together technical communicators, editors, illustrators and leading product vendors, for three days of workshops and presentations. Content development and content delivery, the challenges of mobile documentation, and the opportunities that exist in structured authoring will be covered across three streams of sessions.

Brighton, United Kingdom

<http://technicalcommunicationuk.com/>.

- 25-27 EuroIA 2014 (European Information Architecture Conference)**
EuroIA is Europe's premiere information architecture / user experience conference. In this, our 10th-anniversary year, we have one of the most exciting line-ups ever.
Brussels
www.euroia.org.

October

- 1-3 soap!**
Learn, share knowledge, and be part of the Central European technical communication community at the second annual technical writing conference organised by soap! The focus is on content as an asset, not a requirement. Topics covered will include DITA, e-learning and modern localization tools. People from all perspectives are invited – be it project management or product development, as long as they are interested in content.
Krakow, Poland
www.soapconf.com/2014-conference.
- 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 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

tekcom/tcworld conferences offer premium content from the world of technical communication, which you can't find on the Internet. Our international speakers are evaluated to ensure maximum topicality, relevance and quality presentations.

Stuttgart, Germany

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

19-20 TechDocsUK

The premier event for all of those involved in the procurement, production, delivery or management of technical data assets within the UK MoD or UK Aerospace and Defence supply chain.

Bristol, UK

<http://techdocsuk.co.uk/>.

Back page

Caption competition

Thank you to readers for keeping our regular caption competition alive and well. Here are the top three contributors for last month's photo:

Colum McAndrew spoils us by providing three captions: *'Are we holding this the right way up?'*

The YMCA hand movement instructions left a lot to be desired.

Dr Evil and his team realised that their Random Gobbledygook Generator had also infected the machine's documentation.

Gilliam Waddilove: *'There's no bathroom!'*

Martin Ley: *'For the bazillionth time Smithers, it's not "its", it's "it's"'*

This month, the prize of an 8GB USB drive goes to Martin Ley. Keep it up contributors!



© Can Stock Photo Inc. / justmeyo

Reminder of last month's photo.

This month's picture

Many thanks to William Waddilove for providing this month's photo for the caption competition. Please email them to newsletter.editor@istc.org.uk.



© William Waddilove

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.

Cartoon Corner



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

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