



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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ISTC news

Introducing the ISTC Accreditation Scheme

From David Farbey

One of the goals of the ISTC is to improve the quality and availability of technical communication training and education in the UK. After the City and Guilds Institute (C&G) discontinued its courses on the Communication of Technical Information the ISTC offered its own Open Learning courses and its own examinations, based on the original C&G syllabus. Unfortunately, operating these courses and examinations proved to be a complex and time consuming activity for the ISTC, and the ISTC Council also became aware that the course syllabus and teaching methods had not kept up with current practices in our industry.

In response to these and other concerns the ISTC Council decided to stop offering these courses in their original form. The ISTC Council hoped that it would be possible to

create a new set of courses to replace them but after further investigation concluded that the costs involved and the time required for such an effort would be excessive. Instead, the ISTC Council has decided that the best way to promote training and education in our field is to partner with existing training providers. The ISTC's role will be to review and assess training offered by others, and to promote suitable courses to its members.

Under these new arrangements, to be known as the ISTC Accreditation Scheme, ISTC members benefit from greater visibility of available courses that have been independently assessed, training providers gain greater exposure to the ISTC membership, and the ISTC advances its aims of improved professional education and training.

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Wishing all our readers an enjoyable festive season and a happy and peaceful new year. Thanks to all those who have contributed to InfoPlus⁺ throughout the year.

Further information about the ISTC Accreditation Scheme will be available on the ISTC website. If you represent a training provider and we have not yet been in contact with you about the scheme, please contact the ISTC Office by email at education@istc.org.uk. Similarly, if you are an ISTC Member or Fellow (MISTC or FISTC) and you are interested in supporting the scheme by joining our panel of course reviewers submitted for accreditation, please also contact the ISTC Office by email at education@istc.org.uk.

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ISTC annual survey

From Emma Bayne

The ISTC is carrying out a short survey to investigate the qualifications, experience and remuneration of technical communicators in the UK.

For the purpose of this survey, 'technical communicators in the UK' means either a technical communicator who is a UK citizen, or non-UK citizen working as a technical communicator in the UK. However, you are welcome to participate in this survey even if you do not fall into either of these categories.

By taking part in this survey you are helping to provide important data that can help the ISTC develop its policies and support the technical communications industry in the UK. The survey should take you less than 10 minutes to complete.

The survey is open to members of the ISTC and to non-members. Results will be made available to ISTC members through the ISTC's publications. If you are not an ISTC member and would like to receive a copy of the survey results, please send an email to istc@istc.org.uk.

The survey is completely anonymous, and we do not retain any data that could be used

to identify any individual participant.

Deadline for the survey is 31 January, 2012.

Here is a link to the survey:

www.surveymonkey.com/s/ISTCsurvey2012.

Thank you for participating!

ISTC Membership renewal

ISTC members will shortly receive an invitation to renew their membership for 2012. We would like to remind you that last year Council introduced an interest free option for membership subscriptions to be paid in monthly instalments which will help to spread the cost evenly throughout the year.

The other direct debit options are annual and quarterly payments and if you would like to take up one of these options please follow this link which is on the ISTC website: www.istc.org.uk/Membership/Details/direct_debits.html.

If you already have a direct debit set up, payments will continue to be taken with effect from the beginning of January.

Looking Ahead – Technical Communication UK 2012

From David Farbey

The dust has hardly settled after the very successful Technical Communication UK (TCUK) 2011 conference but work is already under way to plan TCUK 2012. David Farbey has taken over as Chair of the Conference for 2012, and is working closely with our professional team on logistical planning.

The dates have been set for TCUK 2012, so please mark your diaries (as soon as you have your 2012 diaries, that is): Tuesday, 2 October to Thursday, 4 October, 2012. We hope to announce the venue early in the New Year.

David is interested in hearing from people who are interested in helping with TCUK 2012 in two areas in particular – developing a marketing plan for the conference, and organising the conference programme (including suggestions for possible specialist themes). If you'd like to help in any way please contact David by email at tcuk@istc.org.uk.

