



The ISTC is the United Kingdom's professional association for technical authors, technical illustrators, and information designers.

ISTC Office: Airport House, Purley Way, Croydon, Surrey CR0 0XZ
Tel: +44 (0)20 8253 4506
Fax: +44 (0)20 8253 4510
Email: istc@istc.org.uk
Web: www.istc.org.uk

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.

Advertising: [Felicity Davie](#)
Editorial: [Newsletter Editor](#)
Letters: [Letters Editor](#)
Events: [Events Editor](#)
Blogs: [Blogs Editor](#)

If you're reading a printed copy of this newsletter, go to www.istc.org.uk/Publications/Newsletter/newsletter.htm and open it online to explore the links mentioned.

ISTC news

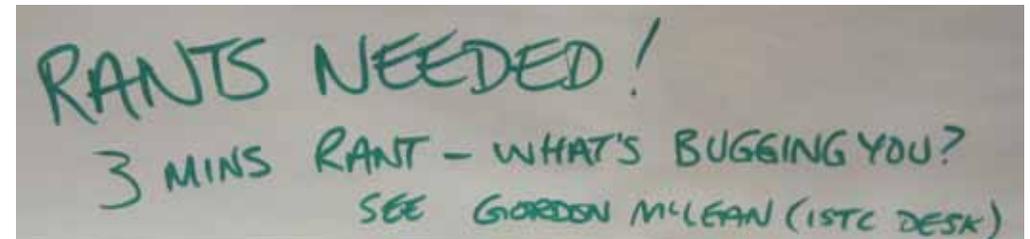
Report on Technical Communication UK 2011 in Oxford

From Eeva Viljanen

TCUK 2011 was my first-ever visit to the conference. As a professional technical writer, but a newbie self-employed entrepreneur from Finland, I was looking forward to hearing and seeing what is going on in the field internationally. I was hoping to make new contacts, meet interesting people and possibly find new associates. I can honestly say my expectations were very well met, and more. I was impressed by the positive collegiality and informal feeling at the conference. The lively interaction between the speakers and the audience made the sessions fun and entertaining. And let's not forget the rants, such free flow of opinions. Thumbs up from me!finished, and already I'm looking forward to *TCUK12'*.

Contents

ISTC news	1
ISTC local area group news.....	4
ISTC Business affiliate monthly profile.....	5
ISTC Affiliate news	5
Blog news.....	9
Training courses	10
Events news	13
Events listings	14



From the notice board

The first session I attended was Patrick Hoffman's workshop on intuitive images, as in how to make the best of graphics in documentation. Funnily enough, one of the first slides in Patrick's session was a map of Finland. Coming from a small Nordic country, it always warms my heart that someone, in an international context,

actually knows Finland exists. With the map Patrick wanted to visualise the fact that also pictures, not only text, need standards in documentation. It pleases the eye to have consistency in visual information, just as it does in text; we do not expect the font to change abruptly on the page of a guidebook. Patrick's way of breaking the ice at the beginning of the session was most disarming: how to instruct a toilet (bowl) to people who have never used one before. Undoubtedly everyone present had user-experience on the matter!

Winning Documentation Project Management Solutions

3di has the expertise to scope, resource, manage and deliver documentation projects to meet your time, budget and quality targets.

- Reliable in-house project management skills
- Access to leading UK and offshore-based resources ensuring the best mix of expertise to meet your project needs
- Commitment to implement proven methods and communicate regularly
- Tools-independent - best of breed technical solutions

3di Design
Develop
Deliver
Information



Call us: 01483 211533
High Street, Ripley,
Woking, Surrey
GU23 6AF
www.3di-info.com

Another session that really stayed in my mind was Kai Weber's and Chris Atherton's presentation on pattern recognition and what technical communicators need to know about it. The human brain is so tuned into pattern recognition that sometimes it makes a pattern where no patterns actually exist (please see the opening image of the presentation at <http://kaiweber.files.wordpress.com/2011/09/kai-weber-and-chris-atherton-pattern-recognition-for-technical-communicators-tcuk11-public.pdf>). In most cases the ability works for us bringing order into the modern information chaos. When learning something new, the moment of realisation (or the AHA! moment, as Kai and Chris call it) when old information is successfully combined into new, is just rewarding. As technical communicators we can 'chew' the user information into pieces that are optimal for the human perception; show, don't tell.

