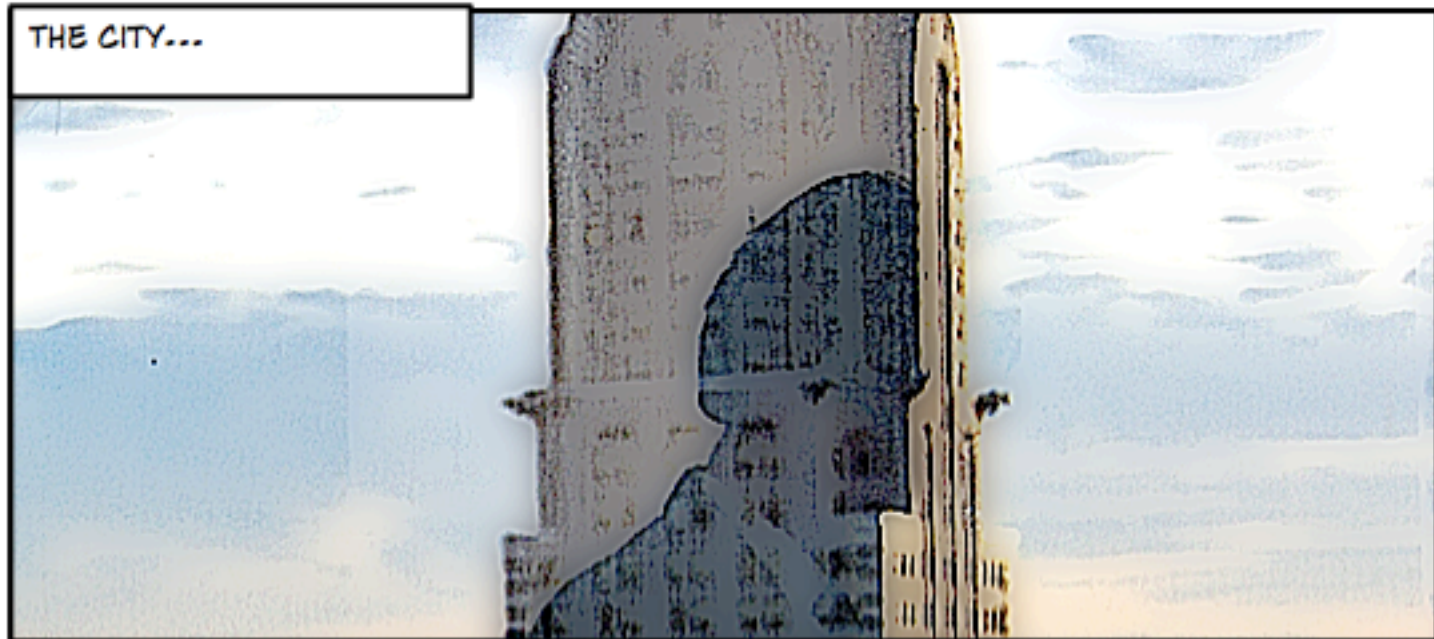


THE CEO AND THE TECHNICAL COMMUNICATOR



THE CITY...



SAM, THE CEO.

THE MERGER HAS
FINALLY BEEN
COMPLETED.



TOM'S BEEN WORKING AS A
TROUBLESHOOTER ON THIS
PROJECT.

HE'S SAID THE COMPANY WE'VE
BOUGHT IS IN A MESS.



THE FIRST MEETING
WITH TOM..

TOM, YOUR REPORT
TELLS ME THERE'S A
FUNDAMENTAL
PROBLEM WITH
COMMUNICATION.

