



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<sup>+</sup>* aims to cover anything of interest to the profession. To subscribe, contact the office.

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## ISTC news

### Technical Communication UK 2011 news

Technical Communication UK is the annual conference that aims to meet the needs of technical communicators, their managers and clients, from every corner of the industry.

#### Dates and venue

Technical Communication UK 2011 will be held on 22-22 September. The venue is the same as in 2010: the Oxford Belfry: <http://tiny.cc/jli5e>.

#### Keynote speaker

This year's opening keynote will be delivered by Patrick Hofmann, User Experience Designer at Google and visual information specialist.

From his start as a technical writer and illustrator in 1993 to travelling the world as a visual information specialist, Patrick Hofmann has been labelled the 'man of few words'. This vibrant Canadian has helped clients worldwide overcome the usability challenges associated with internationalisation and localisation – usually by eliminating the text in their online, printed, and interface information, and using graphics, symbols, and icons.



*Patrick Hofmann*

### Contents

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## Technical Communication UK 2011 – Call for papers now open!

If you would be interested in speaking, please submit your proposal via the conference website: [http://tiny.cc/tcuk11\\_papers](http://tiny.cc/tcuk11_papers).

As in previous years, the conference has three streams of presentations. Two are open to any topic of interest to Technical Communicators, their managers and clients; the third focuses on a specialist area that is related to technical communication or offers opportunities to technical communicators. This year's specialist stream is Anything but text, so if you've been working on a project that makes use of video, illustrations or audio then we'd like to hear from you.

As always, we're also interested in topics that are not strictly Technical Communication but are relevant to people who work in the field. Previous topics have included Scrum project management, psychology, web analytics, writing presentations, finding and getting a job ...

Presentation slots are 40 minutes (including questions); double slots are sometimes possible for longer presentations.

We will need a title for your session, an outline of its content, its format (for example, presentation, workshop, small discussion groups), an abstract of your session (75 – 150 words), and a brief biography.

### ■ New presenters

We are always keen to encourage new speakers, so if you've been working on an interesting project, integrated a new tool into your processes or started producing information in a new format please do consider submitting a proposal.

### ■ Workshops

In addition to two days of presentations, Technical Communication UK also offers a whole day of longer workshops. We've already got plans for some of the workshops, but we welcome additional volunteers. If you'd like to run a half-day or full-day workshop, please do get in touch.

The deadline for proposals is 15 April, 2011.

## Seeking out the finest Technical Authors

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## ISTC volunteering opportunities

### 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.

### Help promote the ISTC via social media

The more people we get involved with ISTC events, publications, courses and community resources, the more successful these will be – making the event or resource that bit better for other participants and contributing to the success of the ISTC in the long term.

### What's needed?

We need volunteers to join our marketing team and make use of social media to spread the word about our activities. We'd like a volunteer to take a proactive approach to shaping our social media strategy. We'd also like volunteers to make use of their existing presence on LinkedIn, Twitter, and so on.

### When and how often?

This is a little and often role which can become as big as you'd like it to be. You'll need to be able to set some time aside regularly to post notices and to keep in touch with upcoming ISTC activities so you can plan to promote them.

### Skills or experience?

No specific skills, but copywriting experience or exposure to social media would be helpful.

### Interested?

Email Elaine Cole: [istc@istc.org.uk](mailto:istc@istc.org.uk).

### Develop our online resource for independent authors

IASIG is our discussion list for members who are freelancers or have an interest in freelance work. The resource hasn't had much attention recently and we think it's time to give it some.

### What's needed?

We need someone to take a leadership role in assessing the value of the current discussion list and working with other volunteers to ensure our members who are independent authors have access to a valuable online community resource.

### When and how often?

This is an ongoing role that can begin whenever the right person is available.

### Skills or experience?

No specific skills, but you do need to be a member of the ISTC (any membership grade). You'll be best placed to take this on if you are an independent technical author already.

### Interested?

Email Rachel Potts: [rachelpotts@gmail.com](mailto:rachelpotts@gmail.com).

## ISTC local area group news

### London Technical Writers Group social

The next London Technical Writers Group social evening will be held in the Foyer Bar of the Royal Festival Hall (RFH) on Wednesday 6 April, 2011. This is a free social event, which is supported by the ISTC and is open to anyone who'd like to meet and chat with other tech writers, whether or not they are members of any technical writing organisation.