During the conference I also got the chance to talk to Paul Ballard and Rachel Potts who have been prominent members of the TCUK organising team for the past three years. Both Paul and Rachel see their role in the conference as hosts and facilitators creating the kind of framework and safe atmosphere that encourages people to do their part. People can take the topics in

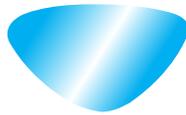


Rachel Potts and Paul Ballard

the workshops and sessions, discuss them and develop new thoughts and ideas from what they have heard and seen then and there. TCUK is also a professional platform, as every year the floor is given to new speakers. Paul and Rachel like to stress the interdisciplinary nature of the conference by

Technical Communicators

Permanent, Contract and
Interim Vacancies



www.cliffordsells.com

Technical Communication for Business
Recruiting · Outsourcing · Consulting

Contact Mark Clifford
call: +44 (0)1234 355522 or
email: info@cliffordsells.com

inviting speakers from other fields as well, as there most likely are fruitful parallels and interesting new connections to be found between fields.

I enjoyed my stay in Oxford both from the professional and social perspective. Hope to see you all again next year!

Why TCUK is such a cool conference

By Kai Weber

TCUK has established itself as a leading tech comm conference in Europe, because it combines expected features with more quirky, informal elements of 'unconferences'.

Pivotal programming

Part of the success comes thanks to a well-balanced mix of sessions. This is the 'meat and potatoes' that covers the usual suspects of methods, tools, and technologies. It also excels by reaching out into neighboring disciplines. This year a whole stream of sessions was dedicated to 'anything but text'. These presentations (and a couple of keynotes) went all visual and covered icon design at Google Maps, IKEA's textless communication, technical illustrations, colour usage, video in user assistance, and more.

Fascinating fringe

Unconference features, such as lightning talks, a rants session, and a fringe program, make up the rich dessert buffet. They inspire and foster an accessible sense of community among delegates who want to carry ideas and conversations into less formal contexts. Fringe events ranged from meet-ups of user groups or regional ISTC groups to a film screening, from informal social get-togethers to the latest installment of the legendary annual salsa class.

Committed community

That sense of community is what makes TCUK unique to me: Beyond getting the logistics right of putting on a conference, these worthy folks hit the sweet spot by establishing a framework within which stuff can happen. The amiable atmosphere draws delegates together, whether they're there as repeat speakers or just for one day. I've met someone determined to make the most of his one day, and he was hooking up with people left and right every time I saw him between sessions.

Three-and-a-half takeaways

What did I take away from TCUK 11?

- Get a feel for where the industry is at. Technical communication is as dynamic a field as ever and there's no better place to take a temperature than conferences such as TCUK.
- Learn to think and act outside the box. Thanks to good programming, I got insights and inspiration. This goes for tech comm topics, such as personas and minimalism. And it extends into other applicable areas, such as being a riveting speaker and interpreting and visualising statistical data.

- Get a long-term perspective. Perennially repeated discussions are such as ‘What do we call ourselves and why?’ are legitimate and important. But we also need to think in terms of progress, how WE want to the industry develop and where to. Fittingly, the closing sessions did a good job whether it was Ellis Pratt’s closing keynote or Roger Hart’s compact 3-minute rant that content strategists might do us in.
- Tech writers will be tech writers. You can’t stop a bunch of tech writers from editing a dinner menu. You just can’t...