ISTC at TCWorld exhibition

From Alison Peck

The ISTC attended the TCWorld exhibition and trade fair held in Wiesbaden in October 2011. We had a stand in the Associations World section, alongside many from around the globe. The stand was manned for the three days by Felicity Davie, who is our



Visitor Kai Weber talks to Felicity Davie at the ISTC stand

publicity and advertising associate, and Alison Peck. Our aim was to promote the ISTC within the international community, raising our profile and advertising events such as our extremely successful Technical Communication UK conference.

We had a number of visitors to the stand – and our reputation is spreading. Far more people had heard of the ISTC on this visit than was the case the last time we attended, in 2009. We made personal contact with many technical communicators who were attending the conference, and with some of the speakers. Felicity also took the opportunity to meet face-to-face with many of the tools vendors and other suppliers who advertise regularly in *Communicator* and *InfoPlus+*, creating new relationships and cementing existing ones. Overall, a very worthwhile exercise.

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ISTC local area group news

Southern Area Group meeting report

By Marjorie Jones

On 8th November, the Southern Area Group of the ISTC held a pub social at The White Hart Hotel in Hook. Around 15 of us managed to find the pub, which was a good start, since incredibly, there is another pub with an almost identical name about 400 yards away – Hook obviously needs a good technical writer to resolve some terminology problems. The gathering included one or two folk who hadn't yet discovered ISTC membership, and who were made very welcome. We enjoyed good food and excellent conversation on a wide range of subjects, some work-related and some not.

I always enjoy spending time with fellow technical writers, and the informal pub setting gave plenty of opportunity for networking and building relationships. For the next meeting, we agreed that a North Hampshire or Surrey location would be ideal as we've had several meetings in South Hampshire recently. If you can suggest a

good location (perhaps your employer could host us one evening?), or a good subject (would other technical writers be interested in hearing about some aspect of your work?) or could volunteer to host another social (perhaps you know a good pub with a less ambiguous name?) then please let Paul, Elaine or myself know by e-mailing istc@istc.org.uk.

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.

ISTC Business affiliate monthly profile

New Business Affiliate member TechDocs UK



TechDocsUK is the only organisation that focuses on the demands and needs of the UK Military Documentation Professional. Providing forums, events and networking for technical communicators, users and vendors alike with the common goal of accurate technical information to the UK Military Field Force.

Working closely with the MoD Policy directly and the UKCeB, TechDocsUK acts as a platform for both commercial and military consumers and producers alike.

To find out more or request more information, www.techdocsuk.co.uk or email michael.ingledew@techdocsuk.co.uk.

ISTC Affiliate news

Transperfect merges with WorldLingo



TransPerfect, the world's largest privately held provider of language services and technology solutions has announced a merger with WorldLingo. Based in Las Vegas, WorldLingo specialises in translation technology and other solutions for website localisation, as well as document, instant message, e-mail, and real-time chat translation.

WorldLingo will become a division of TransPerfect and will continue to be led by CEO Martin Pratt, who will join TransPerfect's senior management team. As a pioneer and world leader in the translation-related technology space, WorldLingo performs millions of translations every day for governments, businesses, and consumers around the globe. In addition to its existing client base and stable of service offerings, WorldLingo also has an impressive portfolio of patents and other intellectual property.

'We see this merger as a chance for WorldLingo to join a company with a global footprint and a track record of consistent organic growth,' said Martin Pratt CEO of WorldLingo. 'Everyone at TransPerfect has made us feel welcome, and our employees look forward to the growth prospects they will enjoy as part of a larger organisation.'