It takes place from 18:30. If you are among the first to arrive, or can get there before this time, please try and 'grab' a couple of tables for the rest of us! We generally find somewhere to sit towards the back of the Foyer hall (that is, the side furthest from the river), and over on the left-hand side when you are standing with your back to the bar itself.

You can buy your own refreshments at the RFH licensed bar and Foyer Café.

## ISTC Affiliate news

### New bronze affiliate Omniligua

Omnilingua Medical and Technical Translation Company, based in Dorking, Surrey, provide translation services for two main areas.

#### Medical:

- Medical device and equipment language translation
- Biomedical and in vitro diagnostic language translation
- Pharmaceutical and clinical research language translation
- Biotechnology language translation



#### Technical:

- Engineering language translation
- Telecommunications language translation
- Electronics and IT language translation
- Legal and financial language translation

For information about their services, visit: [www.omnilingua.co.uk](http://www.omnilingua.co.uk).



### Adobe Museum of Digital Media Announces New Exhibition: John Maeda: Atoms + Bits = the neue Craft (ABC)

The Adobe Museum of Digital Media ([www.adobemuseum.com](http://www.adobemuseum.com)) is pleased to announce its second exhibition, John Maeda: Atoms + Bits = the neue Craft (ABC), on view 23 March to 31 December, 2011.

The exhibition is a digital representation

of Maeda, president of the Rhode Island School of Design (RISD), leading an interactive lecture on how artists are connecting the worlds of digital creativity and analog (or handcrafted) creativity. Titled Atoms + Bits = the neue Craft (ABC), the lecture underscores the mission of the AMDM to provide an interactive venue for presenting digital media works as well as providing a forum for expert commentary on how digital media influences culture and society.

According to Maeda, 'Computers let us imagine digitally what we once could only validate by handcraft in physical form – the infinite malleability and reusability of bits have forever changed the creative process. But just as it took Icarus to first imagine human flight

by carefully observing how birds can fly, digital tools have relied on many of the original tools and media used by artists in the pre-digital world.' Maeda



sees the thread that runs between the tools of physical art making – such as pens, brushes and pigment – and the way new media has co-opted many of the same tools to manipulate bits in digital art. Through the exhibition, he examines the history of linking analog and digital creativity within his own work and the works of others.

The exhibition takes the form of an interactive lecture, with a digital representation of Maeda speaking on a simple stage resembling his office at RISD. Dynamic infographics, video content and audio remarks illustrate Maeda's talk. Scenes from RISD art studios, including wood, glass, metal, and paper workshops, demonstrate the richness of expression Maeda feels must be captured in digital art's next chapter.

### About John Maeda

John Maeda is a world renowned artist, graphic designer, computer scientist and educator whose career reflects his philosophy of humanising technology. For more than a decade, he has worked to integrate technology, education and the arts into a 21st-century synthesis of creativity and innovation. A recipient of the National Design Award and represented in the permanent collection of the Museum of Modern Art,

Maeda became president of the Rhode Island School of Design (RISD) in June 2008.

A former professor at the Massachusetts Institute of Technology, Maeda taught media arts and sciences there for 12 years and served as associate director of research at the MIT Media Lab. Maeda's early work redefined the use of electronic media as a tool for expression by combining skilled computer programming with sensitivity to traditional artistic concerns.

He has published four books including *The Laws of Simplicity*, now translated into 14 languages. His new book written with Becky Bermont, *Redesigning Leadership*, expands on his micro-posts on leadership and innovation as @johnmaeda on Twitter. In 2008 Maeda was named one of the 75 most influential people of the 21st century by *Esquire* magazine and in 2010 he was called the 'Steve Jobs of academia' by *Forbes* magazine.

A native of Seattle, Maeda earned bachelor's and master's degrees in Computer Science and Electrical Engineering from MIT, followed by a PhD in Design Science from the University of Tsukuba Institute of Art and Design in Japan and a master's in business administration from Arizona State University.

### About Adobe Museum of Digital Media (AMDM)

The Adobe Museum of Digital Media is a one-of-a-kind online museum and interactive venue designed to showcase and preserve groundbreaking digital media works and provide a forum for expert commentary on how digital media influences culture and society. The AMDM is open 24/7, 365 days a year, free of charge. Visitors are invited to sign up for free membership to enjoy special benefits including advance viewings of exhibits and exclusive events.

The AMDM launched in October 2010 with inaugural exhibition, *The Valley*, a specially commissioned work from renowned American artist Tony Oursler. Exhibitions are curated by leaders in art, technology and business, changing regularly throughout the year. A permanent exhibition archive remains indefinitely accessible at [www.adobemuseum.com](http://www.adobemuseum.com).

