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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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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

TCUK 2014 conference programme details

You can now find details of the provisional conference programme and speaker information online at <http://technicalcommunicationuk.com/index.php/conference-programme-tcuk-2014>. Keep an eye on the site for any additions or changes. There's a wide range of workshops and presentations spanning the three days 16 – 18 September 2014 at the Thistle Hotel, Brighton, UK. There's also ample opportunity for networking, socializing and meeting sponsors and exhibitors.

Book your place for TCUK 2014

You can use the form on our website at: <http://technicalcommunicationuk.com/index.php/booking-form>. You'll find details on our special all-inclusive offer: three days of TCUK 2014, plus two nights at the conference hotel, all in one easy-to-book package.

TCUK Q&A for Silver Sponsor ITR

TCUK put some questions to John Fisher, Director or ITR, Silver Sponsors of Technical Communication UK 2014.

TCUK: Why are you sponsoring TCUK 2014?

John: As you know ITR has been attending TCUK since the beginning of time. We have always found the event beneficial yet have noticed a big difference since you moved from a weekend to a weekday conference. The presentations are of a high standard, informative and often visionary. And I get to meet many of our existing (and future) clients in a relaxed, informal atmosphere.

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

John: We attend 6-8 conferences a year, both here and in the US, and they each have something unique to offer. For me, TCUK is a great all-round experience – instructive, very

Contents	
ISTC news	2
Volunteering opportunities	4
ISTC local area groups	5
Industry news	7
Business affiliate news	7
Blog news	8
Training news	9
Training courses	9
Event news	13
Events listings	13
Back page	16

sociable, and great for meeting new people with shared interests and business goals.

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

John: Sorry, but it has to be the sight of David Farbey Salsa dancing! Not that I can do it any better.

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

John: As translators, we see a huge range of source material, from highly structured, well-prepared content right down to cobbled-together Word and Excel files. The immediacy, accessibility and informality of social media can often promote an ad-hoc approach to content creation. However, the way the source text is written and structured has a huge impact on translation cost and delivery time, whatever the publishing channel, which is often underestimated. ITR provides advice on the best way to structure content in order to optimise the translation process, and minimise costs. We encourage a process-driven approach whatever the content type.

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

John: ITR is contracted to a number of large telecoms operators, and we localize apps into upwards of 40 languages. A key challenge for us is how to translate cryptic text strings without loss of meaning and fit them into the restricted area of a smartphone screen. Consequently, we are constantly developing tools and processes to streamline localization and where possible automate linguistic testing and QA.

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

John: With increasing globalization, we have seen a significant trend for our clients to enter new and perhaps unexpected markets. We expect to see a continuing move to single-source/multi-channel publishing and adoption of standards such as DITA to replace traditional publishing methods. We also expect to see an increase in the use of video, delivery to mobile, and a strong focus on improving user experience.

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

John: Well I don't believe the programme

has been published yet, but I am particularly looking forward to presentations on mobile documentation, usability and content strategy. And meeting old friends, of course!

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?

John: Hopefully I'll be jogging along the pier early each morning for the sea breeze and may manage a visit to the Pavilion too – but usually the conference is full-on.

The logo for 3di, consisting of the letters '3di' in a white, sans-serif font, enclosed within a white dashed rectangular border.

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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.

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-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.

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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

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.

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	James Bromley	oilandgas@istc.org.uk

Industry news

Computer users seem too busy to be efficient

According to journalist Charles Wright, people could be so much more efficient if they studied user manuals or trawled online forums for information.

Through the phenomenon referred to as the *Paradox of the Diligent User*, computer users struggle on with what they know works, rather than spending time to figure out how software can help them.

In his recent article, Charles concludes that after decades observing the computer industry and its victims, 'we have concluded that most users are too busy to save time. They are completely occupied with extracting productivity from hardware and software that seems to have been engineered, like the iceberg, to make many potentially useful features opaque.'

You can read the full article at: www.theage.com.au/digital-life/bleeding-edge/computer-users-seem-too-busy-to-be-efficient-20140618-zs4ww.html.

Business affiliate news

Always learning! 3di at UA Europe Conference 2014



UA Europe is UA Europe is the conference for Software User Assistance professionals. It is a fantastic event, where industry leaders get together to share information and experiences, learn about the latest trends and spark ideas about how to do things better.