ISTC local area group news

West-of-Scotland area group meeting review

By Charles Addison

The West-of-Scotland area group meeting was held on Thursday night 13 October, 2011 in our usual venue at Waxy O’Connors pub in West George St, Glasgow.

The attendance was small but made up for this in vigorous debate, and it was gratifying to see three new faces, with two of these

being young authors – one from Germany, one from Greece – currently working and studying in Scotland. It was interesting to hear about their experience of author training and job opportunities both there and here in the UK.

Some time was also spent discussing trends in the Scottish communication scene and the potential for writers to find openings within currently hot areas of the economy such as the new power generation and financial-software sectors. Unfortunately, Gordon McLean was unable to deliver his report from the Technical Communication UK 2011 conference due to illness but we look forward to hearing about it at the next meeting and hope he is back to good health. If you are an author in Central Scotland, or simply visiting, we would very much like to see and hear from you at our future meetings.

It looks like you’re embedding user assistance. Would you like help?

A report on the Cambridge group meeting 24 October from Richard Truscott

Roger Hart and Dom Smith gave 12 Cambridge Group members an interesting and fun talk. We started off by running down

Microsoft’s ‘Clippy’; we then realised that it was not such a bad idea after all, just badly implemented.

So is Clippy dead and buried or did his line live on? Roger and Dom have done a lot of work and produced some interesting and useful results in Embedded User Assistance for Redgate software. Clippies descendents are alive, much more useful to the user and, more importantly, not at all annoying.

For Redgate Roger and Dom have designed a number of different ways of delivering context sensitive assistance that is embedded in the software so that the user does not have to halt or abandon their work to benefit from the assistance.

Many thanks to Roger and Dom for the time and effort to put on this talk. Thanks also to Redgate for giving the facilities and refreshments free of charge.

Find more about Roger and Dom’s talk at the TCUK web site, where you’ll find a link to the slides and a hand-out.

www.technicalcommunicationuk.com/index.php?/general/tcuk-2011-resources.html.

ISTC Business affiliate monthly profile

New Business Affiliate: Lexsys GmbH

Lexsys GmbH
is a language
consultancy
based in
Stuttgart,

lexsys.™

Germany. Founded in the mid 90s, it has developed from a translation company into a consulting firm focusing on the effective use of English and German in a business environment.

As a language partner to major companies in German industry (for example, SAP, Daimler, Siemens and Deutsche Bahn), we offer our customers an extensive portfolio of language services in the fields of IT, business intelligence, automation and automotive engineering ranging from translation, interpreting, to technical authoring, marketing and PR.

To complement our team of in-house language specialists, we rely on the expertise of experienced, high-calibre freelancers from a wide range of different

disciplines.

We value language as the key to communication and, in turn, service excellence. This philosophy is reflected consistently in all of our services.

For more information, visit: www.lexsys.de.

ISTC Affiliate news

3di launches new Software Usability service

From Rachel Potts, Head of Usability

Our mix of services has always been driven by wanting to help customers make their products easier to use, no matter where in the world they are. The combination of technical authoring, translation and software localisation expertise has worked well. But software companies are increasingly concerned about making their software as easy to use as possible before spending money on explaining how to use it in online help or technical manuals. We couldn't agree more, and for some time we have suggested they get some usability testing done so that they can make improvements and focus the



documentation effort on the more complex tasks and concepts. 'Where do we get usability testing from?' they asked.

So we decided to bring software usability expertise into our own team, and partnered with Rachel Potts to launch 3di Software Usability. This adds a crucial component to the skills software development teams need to get high quality products to market – the ability to design and run usability tests, and incorporate findings into the software. Videos of usability tests record the user's screen, keystrokes, mouse movements and clicks, and audio records their experience, as they 'think aloud' during the test. This is powerful viewing for any software development team, and the results can be used to improve existing software, as part of the development process for new software, or as a way of establishing how and



Rachel Potts

where to focus efforts on developing user assistance. We've taken care to ensure that our usability expertise is accessible, too, with starter packages of usability testing taking just a few days to complete.