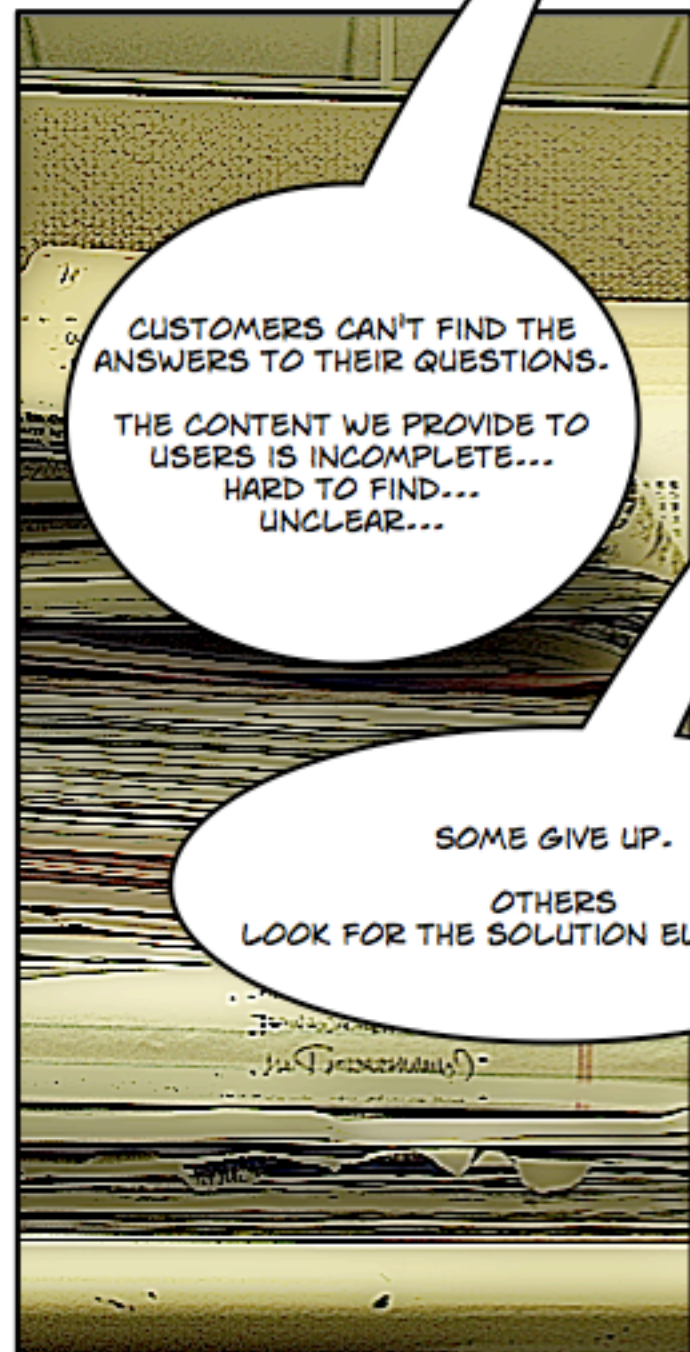
INTERNALLY, THE
BUSINESS RELIES ON
KEY INDIVIDUALS.

NOTHING DESCRIBES ACCURATELY
HOW THE BUSINESS IS RUN...

..WHO DOES WHAT, THE POLICIES
AND PROCEDURES.

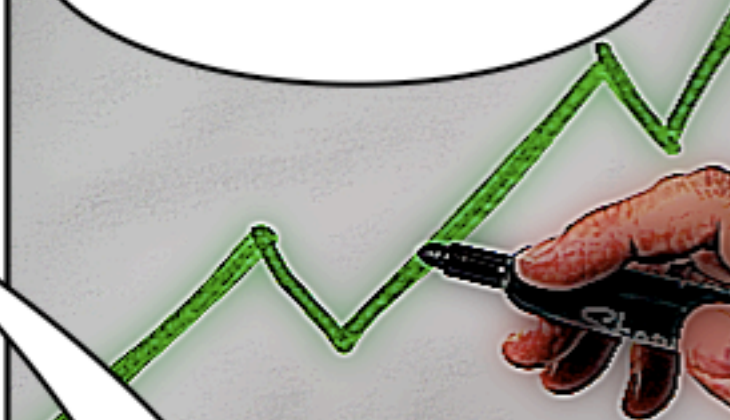
IT'S HARD TO HAVE COVER FOR
PEOPLE WHEN THEY ARE SICK..

..THERE'S NO WAY FOR ANYONE TO
LEARN LESSONS FROM PAST
EXPERIENCE.





