



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

We're on Twitter!

From Carol Leahy

The ISTC has finally spread its wings and started tweeting. Over the last few weeks [@ISTC_org](#) has been busy following other like-minded souls, growing its own flock of followers and finding out what people are talking about in the ever-changing and intriguing world of technical communications.

As the newest member of the ISTC marketing team, I'll be doing a lot of the tweeting with others in our marketing team helping out from time to time. So if you want updates on all the latest news from the world of technical communications as well as the latest information about the ongoing changes to our website start following us [@ISTC_org](#). If you want to inform people about upcoming events in your area Tweet us about it or for those of you not on Twitter you can send me an email at twitter@istc.org.uk so I can spread the word.

Don't forget to follow [@TCUK_conf](#) the official Twitter account of the upcoming TCUK conference this September as well.

No one likes to fly alone....come join the flock.

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The deadline for UK Technical Communication Awards 2011 is extended until 15 of July

If you are interested in submitting your work, please visit www.istc.org.uk/About_the_ISTC/uk_tech_comm_awards.html.

As in previous years, the ISTC is looking to grant prestigious awards to honour clear, concise and effective information products. The awards ceremony will take place at the Technical Communication UK 2011

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conference in September, and is an excellent opportunity to celebrate your achievements and to catch up on the latest industry trends.

To participate, you don't have to be an ISTC member. You can submit your own work, or that of your managers, colleagues, or direct reports. Entering is very simple, and all the information is located on the ISTC website. You will need to fill in two forms. The first one is to register your entry, and the second to describe to the judges the context for the entry to help them assess how well it achieved its objectives.

The ISTC accepts entries in five classes: Descriptive, Instructional, Promotional, Graphic, and Tabular. You may also submit entries in more than one class. All submitted entries are evaluated by a panel of judges against several key elements, including standards and practices followed in the industry, and how well the entries meet the purposes for which they were intended. The feedback will be provided before the awards ceremony takes place, and will contain information on what has been done well, and how the entry might be improved.

For more information, email istc@istc.org.uk or awards@istc.org.uk.

Technical Communication UK 2011 update

Preparations for the conference are well under way, with an exciting programme taking shape and a great mix of sponsors pledging their support.

Register online

Registration is open on the website. For a list of rates, visit: www.technicalcommunicationuk.com/index.php?/general/registration-rates.html.

The provisional programme is in place

After an enormous response to our call for papers, the programme team have sifted through all the proposals and come up with a programme which we think offers something for everyone. Take a look on the website for more information. Visit: www.technicalcommunicationuk.com/index.php?/general/programme.html.

If you didn't make it onto the programme this year, there will still be opportunities for you to get your voice heard in one of the interactive sessions that we'll be running, following on the success of the 'Questions and Rants' session at the 2010 conference.

Be part of making Technical Communication UK 2011 a success

We believe that a conference is only as good as the people who attend it. Technical Communication UK delegates come from a wide range of technical communication backgrounds, as well as from related fields such as training, user experience, information architecture, and academia. The resulting mix of people creates a stimulating environment where new ideas grow and new partnerships are formed.

If you could help us get the message out to people you think might be interested, by posting an event notice in a newsletter or notice board or handing out flyers at an event you're attending, we'd really appreciate it. Please get in touch if you think you can help: istc@istc.org.uk.

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.

ISTC local area group news

Report on *Beyond the Boundaries of Technical Authoring*

The North West regional group met on the 7th June at MadLab where Jen Philips gave a thought-provoking talk: *Beyond the Boundaries of Technical Writing*. Jen described how standard technical writing practices apply in areas as diverse as board games, litigation and yoga. This generated plenty of discussion around the pros and cons of various methodologies such as those found in self-assembly furniture and Lego. This then led to a discussion around the use of video and online communities.

The North West group meets on the first Thursday of most months at MadLab in the centre of Manchester. Our programme for the coming months is:

- 7 July – Karl Dunkerley will be speaking on *Effective document management with basic Sharepoint*.
- 1 September – Chris Atherton (title to be announced).
- 6 October – We will be reviewing the TCUK conference.

ISTC Affiliate news

From the editor

Business Affiliates are company patrons of the ISTC and the profession. There are three grades of Business Affiliate membership, which are indicative of the size of the company or its contribution to the ISTC. The larger the contribution, the bigger the benefits.



Companies that register as a Business Affiliate of the ISTC demonstrate to others a belief in the need for good communication and support for its continuous improvement.