There's more detail about 3di Software Usability here: www.3di-usability.com.

Welocalize strengthens existing partnership with Terex

Welocalize (trading as Lloyd International Ltd) has provided translation services for Terex technical documentation for over 12 years. A new contract started in October 2011, sees Welocalize become a supplier of global localisation services for technical publications for the Terex Construction and Materials Processing business segments. This three-year contract is a result of a thorough RFP process launched by the Terex Global Sourcing Team at the beginning of this year to review localisation vendors.

Mark McLeod, Global Head of Customer Information at Terex Construction and Quality Management System Manager at Terex said, 'Welocalize already provides us with high quality localisation services for technical documentation and has done for many years. The reason we decided to

review our localisation vendors was simply because we are committed to delivering the highest quality to our customers and we see providing localised information as part of our commitment to quality.'

'Throughout the RFP process we were completely focused on building on our levels of quality and timely delivery to allow Terex to serve its customers even better,' comments Jill Fifoot, Business Development Director at Welocalize. 'This new contract gives us the opportunity to continue to build on our strategic relationship with Terex and provide them with next generation localisation services.'

Mark McLeod continues, 'Welocalize really raised the bar in this review process. Since Lloyd International Translations merged with Welocalize in November 2010, it has meant more innovation, more solutions and more resources that will help us better serve our customers and succeed in our global business.'

About Welocalize

Welocalize offers integrated translation services and products to support the need for on-demand translation. We provide globalisation consulting, translation, localisation, testing solutions and enterprise translation management tools that are optimised to be able to deliver on-demand translation in over 100 languages. With over 500 employees worldwide, Welocalize maintains offices in the United States, UK, Germany, Ireland, Japan and China. For more information, visit: www.welocalize.com.

About Terex

Terex Corporation is a diversified global manufacturer operating in four business segments: Aerial Work Platforms, Construction, Cranes, and Materials Processing. Terex manufactures a broad range of equipment for use in various industries, including the construction, infrastructure, quarrying, mining, shipping, transportation, refining, energy and utility industries. Terex offers financial products and services to assist in the acquisition of Terex equipment through Terex Financial Services. For more information, visit: www.terex.com.

Industry news

Society for Editors and Proofreaders (SfEP): Another successful conference!

Over 100 delegates from around the UK and overseas enjoyed some late-September sunshine in Oxford, while being inspired, educated and entertained at the SfEP's 22nd annual conference.

The Society's new chair, Wendy Toole, presided over the event. 'It's an exciting time to be taking over,' she said. 'Changes in the industry mean that some of our members and associates are working in new and different areas. But events such as our annual conference give us a chance to reflect on how our core skills can be adapted to these new situations. I'm looking forward to the challenge of being SfEP chair with so many interesting possibilities opening up.'

Past, present and future were all explored at the conference. In his after-dinner speech, 'In the beginning was the typo', David Crystal (www.sfep.org.uk/pub/biogs/crystal.asp) gave an entertaining account of various versions of the King James Bible, all of them infamous for their typographical

errors. David, who is the Society's honorary vice-president, also bravely revealed some of the typos – fortunately corrected before publication – that had occurred in the course of his own work on the *Cambridge Encyclopedia*.

Moving to the present day, editors and proofreaders attending the conference were able to hone their skills and learn new techniques at the many and varied workshops and seminars on offer. From references and rewriting to software, search engines, social media and the future of e-publishing, there really was something for everyone.

The keynote address gave a fascinating insight into how the next generation of publishing professionals is being educated. Angus Phillips, director of the Oxford International Centre for Publishing Studies, highlighted the challenges that publishing education must meet in the face of the rapid and ongoing changes in the industry. Other conference sessions gave delegates the opportunity to see where their editorial skills would fit into the new world of e-books and apps.