IF THEY HAD ACCURATE, CLEAR ANSWERS THAT ARE EASY FOR THEM TO FIND, IT WOULD MAKE ALL THE DIFFERENCE.

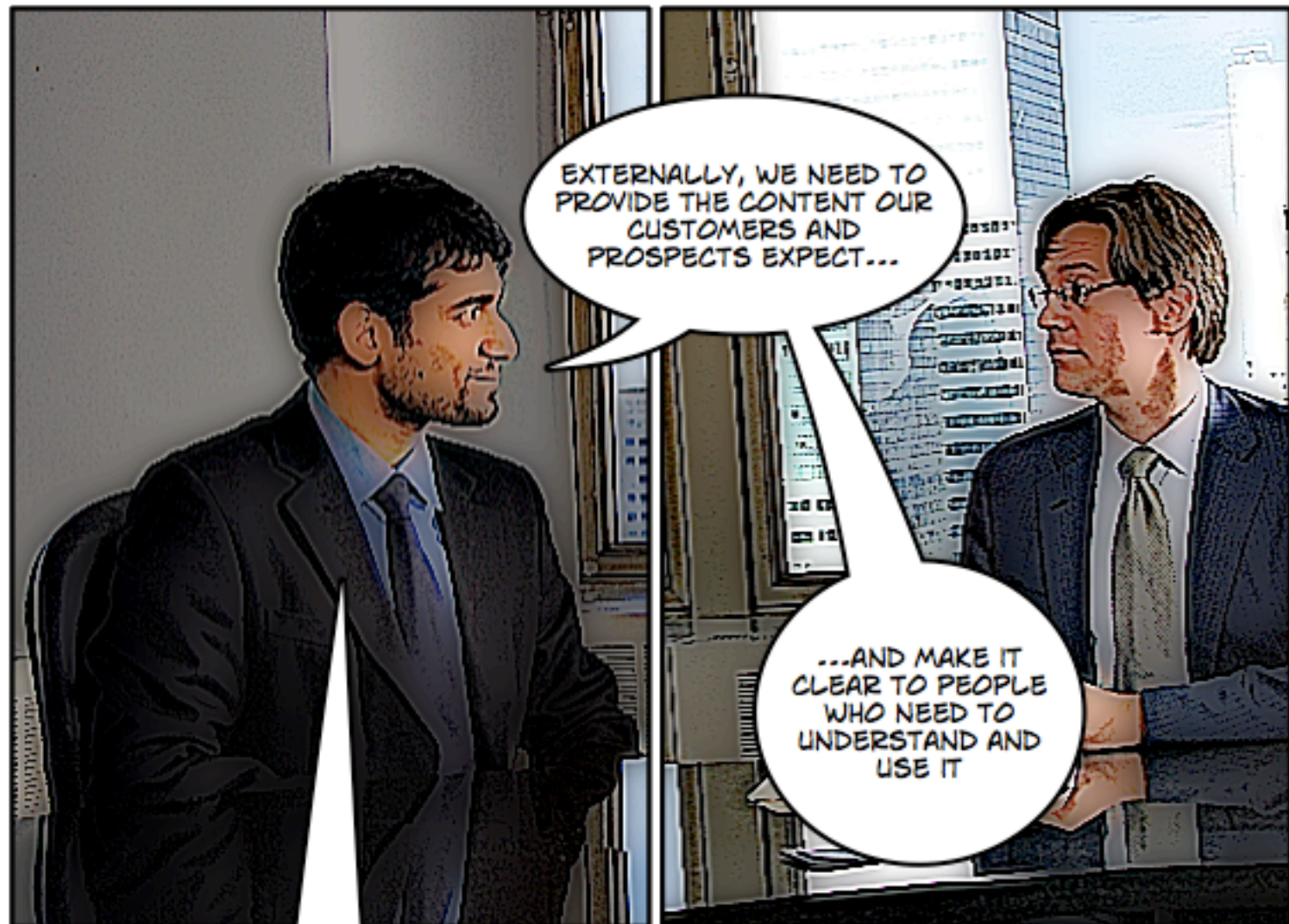


TODAY, PEOPLE ARE LOOKING FOR THIS TYPE OF CONTENT ON THE INTERNET...
WHEN THEY'RE LOOKING FOR SOLUTIONS TO THEIR PROBLEMS...
OFTEN, BEFORE THEY'RE CUSTOMERS.