Sponsoring companies can may use the Business Affiliate logo in their publications and enjoy a wide range of benefits. If your organisation is interested, please contact the ISTC office or visit our website at www.istc.org.uk. A panel for existing business affiliates can be seen on the right-hand side of the home page.

Already an affiliates? – send us your news!

If your organisation is already an affiliate of the ISTC, don't forget to send us your news.

In InfoPlus+ we like to feature information about what's going on in the industry and especially want to hear from our affiliates. Send your news stories to newsletter.editor@istc.org.uk.

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Industry news

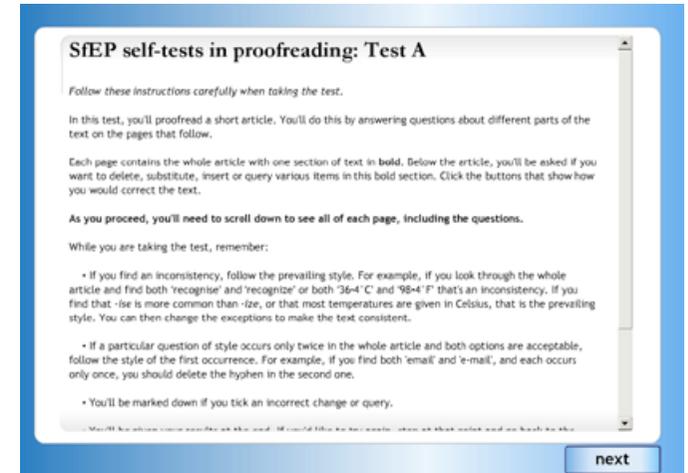
So you think you can proofread?

Many people think proofreading is a bit like stuffing envelopes: anyone can do it. Spot the odd typo here, add a comma there, and that's it. But is proofreading really that simple?

To demonstrate what's actually involved, the Society for Editors and Proofreaders (SfEP) has created a short proofreading test. This is available on the SfEP website www.sfep.org.uk/pub/train/self_test/index.asp, and anyone can try it out. The aim is to enable individuals to test their skills and aptitude, whether they're thinking of becoming a proofreader or are just curious to know how they would fare.

The exercise was designed by Gerard Hill, the SfEP's mentoring and tests director. He says: 'A lot of people are attracted to the idea of earning a living as a proofreader. It seems appealing – particularly if you enjoy reading – and we've all seen the adverts suggesting that vast amounts of money can be earned doing this type of work. Of course, the reality is often very different.'

'Many people are surprised at how detailed and demanding the work is, and not



SfEP online test

everyone has what it takes to do it well. There are lots of things you need to learn, through training and mentoring, to make you more reliable and efficient, but you also need a natural aptitude and a well-stocked brain. And most professional proofreaders will tell you that it's very difficult to make your fortune by following this career.'

The SfEP test is multiple-choice and based on a piece of text specially written for the purpose. It is divided into sections; in each section you can delete, insert, substitute or query text, choosing from a short list of options at the foot of the page. At the end of the test you can find out how you did, and then you can either try again or see exactly

what you got right or wrong.

Gerard says: ‘This is quite a basic test. In real life, most proofreaders deal with many more issues, such as images, tables, headings, breaks, footnotes, endnotes, reference lists, and foreign languages, to name but a few. And this test is just one page. Proofreaders have to maintain their standard of work over many pages – sometimes many hundreds – and they’re working against the clock and the calendar.’

About SfEP

The SfEP works to promote editorial standards, uphold the professional status of editorial workers, and encourage the use of services offered by its membership. It has 1,500 members and associates, mostly in the UK.

The SfEP provides training courses that cater for the whole range of experience, from beginners to established professionals. It also runs a mentoring scheme for those who are just starting out in the profession but who have already completed some training in proofreading and/or copy-editing.

Institute of Internal Communication Awards: Gold winners announced

The Institute of Internal Communication (IoIC) has recognised the best of the best from a high-quality field with the announcement of three Gold Winners in its 2011 internal communication awards — Europe’s biggest benchmarking competition for excellence in print and digital media and specific campaigns.

The Gold Winners are:

- Northern Stars (Northern Rail with Scarlett Abbott) — judges praised this customer service recognition scheme for the way that it appealed to the hearts and minds of employees, also highlighting the thorough approach to measurement and attention to detail.
- The Link (G4S, produced by Pressgang) — this publication scored highly for working hard to draw the reader in, and was described as a sophisticated and engaging publication that was ideal for its target audience.