The conference had a great list of seminars and talks, including expert advice on technical documentation, mobile assistance, embedded help and understanding your users.

Managing projects in a multi-lingual environment

The talk we were most excited to hear was from Thomas Bro-Rasmussen from GN Optometrics. He talked about automating

as many technical writing processes as possible, so that authors can actually concentrate on the business of writing.

Such automation can reduce translation costs and reduce document errors – maintaining traditional technical document standards but taking advantage of the latest technology to make things more efficient.

3di's MD, Paul Ballard, said: 'What a great way to spend a couple of days! We love exhibitions because they give us the chance to meet new people, renew old friendships and contribute to the latest in the technical authoring industry. As always, businesses are really interested in the way we do things, and we've also been able to learn about new practices that we could adopt at 3di to make our offering even better.'

You can find out more about the conference and the seminars [here](#).

About 3di

3di has been providing expertise in technical authoring and complex translation to some of the world's largest organisations since 2002.

We provide project management, consultancy, localization engineering and recruitment services. For more information, visit: www.3di-info.com.

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.

There have been a number of interesting blog posts on the presentations at the STC's annual conference.

Kai Weber wrote two posts for his blog.

<https://kaiweber.wordpress.com/tag/stc-summit-2014/>.

Sheri Kash wrote a post on what it's like to be a first time conference attendee.

www.sherikash.com/my-first-stc-summit-or-how-i-learned-to-stop-worrying-and-love-karaoke/.

Sarah Maddox wrote an amazing ten posts for her blog.

<http://ffeathers.wordpress.com/tag/stc-summit-2014/>.

Will we see similar levels of blogging at the TCUK conference?

Hans van der Meij, Lecturer at Twente University, has published a series of posts that provide an beginner's guide to Minimalism.

Minimalism

<http://users.edte.utwente.nl/meij/minimalism.htm>.

Keith Schengili-Roberts has written a post arguing DITA-based structured content is a great solution for companies wanting to move to Responsive Web Design, as it marries the best aspects of structured content to the latest web standards.

DITA and Responsive Web Design: Why DITA and RWD Were Made for Each Other

www.ditawriter.com/dita-and-responsive-web-design-why-dita-and-rwd-were-made-for-each-other/.

At Cherryleaf, we have written a post on writing troubleshooting topics.

Writing troubleshooting topics

www.cherryleaf.com/blog/2014/06/writing-troubleshooting-topics/.

Finally, a blog post about a radio show.

Dr Aleks Krotoski explores how rumours spread both online and in the physical world, and discovers how in the echo chamber of social media falsehoods repeat until they become truth.

The Digital Human: Whispers

www.bbc.co.uk/programmes/b0415hbg.

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 news

University of California Silicon Valley Extension course for Mobile UA

From: 8 July – 12 August 2014

Enrollment deadline: 8 July 2014

Smartphones have spurred the rapid emergence of a huge new software segment: the mobile application. This new field and its virtually limitless implementations present important questions for user assistance professionals: What is the future role of UA in mobile app development and support, and how can one prepare for success in that role?

As the mobile app market continues to soar, this is becoming the next frontier for user assistance professionals. Upon completing this course, you will understand the mobile platform and its unique technical and design considerations. You'll be ready to plan mobile UA, design and write UA for mobile apps, and understand the tools necessary to develop and deliver UA for mobile apps.

The course code is 30049 – Mobile UA and the price is USD 630.00. For more information, visit: <http://course.ucsc-extension.edu/modules/shop/index.html?action=section&OfferingID=5270231&SectionID=5275107>.

Training courses

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

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.

July

2-3

InDesign for iPad and Android

This course teaches you 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.

7-8

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.

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—Jason Micallef | **Technical Communications Manager, GFI Software**

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—Stefan Steinbauer | **Head of Documentation and Translation, Tricentis**

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...July

8-9

Introduction to DITA

This course is for users coming from unstructured authoring tools who want to learn to author DITA content. The course will equip users new to structured information with a general understanding of it and how and why it is used. You will 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.

8-9

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.

9-10

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.

10

Intermediate Adobe RoboHelp

This course teaches some of the more sophisticated features available in Adobe RoboHelp. It 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.

11

Publishing to mobile devices from RoboHelp

This course teaches you 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.