IT'S MORE PROFESSIONAL AND A LOT MORE EFFICIENT THAN EXPECTING SUPPORT TO DEAL WITH EVERYONE.







EXTERNALLY, WE NEED TO
PROVIDE THE CONTENT OUR
CUSTOMERS AND
PROSPECTS EXPECT...

...AND MAKE IT
CLEAR TO PEOPLE
WHO NEED TO
UNDERSTAND AND
USE IT

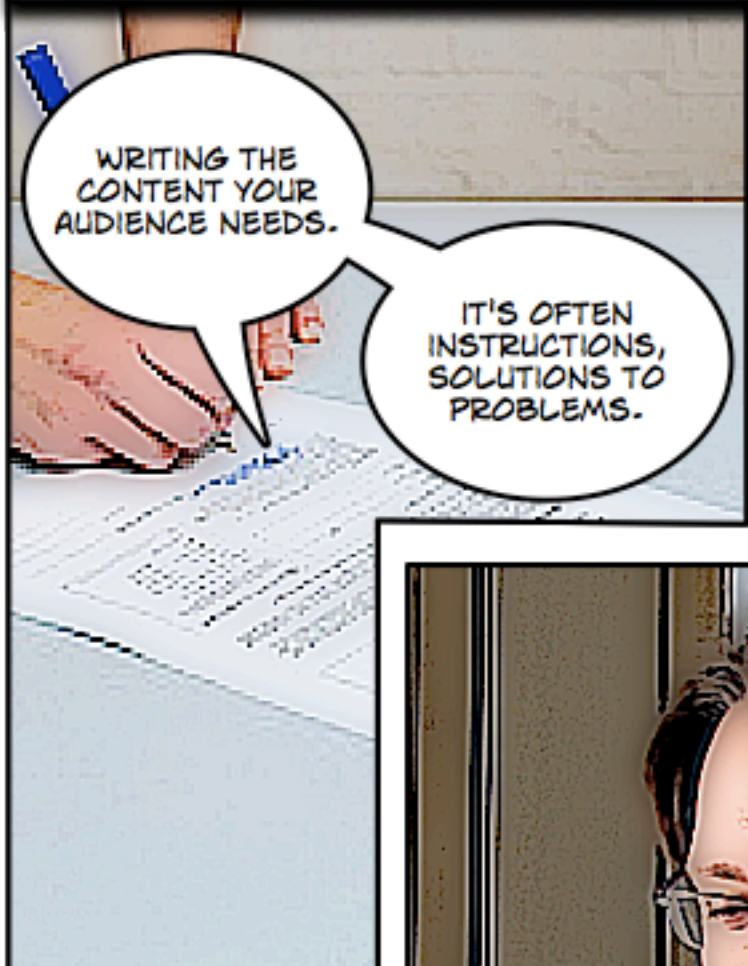


WHATEVER WAY IS BEST FOR
PROVIDING
THE RIGHT INFORMATION,
TO THE RIGHT PEOPLE,
AT THE RIGHT TIME.

WEB PAGES..
HELP FILES..
ON SMARTPHONES..
VIDEOS..
PAPER...