- Connectmag (Fremantle Media with Sequel) — this online magazine was praised for meeting the challenge of serving a demanding audience working in broadcast, combining the strengths of magazine design with the animating power of digital media.

These winners achieved the ultimate accolade in competition with over 400 entrants and 31 other class winners.

They received their awards from BBC presenter and journalist Jeremy Vine at a glittering awards dinner at the London Hilton on Park Lane on 17 June. The evening also saw awards presented to other overall winners of classes ranging from global campaign and change communication to best use of social media, best intranet and internal magazine.

For more information and current news, visit: www.ioic.org.uk.

Book review

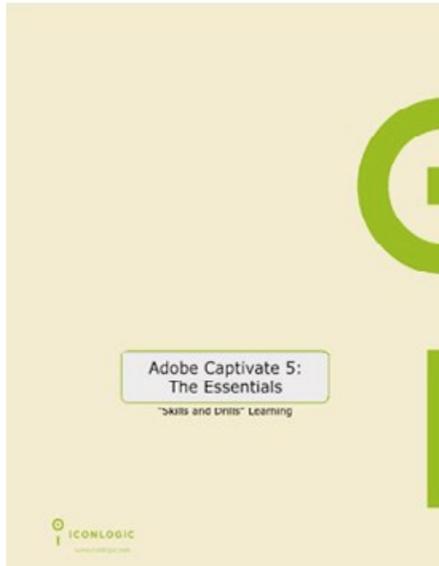
Adobe Captivate 5: The Essentials (‘Skills and Drills’ Learning)

By Kevin A. Siegel

Reviewed by Steve Whalley FISTC

E-learning is becoming a popular cost-effective alternative to instructor-led training and Adobe Captivate 5 is one of the many tools available for creating lively, animated e-Learning lessons.

Although fairly intuitive to use, Captivate 5 (like most modern software tools) has many multi-layered features and facilities which, without the benefit of some sort of training, are evasive or time-consuming to learn. This carefully researched, designed and well presented book endeavours to enable



the reader to become totally confident in using all the essential features of Captivate 5, using a step-by-step, ‘skills and drills’ approach to learning.

The book is structured as a workbook into 11 modules and an appendix. Essential complements to the book are the data files, which support the lessons. These data files (which are available in PC Windows and Apple Mac format) can be freely downloaded from the publisher’s Web site.

Following the introductory material, which includes a useful skills self-assessment, the contents of this book are:

- Module 1: eLearning and Captivate – planning e-Learning projects, Captivate interface, workspaces, previewing.
- Module 2: Recording Demos and Sims – resolution and recording size, development process, preparing to record, demonstrations, assessment simulations, training simulations, custom recordings.
- Module 3: Captions, Styles and Timing – text captions, caption styles, the timeline.
- Module 4: Images and Drawing Objects – slide quality, blank slides, images, the

library, image editing, mouse visuals and sounds, drawing objects.

- Module 5: Pointers, Buttons and Highlight Boxes – pointer paths and types, buttons, highlight boxes.
- Module 6: Rollovers and Zoom Areas – rollover captions, rollover images, zoom areas, rollover slidelets.
- Module 7: Audio – importing audio files, slide notes, recording audio, silence, text-to-speech.
- Module 8: Flash Video, Animation and Effects – flash video, animation, text animation, object effects.
- Module 9: Click and Text Entry Boxes – demonstrations versus simulations, find and replace, click boxes, text entry boxes.
- Module 10: Introduction to Question Slides – quiz setup, add question slides.
- Module 11: Publishing – URL actions, skins, table of contents, preloaders, publishing, round tripping.
- Appendix: FMRs, Panning, Manual Mode & Slideshows – full motion recording, panning, manual mode, image slideshows.

All modules and the appendix provide just enough background information before progressing into detailed, well-written step-by-step instructions for each activity. To reinforce learning, there are many self-tests (called Confidence Checks) in each module. There is also a useful index.

The book is well thought out and presented and in addition to the main body, which concentrates on using Captivate 5, also provides a useful summary of the planning and development aspects of e-Learning projects. It is sobering to realise that it may take up to 400 hours to create a 1-hour e-Learning lesson – and that's not including the time taken to record and edit the narration or voice-overs!