TransPerfect Co-CEO Phil Shawe said, 'WorldLingo is a great example of what we look for in a strategic merger partner. They are pioneers in translation-related

About TransPerfect

With annual revenues of more than \$250 million, TransPerfect is the world's largest privately held provider of language services and technology solutions. From offices in more than 70 cities on five continents, TransPerfect offers a full range of services in 170+ languages to clients worldwide. With an unparalleled commitment to quality and client service, TransPerfect is fully ISO 9001 and EN 15038 certified. TransPerfect has global headquarters in New York, with regional headquarters in London and Hong Kong. For more information, visit: www.transperfect.com.

technology, and they offer some of the industry's most effective solutions for customers and clients.'



WorldLingo

About WorldLingo

WorldLingo is a leading provider of integrated, online translation solutions, with services ranging from cost-effective machine translation solutions to professional human translation and culturally sensitive localisation.

WorldLingo also offers unique, real-time translation solutions for two-way e-mail and instant messaging. These solutions make it easy for businesses and professionals to interact with internal and external multilingual audiences anywhere in the world. Major clients include AT&T, Sony, Eli Lilly, Belkin, Cadbury Schweppes, Qualcomm, Priceline, H.J. Heinz and numerous U.S. and European government agencies. Since 2003, Microsoft has integrated WorldLingo's Machine Translation technology into Windows Office, and in 2008 Microsoft integrated WorldLingo's Machine Translation into the newly launched Mac Office suite. In addition, WorldLingo is a supporter of numerous charities including, TeenAIDS, Motor Neurone Disease Association, Taking It Global and Grassroots. For more information, visit: www.worldlingo.com.

Industry news

Software localisation survey

From Malte Ressin, Research Student, Centre for Internationalisation and Usability, University of West London

I am an MPhil/PhD student at the University of West London, working on a thesis on the interplay of software localisation and software development. Specifically, I am looking at challenges in interoperation of these two areas, and the impact of processes, infrastructure and interdisciplinary collaboration on cost, work effort and localisation quality.

For my research, I am looking for localisation practitioners of all kinds of roles (such as translators, project managers, technical writers, software engineers, user interface designers and so on) who have worked on or contributed to international software and are willing to share their experiences. For this purpose, we have created an online survey that takes about 20 minutes to complete. If you are a localisation practitioner, I'd be most grateful if you could participate. You can find the survey at the following link:

<http://samsa.uwl.ac.uk/locdevsurvey/survey.html>.

Participants will receive a copy of the research results if desired. In any case, all acquired data will be treated anonymously and confidentially and used for this research only.

More freelancers consider interim roles – survey reveals

The number of communication freelancers considering interim roles has seen a significant increase over the past 12 months.

This was one of the key findings of an Institute of Internal Communication (IoIC) online survey looking at the current climate for freelance members.

35 per cent of respondents said that they were more likely to seek an interim role now than 12 months ago, with only 9 per cent saying this was less likely.

Commenting on the findings, Deenita Pattni, IoIC's London regional director and head of content and agency at recruitment consultancy Xchangeteam, said: 'There has definitely been a decline in freelance opportunities within the communications sector since 2008 and freelancers who would normally get booked months in advance through their own contact base, have gone the recruitment consultancy route

to find additional work – some even happy to consider permanent roles as an option.

'But the tide is now turning and the value that freelancers add to a business is starting to be recognised again. The rise of digital communications has also led to businesses needing freelancers to cover interim projects.'

However, conditions in the sector have not encouraged freelancers to promote their services through e-auction sites, with 98 per cent turning their back on this method and the views of 72 per cent on this subject remaining unchanged over the past 12 months.

One IoIC freelancer, Alison Harmer, said: 'Auctioning sites provide a platform for all kinds of people. Unfortunately, in these trying times, they can unbalance the market by providing hundreds of unprofessional, cheap writers who undercut the professionals and do themselves no favours in the long run.'

Despite the challenges, 33 per cent of respondents said that they felt positive about prospects for freelancers over the next 12 months (with 38 per cent feeling neither positive nor negative). However, 35 per cent felt less positive looking forward than they had over the previous year.

Unsurprisingly, 63 per cent said that their biggest challenge was getting sufficient work, followed by getting satisfactory rates of pay (15 per cent) and coping with heavy workloads (13 per cent).