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email: [info@cliffordsells.com](mailto:info@cliffordsells.com)

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## Industry news

### Outstanding indexes wanted: Wheatley Medal 2011

Anyone searching for information knows that a good index enhances the value of any publication, and the very best are deserving of wider recognition. Winning the Wheatley Medal confers prestige on both indexer and publisher and, like any award, can help in marketing the publication.

If you're an editor or publisher, why not consult your colleagues and consider nominating some of the best indexes from among your recent publications? Nominations are also welcome from academics and librarians, who are well placed to judge the usefulness of an index. Visit the Society of Indexers' website to check the criteria the judges are looking for, see a list of previous winners and download a nomination form: [www.indexers.org.uk/index.php?id=61](http://www.indexers.org.uk/index.php?id=61).

Established by the Library Association (now CILIP) and the Society of Indexers, this prestigious medal was first awarded in 1963. It has since been presented for indexes to a wide range of publications, from encyclopedias to journals, with subjects ranging from law and medicine to biography,

literature and history.

- All indexes published in the EU (not just in the UK) between 1 January 2010 and 30 April 2011 are eligible for nomination (provided both text and index are in English)
- Judging panel includes indexers, academics and library/information professionals
- Don't miss the deadline – 3 May 2011
- Publishers should remember to send a copy of the publication with the nomination form.

#### The Society of Indexers

The Society of Indexers was established in 1957 to raise awareness of indexing and promote improved standards in all forms of indexing. Further information about the Society, about training as an indexer and about indexing in general can be found on its website ([www.indexers.org.uk](http://www.indexers.org.uk)), together with the online directory of freelance indexers (Indexers Available) and extensive advice for anyone commissioning an index.

## International news

### New international project

*Theresa Cameron FISTC, ISTC International Manager, [international@istc.org.uk](mailto:international@istc.org.uk)*

The project to revise the *Guidelines for writing international English* kicked off in March, thanks to an amazing response to the request for volunteers in the February issue of *InfoPlus+*.

The initial flurry of volunteers from the ISTC was so encouraging that I contacted fellow techcomm associations in other parts of the world. Now members of STC, IEE-PCS, TCANZ and TWIN have joined the ISTC volunteers to form a team of experts who represent English as it is used in Europe, North America, Australasia and Asia.

The team members also have expertise in a variety of industries ranging from retail to medical, and energy to social sciences, which I hope will allow us to include domain-specific as well as general terminology. Ron Blicq, who lead the original INTECOM project, is also on hand to provide valuable advice.

While the team is blowing the dust off the original guidelines, I'm setting up a wiki so that the team can record all their comments and new terms. Then the real work will begin!

## Job opportunity for Technical Writer, Barcelona

At UTC Fire & Security, we're working hard to make the world a safer place. Through our portfolio of market-leading brands we deliver a full-range of fire safety solutions to a diverse customer-base around the world. And through the drive and determination of our employees we ensure that our legacy of quality and innovation continues to grow.

We are currently looking for an experienced and highly-motivated Technical Writer to expand our technical communications team in Barcelona (Spain).

### Responsibilities

- Writing and editing a variety of technical document types for enterprise-level control systems following our in-house style guide (installation instructions, user manuals, etc.)
- Sourcing and verifying technical content for documentation with global engineering teams, technical support staff, certification & regulatory staff, and product managers
- Updating and / or creating illustrations for use in technical documentation

- Coordinating and managing the translation of technical documentation and software applications via our translation agency and European sales offices
- Liaising with global manufacturing facilities and print vendors for proofing and publication of technical documentation
- Liaising with global technical communications teams to improve and update our in-house style guide, templates, DTP processes, document distribution methods, and translation workflow

### Qualifications & Requirements

The successful candidate should:

- Be a native English speaker or have native-level English writing and communication skills
- Have a recognised qualification in journalism, English, technical communications, or electrical engineering
- Have at least three years writing experience in a technical or related field

- Have experience of working with multilingual documentation
- Have experience of writing for translation
- Have advanced Microsoft Word and CorelDraw / Adobe Illustrator skills
- Have at least a basic working knowledge of Adobe FrameMaker and RoboHelp
- Be flexible, reliable, highly motivated, and committed to delivering projects to deadline

### Desired

- Experience with fire products / industry
- Spoken and written Spanish (additional European languages are a plus)

A relocation package is available for the successful candidate, if required. Interested applicants should submit a current CV and a recent technical writing sample (in English) to [gary.crighton@fs.utc.com](mailto:gary.crighton@fs.utc.com).