Plans are already under way for next year's SfEP conference (www.sfep.org.uk/pub/confs/conf12/conf2012_advance.asp),

which will be held at the University of York from 8 to 10 September (with the AGM on 8 September). It promises to be another unmissable event.

tekoma Awards Docu Prize to SCHEMA GmbH

SCHEMA GmbH was awarded the Docu Prize this year. With this prize, the tekoma Association recognises good user guides and operator manuals for consumer and investment goods, as well as online help for software products. In the course of the festive opening event during the tekoma Annual Conference, Heidrun Kisch, responsible for documentation at SCHEMA GmbH, accepted the prize. This was the first time that SCHEMA received the coveted Docu Prize from tekoma.

SCHEMA maintains very high standards in regards to the quality of their products, as well as customer care and further education for their employees, and introduced a quality management system already in 2005. Since then, according to users' feedback, customer satisfaction has continuously and measurably improved.



The XML-based editing systems of SCHEMA support customers in creating user guides for software products, as well as other documentation. The online help for the SCHEMA DocuManager rich client is proof of the fact that the company knows exactly how a usable online help for a software product should be written and structured.

The online help stands out especially through its readability and clear structure. There are context-sensitive help texts for all features and practical instructions in the form of sample scenarios. The individual texts contain cross-references, which allow the user to navigate through the comprehensive help. In addition, there is a complete glossary explaining important terms and basic concepts in the context of DocuManager. 'With the Docu Prize we have received a wonderful recognition which shows that we are on track with our high quality requirements,' says Stefan Freisler, CEO of SCHEMA GmbH.

SCHEMA maintains very high standards in regards to the quality of their products, as well as for customer care and further education for their employees. The company also introduced a quality management system according to DIN EN ISO 9001, an international norm for quality management.

Rules and specifications have been defined for the entire product life cycle at SCHEMA, from the development of testing processes to delivery and customer support. The goal is to achieve the highest possible customer satisfaction at the same time as improving processes.

'Our aim is to continuously "live" quality management in the company,' says Monika Kelley, responsible for quality management at SCHEMA. "We want to ensure that the quality of our products, including the accompanying documentation, but also our support, meets the highest demands." Feedback whether or not they have reached their goals is given by their customers, for example at the regular user group meetings and the user round tables, but also received through the audits, which the company successfully passed in the last years. In total, eight pharma companies that evaluated SCHEMA products audited the software provider's processes over several days. Pharma companies are subject to strict legal quality specifications and thus evaluate their providers very closely. SCHEMA passed all eight audits with good and excellent results.

SCHEMA GmbH was founded in 1995 by a team of IT and documentation specialists

in Nürnberg, and is represented by 80 employees in four locations. SCHEMA's flagship standard software is the XML-based editing and content management system SCHEMA ST4. For more information, visit: www.schema.de.

BergHind Joseph launches annual photo competition

Creative Communications Practice BergHind Joseph is launching a new competition to recognise the role of photography in corporate communications.

BergHind Joseph's joint Creative Director, Smith Joseph, says: 'Great pictures help communicate values in a way that words alone cannot. We want to find people who have the eye and the ability to take stunning images which convey the theme of our first ever competition – leadership – and reward them through an exhibition of the work as well as some great prizes. We believe that leadership is a combination of values, such as motivation, decisiveness, engagement and inspiration, which when combined makes that vital difference – that is what we are asking entrants to our competition to demonstrate.'

The creative communications practice chose the competition theme because it believes that the best leaders inspire and liberate creativity to get solutions that may surprise but ultimately achieve great results. Every year BergHind Joseph creates communications materials that demonstrate how its clients are leaders in their fields. That is why it is asking keen photographers to show how they perceive leadership, and how it can be encapsulated in the click of a button.

The competition is open to everyone, but BergHind Joseph is particularly encouraging corporate communications practitioners and students of photography to enter.

For more information about the competition, visit:

www.berghindjoseph.com/berghind-joseph-s-2011-photographic-competition.