Respondents cited the most valuable ways of maintaining satisfactory work levels within a challenging environment as diversification (38 per cent of respondents), networking (38 per cent) and marketing services in a variety of ways (19 per cent).

In identifying the factors that made for a positive, fruitful client/freelancer relationship, 43 per cent stressed honesty on both sides, followed by good briefing (35 per cent) and regular, face-to-face meetings (14 per cent).

IoIC chief executive Steve Doswell commented: 'It's heartening to see that IoIC freelancers seem to be holding their own, despite the challenging nature of the economic climate. Their comments suggest that key strategies for success now and in planning for the future include a continued focus on high professional standards and quality, along with flexibility and maintaining a sense of one's own value in the face of the market's downward pressure on rates.'

Further information about this survey is available at www.ioic.org.uk.

eReader shipments to reach 67m by 2016

A new report by analyst firm Juniper Research forecasts that eReader shipments will reach 67 million by 2016, nearly triple the 25 million devices the company expects to reach the market in 2011. While this is less than half the 55.2 million tablets that will be shipped this year, the price of the market-leading Kindle has fallen significantly since it was launched, and electronic ink technology will ensure that the device continues to carve out a niche for itself in the wireless device ecosystem.

Amazon recently announced its first tablet device, which many thought might signal a shift away from dedicated eReaders in its device strategy. However, in tandem, it announced three new Kindle models, two of which include touchscreen technology, borrowed from tablets, and now seen as a 'must-have' in mobile devices.

Report author Daniel Ashdown notes: 'Amazon has done its homework: it knows there is not a one-size-fits-all device that makes everyone happy. While the iPad 2 - which it sells - is a premium tablet for Generation Y, Amazon has the wider market covered.' Amazon's new range of Kindles offer a range of options, and the Kindle Fire offers a mass-market alternative to the iPad



and others. Barnes & Noble – another leading eReader vendor – is also covering its bases with the Nook Color, a touchscreen LCD eReader with an app store.

Juniper's report has found that, looking further ahead, vendors are exploring hybrid displays which integrate both LCD and electronic ink technology. While LCD is superior for high resolution video, electronic ink provides a more comfortable reading experience and utilises less battery.

The whitepaper *Tablets, Viva La Evolution!* and further details of the study, *Tablet & eReader Evolution: Strategies & Opportunities 2011-2016* are available at www.juniperresearch.com.

Blog news

Year ending

By Gordon McLean MISTC

As my grandmother would say ‘the nights are fair drawing in’ and as we hurtle towards, dare I say it, Christmas the bloggers are still churning out food for thought.

Could the way we organise content actually be causing readers to forget what they have read, or even why they were reading? This is the question Mark Baker asks in his post [‘Are We Causing Readers to Forget?’](#) exploring some studies into threshold events, those moments when you walk into a room and forget why you are there. Mark suggests ‘if turning a page is a threshold event, then following a link is too. But at least a link would seem to involve exposing the reader to fewer distractions than sending them to an index, TOC, or Google. If there is anything to all this, then putting all the information for one task in a single topic will clearly be the best strategy.’

Content Strategy continues to feature heavily, and one post in particular caught my eye this month. Many of us know what we’d like to do, but can’t seem to convince our boss (or her boss) to let us do it. Colleen

Jones tackles the question [Can You Make a Business Case for Content If You’re Not a Business?](#) ‘Once you have the business case, never, ever give away ownership of it. The business case is too important to getting the support and recognition for your content work. And, build on the business case continually. As you get results through your content work, add to the story of how your work is contributing to the organisation. Be ready to tell a short version of that story to anyone and everyone.’

Still on Content Strategy, Rahel Baillie posts her thoughts on how to calculate [The ROI of content](#). Specifically she highlights the need to find the Key Performance Indicators; ‘To understand how to measure content ROI, we need to discuss in a general way what content is intended to do. The common goal of any content is to change behaviour ... [and] the behavioural change results in a benefit to the organisation, whether it is to sell more products and reduce service calls, or by helping constituents be better informed or fulfill their civic obligations’.