## Blog news

### Getting better all the time

By Gordon McLean MISTC

That's a quarter of the year done already, time flies when you are having fun (or so I'm told) and with the early conference season underway, it already looks like an interesting year for our profession.

WritersUA has created a lot of chat on the blogs, and whether you were following the WritersUA blog, or the coverage from Sarah Maddox and Rhonda Bracey, there was certainly a lot to digest. Rather than pick through their posts individually, I thought I'd just link to them here and let you all go and find the good stuff in your own time:

[Official WritersUA blog](#)

[Sarah Maddox WritersUA wrapup](#)

[Rhonda Bracey covers WritersUA](#)

One thing I love about our profession is the diversity of thinking. I especially like it when I can point you all to Tom Johnson's post [The Real Source of Findability](#), where he summarises that 'Although I have looked at many authoring tools, I think the one that triumphs them all is the wiki, precisely because it enables the enterprise to author content',

and then suggest you all read Mary Connor's post titled [Why Doc-To-Help and not a wiki?](#) where she discusses how 'Being avid followers of the sea change of social media, our first instinct was to turn to a wiki solution to support real-time, team-wide, distributed authoring. We studied the field, narrowed it to the three most promising candidates for further research, but found no solutions among them'.

Social media continues to be a focus for many documentation teams, and the STCAustin blog recently considered [Tech Writers and Their Role in Social Media](#), nicely summarising some thoughts from Anne Gentle's book 'Conversation and Community' (also well worth a read) 'Listening is probably the biggest paradigm shift in our profession. After all, we're basically paid to tell people how to do things, right? We may have mined a few call logs in an attempt to generate relevant content, but most of us have never really listened to (and helped) customers real-time. In the Web 2.0 era, though, listening to people and responding is just about everybody's job.'

I'll return to the ever prolific Tom Johnson who posted an interesting article on [Breaking Out of Topic-Based Hierarchies](#). In it, he looks at how most people who use technical documentation expect to be able to find information, and outlines 15 different ways

### Quick links

WritersUA Blog:

<http://writersua2011.blogspot.com>.

Sarah Maddox:

<http://ffeathers.wordpress.com/2011/03/20/writersua-2011-wrapup-a-great-technical-communication-conference>.

Rhonda Bracey:

<http://cybertext.wordpress.com/category/technical-writing/conferences>.

Tom Johnson:

<http://idratherbewriting.com/2011/03/10/the-real-source-of-findability>.

Mary Connor:

[www.cleverhamster.com/clever-hamster/2011/03/why-doc-to-help.html](http://www.cleverhamster.com/clever-hamster/2011/03/why-doc-to-help.html).

STCAustin:

<http://stcaustin.blogspot.com/2011/03/tech-writers-and-their-role-in-social.html>.

Tom Johnson:

<http://idratherbewriting.com/2011/03/21/organizing-help-content-breaking-out-of-topic-based-hierarchies>.

Craig Haiss:

[www.helpscribe.com/2011/03/what-technical-writers-and-kindergarten.html](http://www.helpscribe.com/2011/03/what-technical-writers-and-kindergarten.html).

that information could be structured to help the users: 'One of the biggest challenges technical writers face is enabling users to find the right help topic amid hundreds of topics in a help system. Although the default approach in an online help file is to group the topics by task or topic in a table of contents (TOC), this method has its shortcomings. The traditional TOC only works well if each topic neatly fits into its own group, and if users are familiar with all the terminology.'

And finally, Craig Haiss points out some similarities between our profession and another in his post [What technical writers and kindergarten teachers have in common](#).

Well, technical writing is a lot like teaching kindergarten. Sure, your audience wears grown-up clothes and has likely swapped the Twinkie for a danish, but deep down, they are still waiting for recess.'

That's all from me. As ever, if you know of a blog that you think others would be interested in, please get in touch at [blogs@istc.org.uk](mailto:blogs@istc.org.uk).

A technical writer for almost 16 years, Gordon has been blogging for 10 of those. He monitors a large breadth of blogs covering most aspects of both technical communications and software development. You can download the full list of RSS feeds from his blog at [www.onemanwrites.co.uk](http://www.onemanwrites.co.uk).

## 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](mailto: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](mailto:istc@istc.org.uk).

### April

7-8

#### **Website creation essentials with Adobe Dreamweaver CS5**

Course 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.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.  
[armada.co.uk/coursedreamweaver.htm](http://armada.co.uk/coursedreamweaver.htm).