Blog news

Sad news and cupcakes

By Gordon McLean MISTC

Before kicking off, I'd like to pause and mention the passing of Dennis Ritchie, co-inventor of UNIX and of the C programming language, and [an excellent technical writer](#). His ideas live on, and underpin most of modern software, a remarkable influence.

Summer seems so far away here in the UK but I guess it's all relative, as Anne Gentle recaps her [Google Summer of Code Doc Summit Stories](#). Documenting four products in a week may seem impossible but with the right mindset and people anything is possible. It offers a simple grounding in the basics of how to think about approaching a documentation task, know your audience and tell a story. And for those of us working with Wikis perhaps there is an interesting take on why developers don't fully appreciate the finer art of writing software documentation?

There has been a lot said about content strategy but how about measuring the effectiveness of that content? If you publish information online, Jay Baer has listed [The 4 types of content metrics that matter](#).

Quick links to the bloggers and their posts:

Mike Pope - Dennis Ritchie RIP:

www.mikepope.com/blog/DisplayBlog.aspx?permalink=2316

Anne Gentle:

<http://justwriteclick.com/2011/10/21/google-summer-of-code-doc-summit-stories/>

Jay Baer:

www.ragan.com/Main/Articles/43713.aspx

Tom Johnson:

<http://idratherbewriting.com/2011/10/05/why-rubrics-fail-as-a-means-of-measuring-quality/>

Kai Weber:

<http://kaiweber.wordpress.com/2011/10/21/tekomp11-tcworld11-two-worlds-under-one-roof/>

Scott Abel:

<http://thecontentwrangler.com/2011/10/25/in-search-of-operational-efficiency-a-discussion-with-victor-solano-autodesk/>

AJ George:

<http://iconlogic.blogs.com/weblog/2011/10/elearning-powerpoint-a-great-free-resource.html>

Cupcake Ipsum:

<http://cupcakeipsum.com/>

Internet Access CAPTCHAs:

www.defectiveyeti.com/iacaptchas/

He suggests that tracking consumption, sharing, lead generation, and sales metrics for your content is both possible and hugely valuable to showing an ROI to your organisation.

Sticking with metrics (or rubrics in this case), Tom Johnson outlines [Why Rubrics Fail as a Means of Measuring Documentation Quality](#). For TCUK attendees who attended Alice Jane Emanuel's workshop should read this, Tom makes some excellent points, and the debate in the comments continues the discussion with a lot of great insight (I'm discounting myself here, of course).

Kai Weber certainly gets about, and this past month he attended the [tekcom11/tcworld11 conference](#). If, like me, you weren't one of the 2,500 attendees, he has written up his notes from the conference. At the conference Scott Abel presented the opening keynote outlining his belief that 'the future of technical communication is socially-enabled' and he posted a follow up on the Content Wrangler Blog [showcasing the Autodesk Wikihelp offering](#). Well worth a look if you've been trying to, like me, figure out how to combine community created information with your own output.

Do you create eLearning? Or use Powerpoint to craft training presentations?

If so AJ George has an handy resource for you, [a source of free, hand-drawn scenes and characters](#).

And finally, and I'm wary this is starting to seem like an obsession but for the sweet toothed technical writer, how about some [Cupcake Ipsum](#)? Maybe I should be made to pass these excellent [Internet Access CAPTCHAs](#) (but will it really keep the idiots at bay?).

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.

Training courses

November

- 7 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.
- www.armada.co.uk/technical-author-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.

...November

8-9 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.

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

10-11 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.

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

18 Getting started with RoboSource
Teaches how to use RoboSource to manage and work on RoboHelp projects in a multi-author environment, from installation and configuration of a RoboSource database to day-to-day file management.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

18 Introduction to Adobe Illustrator
Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

24-25 Introduction to Adobe InDesign
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.