Roger Hart, he of the glorious rants at TCUK this year, offers further passionate thinking in his post [‘Who writes the words? A rant with graphs’](#). He ran an informal survey, the findings of which are a little dismaying. ‘My

Quick links to the bloggers and their posts:

Mark Baker:

<http://everypageispageone.com/2011/11/22/are-we-causing-readers-to-forget/>.

Colleen Jones:

www.leenjones.com/2011/11/can-you-make-a-business-case-for-content-if-youre-not-a-business.

Rahel Baillie:

<http://intentionaldesign.ca/2011/11/17/the-roi-of-content/>.

Roger Hart:

www.simple-talk.com/community/blogs/roger/archive/2011/11/11/104284.aspx.

Kai Weber:

<http://kaiweber.wordpress.com/2011/11/21/5-steps-from-legacy-documentation-to-topics/>.

Ed Marshall:

www.writersua.com/articles/lowcosttools/index.html.

Sarah Maddox:

<http://ffathers.wordpress.com/category/astc/>.

Scott Nesbitt:

www.dmncommunications.com/weblog/?p=2787.

overwhelming impression here is of user interface text as an unloved afterthought. There were fewer “nobody” responses than I expected, and a much broader split. But the relative predominance of developers owning and writing UI text suggests to me that organisations don’t see it as something worth dedicating attention to. If true, that’s bothersome. Because the words on the screen, particularly the names of things, are fundamental to the ability to understand an use software.’

Having been through a large migration I wish I’d had the advice that Kai offers in his post [‘5 steps from legacy documentation to topics’](#), and I’ll call out the one thing that caused us the most hassle ‘Try to make

A technical writer for almost 17 years, Gordon has been blogging for almost 10 of those. He monitors a large breadth of blogs covering most aspects of technical communications. You can download the full list of RSS feeds from his blog at www.onemanwrites.co.uk.

headings unique so there’s no confusion when they appear in search result lists’. If you are about to do this I strongly urge you to read this post, it will save you many lost hours and tears of frustration!

On more day to day matters, most of us will have a set of tools we use every day. Ed Marshall highlights some useful ones in his post [‘Using Low Cost Tools to Increase Your Productivity and Accuracy’](#), some of which are new to me, all of which are cheap (or free).

One advantage of the internet is that we can all now find out what happened at the Australian STC conference, thanks to Sarah Maddox and the notes on her blog. You can [find all the posts in the ASTC category on her blog](#).

For those of you looking into publishing an ebook, Scott Nesbitt has a few handy suggestions about his [‘Adventures in Modern Publishing’](#).

And finally, this month I’m looking to get some feedback on this column. Do you find it interesting? Should it change format? Are there any other blogs you think I should be covering? Please drop me a line with your thoughts: blogs@istc.org.uk.

Training courses

December

1-2 Introduction to Adobe Photoshop Course for beginners. Provides delegates with essential knowledge including repairing photos, selections and layers, compositing images, and vector drawing techniques.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

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.

...December

15-16 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.

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

19-20 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.

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

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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.

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

January

1-2

Website creation essentials with Adobe Dreamweaver

Course for new or novice website designers, and anyone who is responsible for creating or updating web pages. 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.

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

16

Introduction to technical authoring

Short course for new technical authors. 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.

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

17-18 Intermediate technical authoring

Builds on the basic course. 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.

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

Events news

Call for Papers: Society of Indexers Conference 2012

An Indexing Olympiad: International Perspectives

The Society of Indexers was founded in 1957 and works to promote indexing, the quality of indexes and the profession of indexing. Following its successful conferences in Middelburg, The Netherlands (2010), and in Keele (2011), the Society invites papers for the 2012 conference in Brighton.

Papers are invited for presentation to a plenary (full conference) session. The theme of the conference is international perspectives on indexing. The Society would welcome papers on this theme or other relevant topics such as the impact of globalisation, the Internet, publishers' outsourcing, working trans-nationally, social networks and indexing.