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#### **Introduction to technical authoring**

Short course for new technical authors and people in other roles who need to carry out technical authoring work. Covers audience analysis, structuring and designing documents, writing in plain English, punctuation and grammar, designing an effective layout, reviewing and proofreading.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.  
[armada.co.uk/techauthortraining](http://armada.co.uk/techauthortraining).

12-13

#### **Intermediate technical authoring**

Building on basic course, teaching key issues that define high quality technical authoring. Learn to use a detailed end-to-end writing process to design, draft, and improve technical documents, developing critical skills, create more effective technical documents, and present a consistent and homogenous document set to the users.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.  
[armada.co.uk/techauthortraining](http://armada.co.uk/techauthortraining).

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...April

**14-15 Advanced technical authoring**  
Intensive course for career technical authors who want to improve their skill set and the quality and effectiveness of the documentation they produce.

10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/techauthortraining](http://armada.co.uk/techauthortraining).

**18-19 Basic and Intermediate Adobe RoboHelp**  
Course for beginners, teaches how to use RoboHelp to create online help in most popular formats, and produce hard copy guides in Word format from the same project.

10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/adobettraining](http://armada.co.uk/adobettraining).

**20 Advanced Adobe RoboHelp**  
Teaches the use of RoboHelp's advanced features. Covers the use of styles and stylesheets, the development of skins, creating context-sensitive help and using

the RoboScreenCapture and RoboSource utilities that are bundled with RoboHelp.

10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/adobettraining](http://armada.co.uk/adobettraining).

**26-27 Basic and Intermediate Adobe FrameMaker**  
Course providing thorough grounding in FrameMaker used in unstructured (standard) mode covering most popular features and a wide range of techniques for generating printed documents of a high standard.

10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/courseframe.htm](http://armada.co.uk/courseframe.htm).

**28 Advanced Adobe FrameMaker**  
Teaches the use of FrameMaker's advanced and difficult-to-grasp features when working in unstructured mode (standard FrameMaker). Learn how to produce books comprised of multiple documents, generate a table of contents and index, and insert

cross-references.

10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/courseframe.htm](http://armada.co.uk/courseframe.htm).

**May**

**5-6 Introduction to Adobe Captivate**  
Course for beginners, teaches how to create web enabled simulations, demos and tutorials for software applications.

10% discount for ISTC members.  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/coursecaptivate.htm](http://armada.co.uk/coursecaptivate.htm).

**19-20 Introduction to Adobe InDesign CS5**  
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members  
Armada, Bromsgrove, Midlands.  
[armada.co.uk/techauthortraining](http://armada.co.uk/techauthortraining).

## Event news

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 <http://istc.org.uk/Publications & Downloads/Newsletter/About the Newsletter.html>. To include an event in the listings, please email [events@istc.org.uk](mailto:events@istc.org.uk)

### ***The rise of the fearless communicator, IoIC annual conference***

The annual conference of the Institute of Internal Communication (IoIC) will analyse the power and nature of the fearless communicator, and how this quality has become essential for consistent success.

Faced with unprecedented business demands and a dynamic and influential audience – given more power through the rise of tools such as social media – internal communicators have to develop new tactics for engaging all stakeholders, some of whom may be reluctant to make the journey.

*The rise of the fearless communicator* will focus on organisations who are succeeding in being fearless – delivering results, facing challenges, winning awards.

Topics will include building the case for and maximising opportunities from social media; intranets – useful communication tool or dumping ground?; the MacLeod Report – two years on; building a centre of communications excellence; and engaging stakeholder audiences for change.

Featuring a mix of presentations, case studies, panel debate and break-out sessions, the event will also include a pre-conference 'Meet the Winners' networking evening, offering the chance to gain valuable insights from winners of national and international awards.

**When**  
11-13 May, 2011.

**Where**  
Highcliff Marriott, Bournemouth.

**More information**  
The all-in price of £1,200 + VAT for non-members and £800 + VAT for members includes a pre-conference workshop and networking event, all meals and single accommodation.

Further information is available at [www.ioic.org.uk](http://www.ioic.org.uk).

### **Arbortext APP World 2011**

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 24 years.

The Arbortext APP World 2011 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 worldwide community.

**When**  
9 -10 May, 2011.

**Where**  
Marriot Regents Park Hotel, London.

**More information**  
For details of the programme, visit: [www.tformat.com/appworld](http://www.tformat.com/appworld).

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## Localization World Barcelona: *Innovation*

Building on the success of sixteen previous conferences, Localization World comes to Barcelona, Spain.