Although I'm currently working as an instructional designer and e-Learning developer, I was pleased to note that my former calling, as an 'old school' technical writer, gets a mention in the Development Process section: 'If you're not a writer, you'll need someone to write the step-by-step instructions (also known as a script or storyboard) necessary to record the project in Captivate. You'll typically find technical writers doing this kind of work, and I consider this is the most important process'. My only (very slight criticism) of the presentation is that the stem sentence

for each instruction is numbered, then followed by the actual steps as bullet points. However, once this format is understood, it's not difficult to make allowances.

The author advocates that it should take about two days to work through the book and that's more or less what it took me. I found that the modular format made it easy to stop and start, to fit in with my other work commitments. Since completing the modules, I've also found the book to be a very useful reference source, mainly because of its step-by-step approach to tasks. If you want to learn more of the features and functions of Captivate 5, then the companion book Adobe Captivate 5: Beyond the Essentials (by the same author and publisher) is well worth a look.

This workbook is available in either printed (215 pages) or electronic (Kindle) format. Although I'm a Kindle owner, considering the purpose of this book and how I was going to use it (that is, as a workbook), I opted for the printed spiral-bound version. The only downside to this (for UK residents) is that the printed version is not available from Amazon UK, so has to be ordered from either the publisher (IconLogic) or amazon.com. However, for me, the price of the shipping was worth it.

In conclusion, I hope that this says rather more about the quality of this book than my learning ability, but throughout my long career in the technical communication industry (which often included having to learn to use different software tools 'on the job') I haven't found a more efficient and useful training aid. So, if you need to get to grips with Captivate 5 and have limited time and training budget, I strongly recommend that you invest in this book.

About the book's author

Kevin Siegel is the founder and president of IconLogic Inc. He is a certified technical trainer with over 18 years experience and holds multiple certifications from companies such as Adobe. He is the author of more than 100 step-by-step software application training books. For more details, see www.iconlogic.com.

Details

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Printed version (US\$37.00 plus shipping): www.iconlogic.com.

eBook (Kindle) version (£18.63, no shipping but VAT included): www.amazon.co.uk.

International news

European Association of Science Editors (EASE) congress 2012: Editing in the Digital World

By Theresa Cameron FISTC, International Manager

The next EASE Congress in Tallin, Estonia, from 8-10 June 2012, coincides with the Association's 30th anniversary and they hope that many people will travel to the lovely old city of Tallinn to join the celebrations. The conference will examine how the transfer of science publishing into the digital environment affects editors and writers in their daily work and how best to exploit the new technologies.

There will be four plenary sessions:

- National Journals in an International Context (Juri Engelbrecht, Estonia)
- Open Access and Digital Models (To be confirmed)
- Social Media and Science Editing/Publishing (Alan Carr, University of Leicester)
- The Editorial Office (Linus Svensson, Oikos, Sweden)

There will also be six parallel sessions on the following topics. Anyone wishing to participate in one of these should send a short abstract to secretary@ease.org.uk by 15 September 2011.

- From National to International: Benefits of the digital era for regional journals
- Publishing Data
- Science translation, editing and readability
- Digital Tools for Detecting Misconduct
- Bibliometrics
- Improving peer review management reporting: creating powerful internal reports and meaningful editorial board presentations.

Blog news

Summer has arrived

By Gordon McLean, MISTC

First up, Monica Rivera-Malpica reports from on a presentation given by Paul Trotter (CEO of Author-It) titled '[Content Development: Future Trends, Future Solutions](#)'. In it he suggests five trends to keep an eye on, centralised authoring, update-able online help, cloud-based solutions, dynamic content and community-based content. Some interesting ideas there, but will they impact you?

On a similar theme, as Kai Weber pointed out in the comments of the blog post mentioned above, Sarah O'Keefe posted a conversation she had with Nicky Bleiel of SolutionOne. [Webcast: Trends in Technical Communication 2011](#) covers their thoughts on what the coming year may hold for some of us.

When it comes to better understanding your audience, using personas can be very useful. We aren't the only profession to use these, as Darren MacMillan points out in his blog post [Lightweight personas](#), where he discusses 'the concept of lightweight personas, and ... how they can be used to

prompt ... ideas. I explain the differences briefly, between a traditional persona, and a lightweight one. I then go on to give examples of real life lightweight personas and demonstrate how they can be used'.