Please submit your abstract to the Secretary of the 2012 Brighton Conference Committee at 2012conference@indexers.org.uk by 30 November 2011.

Submission deadlines

Abstract submission deadline: 30 November 2011

Final paper submission deadline: 15 June 2012

Conference

Takes place 11 to 13 July 2012 at the Ramada Hotel, 149 Kings Road, Brighton, BN1 2PP

More information

For more details about the Society, visit: www.indexers.org.uk.

The first topics of the TMS Inspiration Days conference

The third edition of the *TMS Inspiration Days* conference will be held 19-20 April, 2012 in Krakow (Poland). As always, the conference organisers will make every effort to ensure



the highest beneficial level of the event. The conference will begin with a lecture by Ben Sargent (Common Sense Advisory) entitled: *Keynote: Overview of translation technology*, while the lecture: *Implementation of Machine Translation – case study of Pangeanic* will be held by the Pangeanic founder and CEO – Manuel Herranz. Within the ‘business thread’, the lecture of Renato Beninato, entitled *Selling in America* will be also presented.

For more information about the topics and lecturers, visit: www.inspirationdays.eu.

'Push the Button' London film premier: From 6.30pm on Wed 18th January 2012

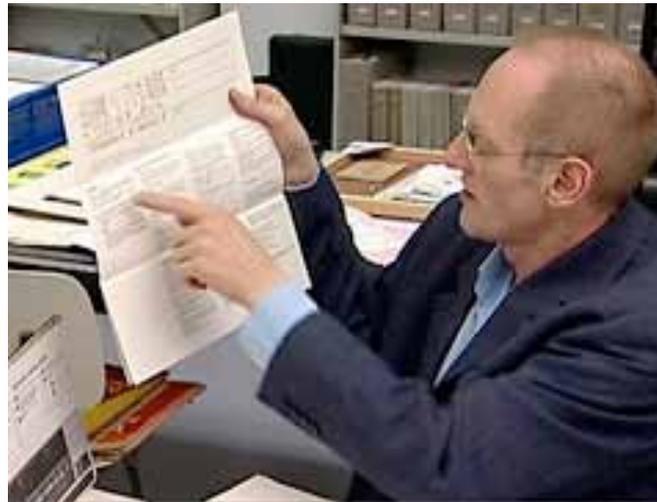
Join your fellow professionals at the London premier of 'Push the Button', a brilliant French film about technical manuals. Book online (<http://pushthebutton.eventbrite.co.uk>) and see you at the [Freeword Centre](#). Limited availability so book your place soon. £7 includes the film, refreshments and the opportunity to meet fellow professionals, including ISTC and IDA members.

The documentary 'Appuyez sur le bouton : au pays des modes d'emploi' was produced and broadcast across France in 2008. Paul Ballard of 3di was introduced to it by John Alexander of Donovan Data Systems, and they agreed the film was an inventive and entertaining approach to an unusual subject, and that it deserved a showing in the UK, particularly to professionals working in the field of technical information.

'Push the Button' is an excellent little film: telling the story of how our lives have become so dependent on and entwined with the technical instructions that support so much of life's stuff. Through Paul and John, the ISTC and the IDA organised the English subtitling of the film and the production of

DVDs so that the film could be rented out to technical communicators and information designers.

The UK premier of 'Push the Button' was at the Technical Communication UK conference in September 2011.



Piet Westendorp, Professor of Communication at the Delft University of Technology, who is featured in 'Push the Button'.
© Prod

Events listings

December

6 **Effective project management using Project, Project Server and SharePoint**

OnTarget Communications UK in association with Microsoft presents a free workshop 14:00 to 16:00.

Microsoft Offices,
Microsoft Campus,
Thames Valley Park,
RG6 1WG London

Email isharas@otclih.com to book your place as numbers are limited.