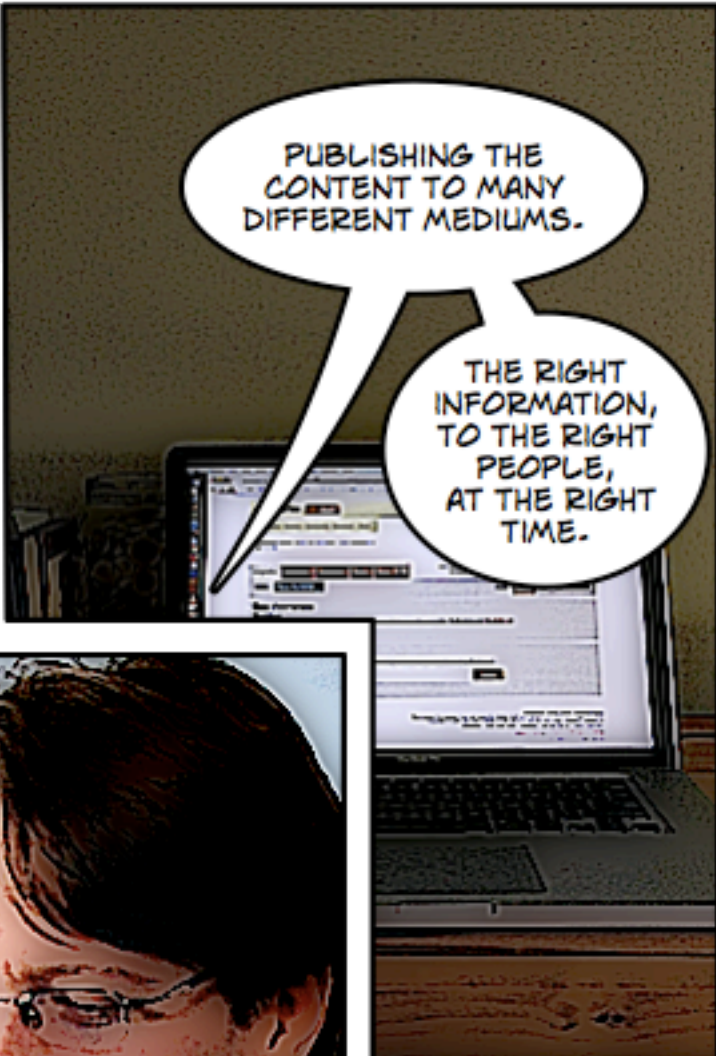


SO WHAT IS A TECHNICAL COMMUNICATOR?




WRITING THE
CONTENT YOUR
AUDIENCE NEEDS.

IT'S OFTEN
INSTRUCTIONS,
SOLUTIONS TO
PROBLEMS.

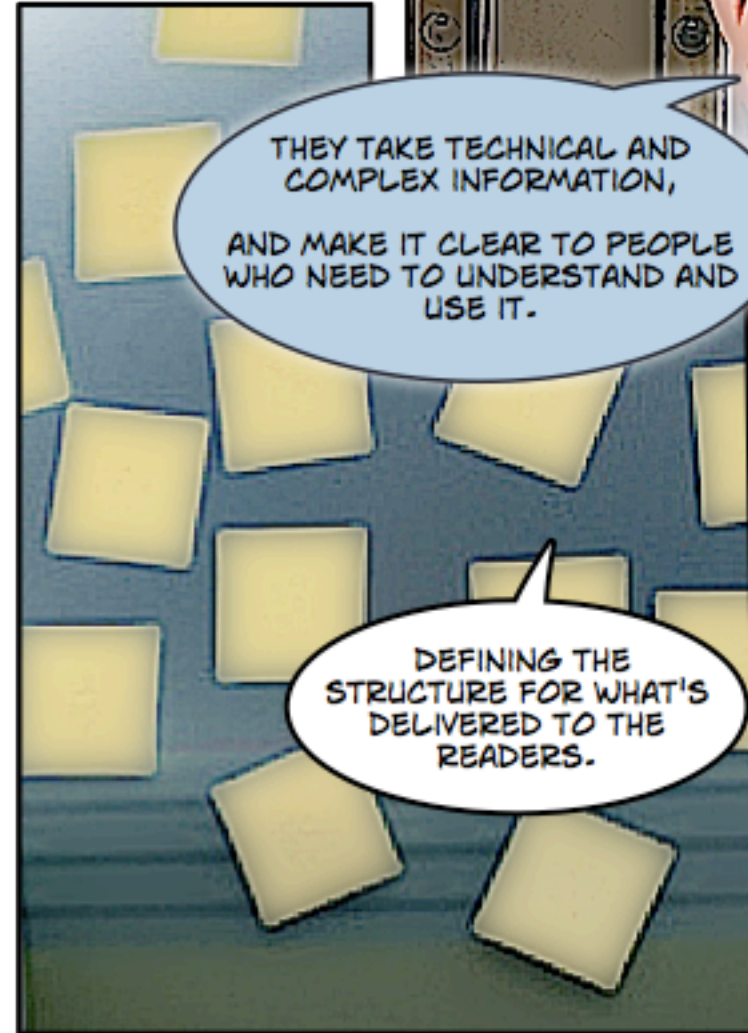


PUBLISHING THE
CONTENT TO MANY
DIFFERENT MEDIUMS.