Back to technical writing and Jennie Ruby [published the results of a recent competition where she challenged people to rewrite one paragraph of text](#). The results are fascinating. Here is the paragraph, why not have a go before seeing the final winners? 'You walk up to an ATM machine and enter your PIN number. While you are there, you print out a hard copy of your statement so you can check on the past history of your account. The reason you need a printout is because your total balance seems too high, and you want to make absolutely certain your rent check has cleared'.

Where do your readers start when they use your documentation? As Mark Baker, in his post titled [Every Page Is Page One](#), states: 'it is no longer in our power to control the order in which readers read our content'. So, what do we do? Mark thinks we need to rethink how we create content because 'In the age when the search engine is king, writers can no longer direct where the reader will land in the documentation, what they will read first, or what they will read next. The

reader may begin anywhere, and that means that any page may be page one for that reader. And if any page may be page one for someone, what that really means is that every page is page one'.

And finally, a couple of not-so-serious links. [Manual Override](#), a one cell comic that might help add some credence to the "you need documentation" argument, and [Bacon Ipsum](#) an alternative take on the Lorem Ipsum text generator!

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.

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.

Quick links to the bloggers and their blogs

Monica Rivera-Malpica:

<http://techcommstudent.wordpress.com/2011/06/15/5-trends-for-technical-communication-according-to-paul-trotter/>

Sarah O'Keefe

<http://www.slideshare.net/Scriptorium/trends-in-technical-communication-2011>

Darren MacMillan:

<http://www.bettertesting.co.uk/content/?p=1204>

Jennie Ruby:

<http://iconlogic.blogs.com/weblog/2011/06/writing-grammar-results-from-the-department-of-redundancy-department.html>

Mark Baker:

<http://idratherebwriting.com/2011/05/16/every-page-is-page-one/>

XKCD:

<http://xkcd.com/912/>

Bacon Ipsum:

<http://baconipsum.com/?paras=5&type=meat-and-filler>

Training courses

July

- 11 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.

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.

- 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.

- 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.

August

- 4-5 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.
- 11-12 Website creation essentials with Adobe Dreamweaver**
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.

...August

15 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.

16-17 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.

18-19 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.

Event news

SfEP conference: Join us in Oxford – and be inspired

Wouldn't it be good to take a day or two out of your everyday life and do something a little different? The Society for Editors and Proofreaders' annual conference is a fantastic opportunity to do just that, and St Catherine's College, Oxford, is the perfect setting. With its excellent facilities and wonderful food, 'St Catz' is a firm favourite among seasoned SfEP conference-goers.

And you can still book your place – but only until 8 July.

Whether you work in-house or freelance, whether you're a time-served editorial professional or just starting out, we'd love you to join us. It's an opportunity to meet others, develop new skills, and widen your horizons – both professionally and socially.

Stimulating programme

We've put together a fantastic line-up of workshops and seminars covering a wide range of absorbing topics (see list below). Our Whitcombe lecturer this year will be Angus Phillips, director of the Oxford International Centre for Publishing Studies at Oxford Brookes University, and the post-banquet speech will be given by our ever-entertaining honorary vice-president David Crystal. You can also enjoy after-dinner musical entertainment from intriguingly named Oxford band Inflatable Buddha.

With exhibitors ranging from the Publishing Training Centre to the Literary Gift Company, our conference marketplace is ideal for browsing when you're between workshops and seminars. And we have very few exhibitor stands remaining, so if you'd like to promote your organisation at the conference, please do get in touch.

Training opportunity

Our newest one-day course, 'Introduction to web editorial skills', will be running at St Catherine's just before the conference, on Saturday 24 September. If you're coming to the conference, why not make the most of your visit to Oxford by booking a place on this course as well?

Glowing recommendations

Comments from previous conference delegates:

'New faces are welcomed; old friends exchange news.'

'The delegates I met were friendly, open, wise and full of good ideas.'

'In the coffee breaks, over meals, in the bar, I learnt almost as much as in the workshops and seminars.'

'If you haven't yet been to an SfEP conference, then do clear space in your diary.'

How to book

For more information about the conference programme visit the 2011 conference web page, where you can download the booking form (pdf). Or email Helen Martin, SfEP office manager, at administrator@sfep.org.uk, or call 020 8785 5617.