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

28-30 Basic and Intermediate MadCap Flare

Teaches how to use Flare to create a working help project with media-rich content and full navigation features. You learn how to use variables and conditional text to allow publishing in a range of document formats from a single project source

10% discount for ISTC members

Armada, Bromsgrove, Midlands.

www.armada.co.uk/madcap-flare-training-course/.

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.

8-9 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.

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

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.

21 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.

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.

Events 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 www.istc.org.uk/Publications/Newsletter/newsletter.htm. To include an event in the listings, please email events@istc.org.uk

Driving Global Success through Customer Engagement – a 2-part Webinar Series

SDL is hosting a Global Information Management Webinar Series throughout November 2011. Global Information



Management (GIM) is a key business strategy for simplifying the entire customer communication process with an integrated solution approach. Register for a two-part webinar series to learn more about GIM and

hear first-hand experience from one of our customers – Emily Mydlowski - Manager, User Experience and Information Design at Hach Company.

For more information, visit: www.sdl.com/en/sites/gim-webinar-series-2011/default.asp.

Journalism in a Social Media World

The Social Media Academy will be hosting the Journalism in a Social Media World conference; the only dedicated social media conference for journalists and media publishers.

This one-day conference will address the opportunities and challenges presented by the rise of social media and provide you with the following inspiration and insight:

- Social media as a primary research and news gathering tool to drive the news agenda.
- Driving audience engagement and participation with social media
- Successfully promote your content using social media.
- Up-to-date tips and tricks for effectively engaging all different forms of social media including blogs, Twitter, social

networks, forums, podcasts and iPhone apps.

- Real life best practice examples from the UK journalist community.

The conference will feature the following keynote speakers:

Sarah Hartley, Community Strategist, Guardian Media Group

Sally Hampton, Editor, *My Weekly*, DC Thomson.

Alex Chick, Deputy Managing Editor, *Eurosport*.

Ally Pyle, Editor, *Glam Media*.

Donnacha DeLong, President, NUJ.

Robyn Bateman, Web Editor, The Open University.

Robin Gibson, Internet Editor, *Racing Post*.
Racing Post, Alberto Nardelli, Co-founder, *Racing Post*.

Lem Bingley, Director of Content, *Incisive Media*.

When

Wednesday, 23 November 2011

Where

Broadgate Tower, Central London

More Information

Attendance to the day cost £395 + VAT per person, but you can book three seats for just £790. For more information, visit: www.thesocialmediaacademy.co.uk/product/journalism-in-a-social-media-world/379 or call 0203 384 7781 to take advantage of the multi-delegate offer.

Events listings

November

- 3 Sign Design Society meeting**
Jim Creak from Jaylite will talk about Safety signing. The talk starts at 6.30, and will be at John Lewis. Please note the talk will be held in Room 1.2.
- For further details and bookings, visit:
www.signdesignsociety.co.uk.

- 8 Southern Area Group meeting**
6:30 pm onwards at The White Hart at Hook, Hook, RG27 9DZ. Please follow the link below to register your interest in attending and for full location details:
<http://istcsouthernareagroupsocal.eventbrite.com>.

- 10-12 Localization World Silicon Valley**
This 3-day programme consists of proven strategies you can use to reach multicultural and multiethnic audiences, both home and abroad. Silicon Valley, California.
www.localizationworld.com.

- 16-17 Technology World**
This year's event will be in its sixth successful year. It has grown to become one of the biggest highlights in the calendar of technology companies across the globe.
London Excel
www.technologyworld.uk.com.

- 23 Social Media Academy: Journalism in a Social Media World**
Dedicated social media conference for journalists and media publishers. See main event news for more details or visit: www.thesocialmediaacademy.co.uk/product/journalism-in-a-social-media-world/379.

- 29 Cambridge Area Group: TCUK Comes to Cambridge**
Zsuzsa Nagy will be giving a talk on *The ups and downs of using a wiki for tech pubs guidelines*. The talk is being held at ARM's offices in Cambridge. More details coming out soon on the news and discussion groups.