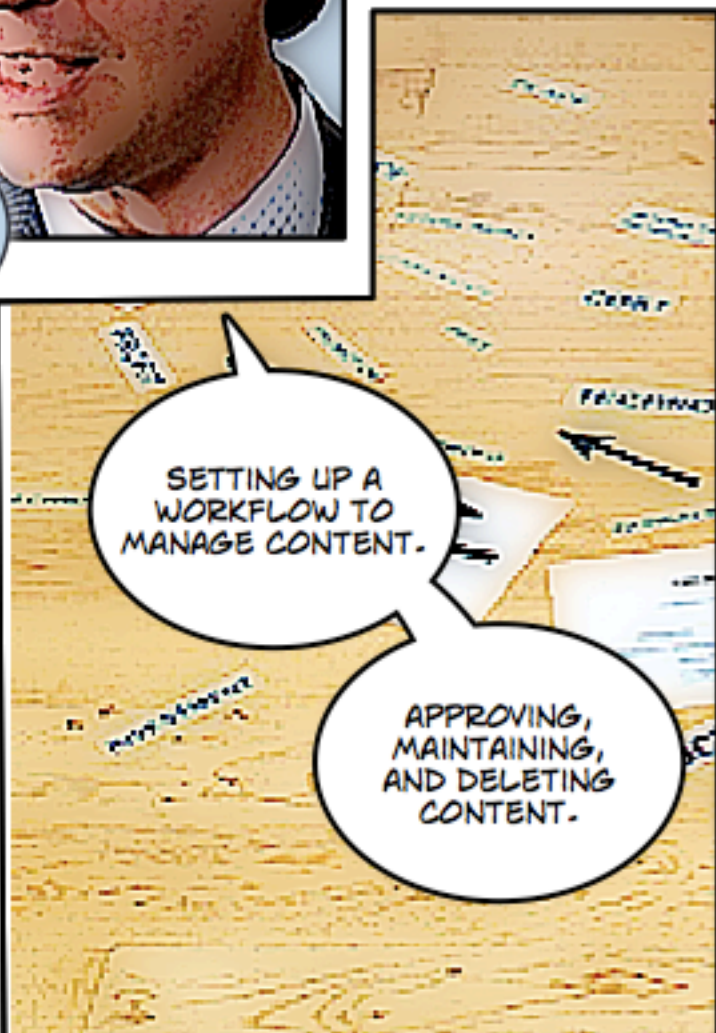
THE RIGHT
INFORMATION,
TO THE RIGHT
PEOPLE,
AT THE RIGHT
TIME.



THEY TAKE TECHNICAL AND
COMPLEX INFORMATION,
AND MAKE IT CLEAR TO PEOPLE
WHO NEED TO UNDERSTAND AND
USE IT.



DEFINING THE
STRUCTURE FOR WHAT'S
DELIVERED TO THE
READERS.



SETTING UP A
WORKFLOW TO
MANAGE CONTENT.

APPROVING,
MAINTAINING,
AND DELETING
CONTENT.

THE INTERVIEW WITH
SARAH



WE'D LIKE YOU TO JOIN US AS
A TECHNICAL COMMUNICATOR.

THAT'S GREAT
NEWS.

SARAH GETS TO WORK.

TALKING TO SUBJECT
MATTER EXPERTS...



MAKING IT ALL
MANAGEABLE...



ORGANISING CONTENT
SO IT'S FINDABLE...