Workshops

- Alexander Technique (Shelagh Aitken)
- Art of querying (Gerard Hill)
- Editing fiction (Imogen Olsen)
- Indexing for editors (Ann Kingdom)
- Keeping on keeping on (Melanie Thompson)
- Negotiation (Sue Bennett, Warwick University)
- Practical guide to web searches (Shena Deuchars)
- Proofreading on-screen: the way forward? (Anne Waddingham)
- References demystified (Lawrence Osborn)
- Rewriting (Christine Lindop)
- Stress workshop (Annette Honeywell and Hania Porucznik, Oxford Brookes)
- Wildcard find and replace (Kathleen Lyle)

Seminars

- Current state of e-publishing (Henry Volans, Faber)
- Developments in journal publishing (Al Troyano, Wiley-Blackwell)

- Editing XML (Mark Knowles, OUP)
- Rights and permissions (Mark Bide, EDitEUR)

'Something for everyone' sessions

- Business uses of social networking (Sonia Cutler)
- An in-house view of freelance services (John Pettigrew, CUP)
- Limitations of software checking (Daniel Heumann)
- Marketing for beginners (Penny Howes)
- Upgrading membership (Sarah Patey and Sara Peacock)
- What's e-new? (Gareth Haman)

When

25–27 September 2011.

Where

St Catherine's College, Oxford

More information

The SfEP works to promote editorial standards, uphold the professional status of editorial workers, and encourage the use of services offered by its membership. It has approximately 1,500 members and associates (mostly in the UK) providing

editorial services to publishers and a wide range of companies, government agencies and other bodies.

More information can be found at www.sfep.org.uk.

Facebook: www.facebook.com/EditProof.

Twitter: twitter.com/TheSfEP.

Sign Design Society (SDS) meeting: *Summer visitors*

A talk by Lucy Holmes, founding partner of Holmes Wood

Lucy Holmes, founding Partner of Holmes Wood will talk about graphic design in the environment, making the leap from the printed page to a whole new world of scale, dimension, materials and working with few words rather than many in the built environment. Her talk will focus on the unique challenges of wayfinding and environmental graphics for visitors to museums and galleries – a cosmopolitan audience, especially in summer, Lucy will show work created for Tate Modern, Tate Britain, The National Gallery, the V&A, and the Manchester Art Gallery.

A founding partner of Holmes Wood, Lucy is an honours graduate of the Rhode



Island School of Design, USA. Holmes Wood specialise in wayfinding and signs; information and identity.

Their approach is based on ideas of innovation, clear thinking and honesty. These connect with a detailed understanding of how people respond to environmental and visual influences.

The result is a long client list that ranges from small businesses to corporations, galleries and major museums.

When

6 July 2011 at 18:00 followed by the SDS Summer Party at 19.30. It is free to SDS members. There will be an admission fee for non-members of £25. Entry includes wine and canapés.

Where

The Gallery, 75 Cowcross Street, Farringdon, London, EC1M 6EL

More information

For more information, visit:

www.signdesignsociety.co.uk

and

www.holmes-wood.com.

Events listings

July

- 7 North-West England Area Group: *Effective document management with basic Sharepoint***
Speaker is Karl Dunkerley. Takes place from 19:00 PM - 21:00 (GMT) at MadCap, Manchester.

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

- 8 Arbortext User Group Meeting**
Free inaugural event gives you the opportunity to discover the potential benefits from new and updated Arbortext products; learn how to get the most out of your support and maintenance investment; find out why DITA is rapidly being adopted as the standard for new structured

authoring projects and generally have your Arbortext questions answered.

Regus,
111 Buckingham Palace Road,
London SW1W 0SR

http://simonsoftuk.com/?page_id=104.

- 20 Imagination and interpretation: Writing science into fiction**
Pat Barker CBE and Philip Singleton lead in a discussion about representing scientists and science in contemporary fiction. Both authors have imaginatively used the archives of early 20th century scientists as the basis for major works of fiction. They will reveal what attracted them to these historical sources in particular, and discuss the pleasures and pitfalls of interpreting modern science in fictional worlds. The event, which takes place from 18:00 to 19:30, is free and all are welcome to attend.

The Royal Society,
London

<http://royalsociety.org/events>.

September

- 20-22 Technical Communication UK 2011**

The largest UK conference for technical communicators, 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. The Oxford Belfry, Thame.

www.technicalcommunicationuk.com.

- 25-27 SfEP annual conference**
Skills, freelancing, Education, Practice – and so much more. Takes place at:
St Catherine's College,
Oxford.

www.sfep.org.uk.