17-18

Introduction to Adobe InDesign

You will learn how to produce documentation from design concept right through to output. Practical projects will range from creating single sided literature to longer publications incorporating text and graphic elements to achieve appropriate layouts. The Adobe InDesign course includes topics and theory sessions listed in the course outline which

<p>...July</p> <p>will give you a comprehensive understanding of features and processes involved in producing effective documentation.</p> <p>10% discount to ISTC members</p> <p>www.mekon-creatives.com/courses.cfm?course=indesignintroduction&type=all.</p>	<p>August</p> <p>4-5 Introduction to Adobe InDesign This course provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.</p> <p>10% discount for ISTC members</p> <p>Armada, Central Birmingham, Midlands.</p> <p>www.armada.co.uk/indesign-training-course.</p>	<p>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. Includes the generation multi-document books, table of contents, index and cross-references.</p> <p>10% discount for ISTC members.</p> <p>Armada, Bromsgrove, Midlands.</p> <p>www.armada.co.uk/framemaker-training-course.</p>
<p>21-22 Website creation essentials with Adobe Dreamweaver This course is for new or novice website designers, and anyone who is responsible for creating or updating web pages. Teaches how to design, develop and maintain a professional website using Dreamweaver. During the course, delegates create a fully functioning website, and receive a copy of their files to take away.</p> <p>10% discount for ISTC members.</p> <p>Armada, Central Birmingham, Midlands.</p> <p>www.armada.co.uk/dreamweaver-training-course.</p>	<p>7-8 Introduction to Adobe Captivate Learn how to develop web enabled e-learning modules and interactive software simulations.</p> <p>10% discount for ISTC members.</p> <p>Armada, Bromsgrove, Midlands.</p> <p>www.armada.co.uk/captivate-training-course.</p>	<p>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.</p> <p>10% discount for ISTC members.</p> <p>Armada, Central Birmingham, Midlands.</p> <p>www.armada.co.uk/illustrator-training-course.</p>

Event news

APP World 2014: Arbortext and APP/3B2 Users' Meeting

Arbortext Advanced Print Publisher (APP), formerly known as the 3B2 Publishing System, has provided the core development environment behind the solutions to many complex and extreme publishing requirements for over 27 years. APP is also the default PDF/Print engine within the Arbortext products.

This event gives you the opportunity to:

- Discover the potential from new and updated Arbortext products.
- Learn new technologies and APP (3B2) application methods.
- Have your Arbortext and APP questions answered.
- Meet with other publishing professionals and Arbortext/APP (3B2) specialists from the world wide community.

When

17 and 18 September 2014

Where

The event will held at the Holiday Inn, in Brentford Lock, West London, UK.

Call for speakers and demos

Would you like to speak while attending the 2014 Users' meeting? We are interested to hear about your Arbortext and APP (3B2) uses and implementations, widgets, gizmos, or tricks. Or topics related to the industry and technologies. If you are interested please contact us.

More information

For details about the provisional programme, delegate packages and other information, visit: www.tformat.com/resources/appworld/.

Events listings

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

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.

July

1-3

Content Strategy Forum Conference 2014

The first international event in the German speaking region solely dedicated to Content Strategy. CSF2014 is targeted at senior communication professionals. It runs over three days under the headings of Workshops, Challenges, and Visions. Content Strategists Rahel Bailie (Intentional Design), Clay Delk (Facebook), and others from eBay, Bosch, Salesforce, and Pinterest are all planned to speak here. Three of the workshops are German language. All other sessions in English.

Frankfurt, Germany

www.csforum2014.com/.

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

...July

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/.

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>.

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 about the latest industry trends, technical communication standards, processes and intelligent publishing. 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

tekomp/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/>.

Back page

Caption competition

Thank you to contributors for our regular caption competition. Here are the top three candidates for last month's photo:

William Waddilove: *'Did he REALLY win the ISTC caption competition?'*

Martin Ley: *'Yeah, I asked him what he did, and he totally said "Technical Author"!!!'*

Adrian Morse: *'Whenever office life was getting dull, Jane would rouse the staff with her solar plexus pressure-point trick.'*

Keep it up contributors!

This month, the prize of an 8GB USB drive goes to William Waddilove because he really did with the caption competition, but is presumably asleep right now.



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Reminder of last month's photo.

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.



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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
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