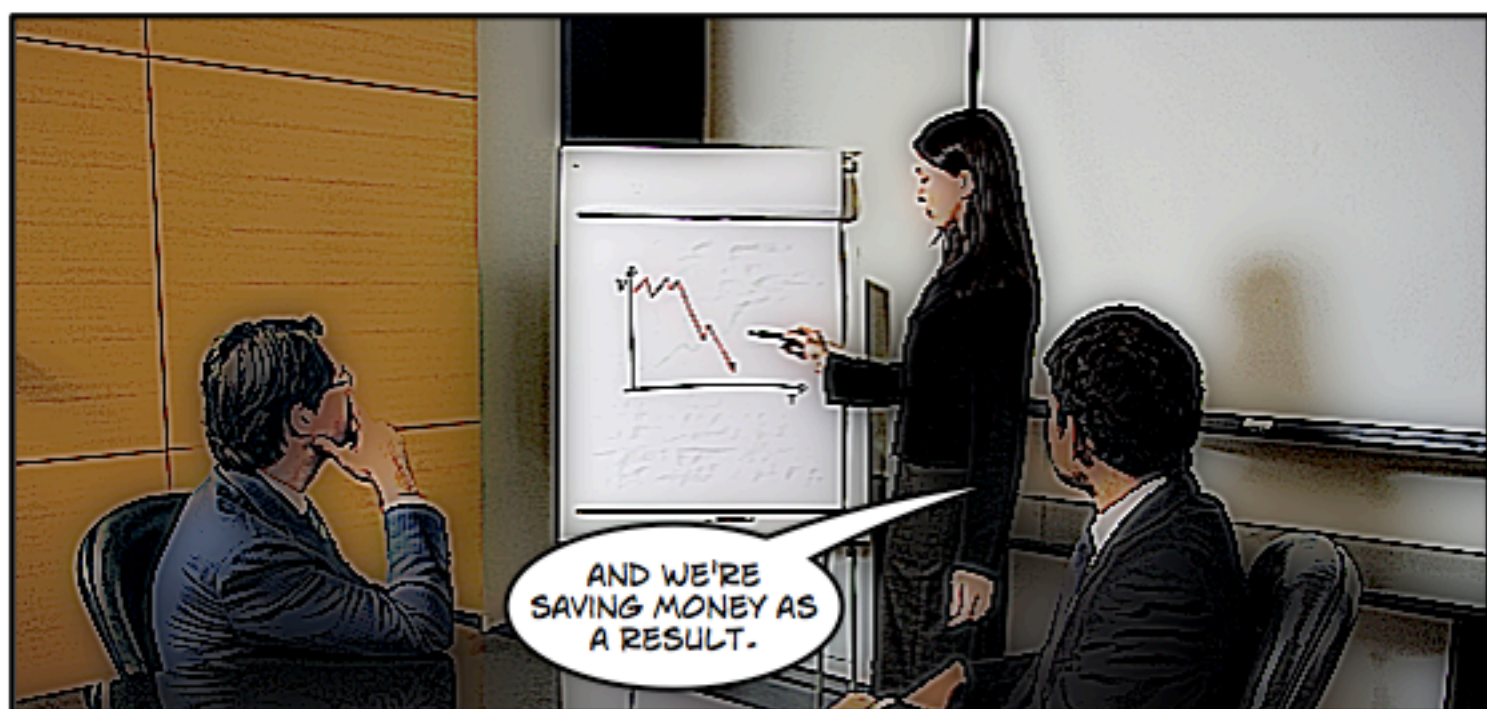
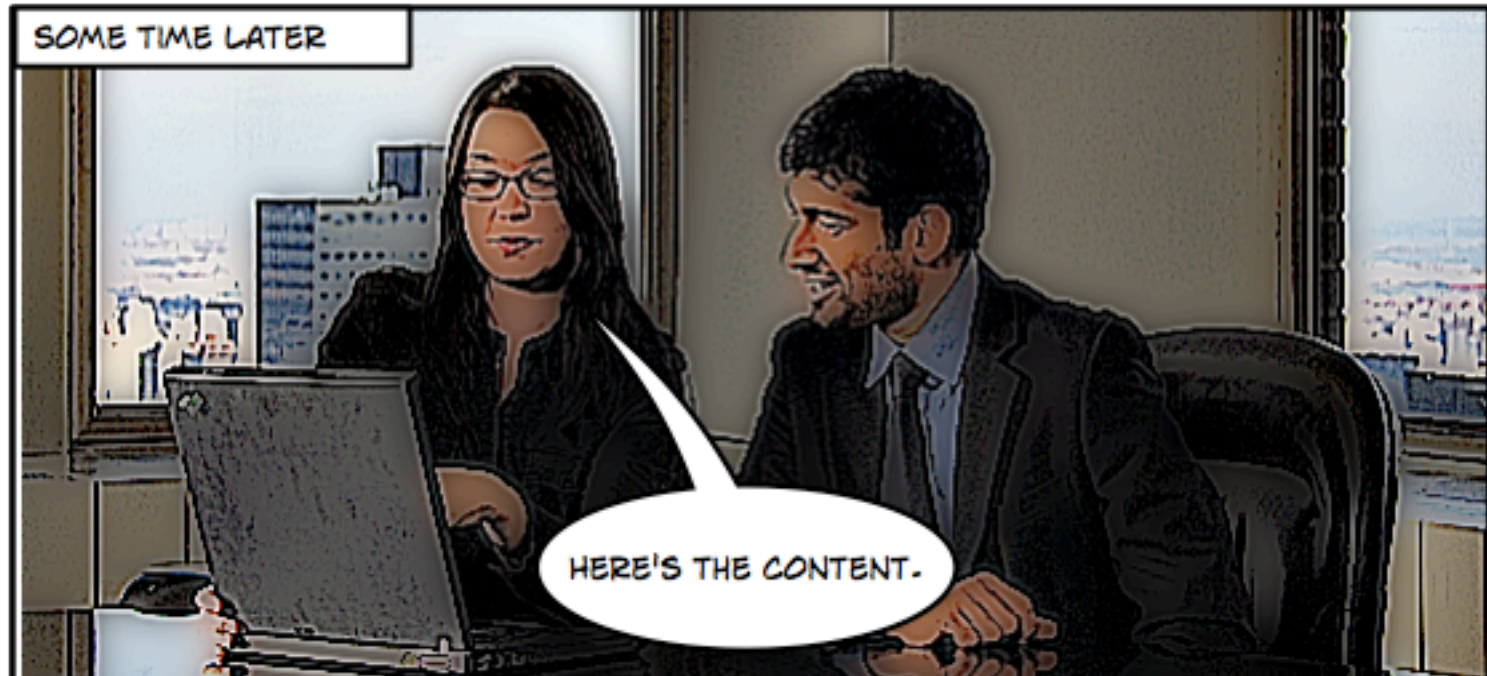
CREATING
INSTRUCTIONS TO
HELP PEOPLE IF THEY
GET STUCK....