Innovation is not for the faint of heart. The term has a desirable and exciting ring, but, beware, innovation frequently arrives in the guise of a sudden crisis, an economic downturn, a boneheaded coworker, an irate customer, or a disruptive technology. Usually, only by hindsight can we see that the events that forced our hand led to innovation.

Often innovation is driven by people or companies from outside an industry. The big stakeholders resist it and prefer to stick with established practices.

Sometimes change is mistaken for innovation. However, change is only innovation if it leads to improvements. If it doesn't, it is only change.

**When**  
June 14-16, 2011.

**Where**  
Gran Hotel Princesa Sofia, Plaza Pío XII, Barcelona, Spain.

**More information**  
For more details about the programme, visit: [www.localizationworld.com](http://www.localizationworld.com).

## Localization Project Management seminar

The Localization Institute is offering the seminar Localization Project Management in Dublin, Ireland, presented by Tom Connolly.

This is a full-day Localization Project Management seminar featuring five sessions: Project Initiation, Planning and Scheduling, Financial Project Management, Lessons Learned and Industry Trends.

The Localization Institute has been approved as a Registered Education Provider (REP) by the Project Management Institute ([www.pmi.org](http://www.pmi.org)). This seminar is the only course in localization project management offered by an REP.

**When**  
24 May, 2011. The seminar will run from 08:30 to 17:45.

**Where**  
The National College of Ireland, Dublin.

**More information**  
To register for the seminar in Dublin, or for more information, visit: [www.localizationinstitute.com/switchboard.cfm?category=public&display=title&ID=92](http://www.localizationinstitute.com/switchboard.cfm?category=public&display=title&ID=92).

## Events listings

### April

#### 6 **London Technical Writers Group Social**

The London Technical Writers Social evening is to be held in the Foyer Bar of the Royal Festival Hall. This is a free social event supported by the ISTC and is open to anyone who'd like to meet and chat with other technical writers, whether or not they are members of any technical writing organisation. Starts at 18:30.

7 **Sign Design Society meeting**  
Starting at 18:30, in The Gallery, 75 Cowcross Street, Farringdon, London when Tony Howard will talk about the Dubai Metro. Further information and bookings are available on the website.

[www.signdesignsociety.co.uk](http://www.signdesignsociety.co.uk).

- 20 The Localization Institute Online Training: Terminology Management** **May**  
 Online session lasting 1½ hours. Suitable for project managers and translators who wish to offer terminology management to their clients and customers who are thinking of starting terminology work inside the company or through a translation vendor.  
[www.localizationinstitute.com/index.cfm?SEMINAR\\_CAT\\_ID=1#session1](http://www.localizationinstitute.com/index.cfm?SEMINAR_CAT_ID=1#session1).
- 29 TCeurope Colloquium 2011: The impact of European directives and standards on technical communication**  
 The colloquium takes place from 09:00 to 17:00 on 4th floor CEN-CENELEC Meeting Centre, Avenue Marnix 17, 1000 Brussels. Speakers include Ian Fraser, from the European Commission.
- 9-10 Arbortext APP World 2011 - (3B2) Users meeting**  
 tformat ltd is organising an event focused on a popular pre-press composition software and XML publishing suite called Arbortext Advanced Print publisher (formerly 3B2).  
 Marriott Regents Park, London  
 Email Chris Western at [events@tformat.com](mailto:events@tformat.com).  
[www.tformat.com/appworld](http://www.tformat.com/appworld).
- 11-13 The rise of the fearless communicator, IoIC annual conference**  
 The annual conference of the Institute of Internal Communication (IoIC) will feature a mix of presentations, case studies, panel debate and break-out sessions, the event will also include a pre-conference 'Meet the Winners' networking evening, offering the chance to gain valuable insights from winners of national and international awards.  
 Highcliff Marriott, Bournemouth.  
[www.ioic.org.uk](http://www.ioic.org.uk).
- 24 Localization Project Management seminar**  
 The Localization Institute is offering a full-day seminar in Dublin, Ireland, presented by Tom Connolly. It features five sessions: Project Initiation, Planning and Scheduling, Financial Project Management, Lessons Learned and Industry Trends. The seminar will run from 08:30 to 17:45 and takes place at The National College of Ireland, Dublin.  
[www.localizationinstitute.com](http://www.localizationinstitute.com).  
 Spain. More details at [www.localizationworld.com](http://www.localizationworld.com).