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

... December

- 7 **Game Culturalization 201: Methodology and Tutorial**
The Localization Institute is offering this online culturalisation seminar to help participants maximise the global reach of their game content. This seminar is designed to delve deeper and more specifically into best practices and methods that game designers and content managers can employ.
12:00pm US Central Time (GMT - 6).
Online registration is open for this session.
www.localizationinstitute.com.
- 8 **Increasing individual and team productivity using Word, SharePoint & OneNote**
OnTarget Communications UK in association with Microsoft presents a free workshop. 9:30 to 11:30
Microsoft Offices, Cardinal Place, 80-100 Victoria Street, London, SW1E 5JL
Email isharas@otclih.com to book your place as numbers are limited.

- 8 **Effective project management using Project, Project Server & SharePoint Visual communication and visualization using Visio**
OnTarget Communications UK in association with Microsoft presents a free workshop. 14:00 to 17:00
Microsoft Offices, Cardinal Place, 80-100 Victoria Street, London, SW1E 5JL
Email isharas@otclih.com to book your place as numbers are limited.

- 8 **Sign Design Society meeting**
The final Society meeting at The Gallery in Farringdon, starting at 6.00pm. Margaret Hickish, Managing Director of Design 4 Inclusion and an advisor to the London Olympics will talk about Accessibility in the Built Environment. After Margaret's talk, there will be a pre-Christmas soirée with great wine and food. All free to members. £25 for guests to cover costs and to include food and drink for non members.
www.signdesignsociety.co.uk.

- 9 **Effective project management using Project, Project Server and SharePoint**
OnTarget Communications UK in association with Microsoft presents a free workshop. 9:30 to 11:30
Microsoft Offices, Manchester Business Park, 3000 Aviator Way, Manchester, M22 5TG
Email isharas@otclih.com to book your place as numbers are limited.
- 9 **Increasing individual and team productivity using Word, SharePoint & OneNote**
OnTarget Communications UK in association with Microsoft presents a free workshop. 12:30 to 14:30
Microsoft Offices, Manchester Business Park, 3000 Aviator Way, Manchester, M22 5TG
Email isharas@otclih.com to book your place as numbers are limited.

... December

- 9 Visual communication and visualization using Visio**
OnTarget Communications UK in association with Microsoft presents a free workshop. 15:00 to 17:00
Microsoft Offices,
Manchester Business Park,
3000 Aviator Way,
Manchester, M22 5TG
Email isharas@otclih.com to book your place as numbers are limited.

January 2012

- 25-26 Learning Technologies event**
Europe's leading showcase of organisational learning and the technology used to support learning at work. The Learning and Skills exhibition will be running alongside Learning Technologies at Olympia. The combination of the two events has created the biggest event in the entire corporate learning sector with more than 220 exhibitors, over 120 free seminars and an audience of 4,000 learning and development professionals.
Olympia, London
www.learningtechnologies.co.uk.

April 2012

- 19-20 TMS Inspiration Days**
The conference will focus on the technological solutions used in the translation industry. It will be in Krakow (Poland). For more information about the topics and lecturers, visit:
www.inspirationdays.eu.

July 2012

- 11-13 Society of Indexers Conference 2012**
The conference theme is *An Indexing Olympiad: International Perspectives*. See also the Event news section for more details.
Ramada Hotel, Brighton.
www.indexers.org.uk.

InfoPlus⁺ submission deadlines

If you have an article or other content you want to submit for inclusion in *InfoPlus⁺*, please note the following: For feature articles, press releases, affiliate news and other general content, please ensure your submission arrives by 20th of the month prior to publication. For example, in the case of a June publication, copy should arrive by 20 May. For ISTC news or event details, please ensure your submission arrives by 24th of the month prior to publication. For example, in the case of a June publication, news should arrive by 24 May. Every effort is made to ensure that *InfoPlus⁺* is published and distributed as early as possible in the month to which it relates. However, last-minute entries, adverts or cancellations can result in an issue being distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information; especially if it concerns an event occurring in the first few days of the month.