IDENTIFYING WHAT
CAN BE REUSED...



SOME TIME LATER



LATER ON.





END



THE INSTITUTE OF SCIENTIFIC AND TECHNICAL COMMUNICATORS IS THE LARGEST UK BODY REPRESENTING INFORMATION DEVELOPMENT PROFESSIONALS.

THE ISTC ENCOURAGES PROFESSIONAL DEVELOPMENT AND STANDARDS, RESEARCH RESOURCES AND NETWORKING OPPORTUNITIES FOR ITS MEMBERS AND INDUSTRY AFFILIATES, AND PROMOTES TECHNICAL COMMUNICATION AS A PROFESSION.



INSTITUTE OF SCIENTIFIC AND
TECHNICAL COMMUNICATORS



MORGUEFILE.COM IMAGES: MCONNERS

CREATIVE COMMONS ATTRIBUTION-
NODERIVS 2.0 UK: ENGLAND & WALES
LICENCE SOME RIGHTS RESERVED
[HTTP://CREATIVECOMMONS.ORG/
LICENSES/BY/2.0/U/2014](http://creativecommons.org/licenses/by/2.0/uk/2014)

BROCHURE CREATED FOR THE ISTC BY
CHERRYLEAF TECHNICAL AUTHORS.

CONTACT THE ISTC FOR MORE
INFORMATION ON ITS MEMBERS AND
HOW TO JOIN:

ISTC@ISTC.ORG.UK
WWW.ISTC.ORG.UK
@ISTC_ORG