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ISTC news

Save 10% on Open University Courses

By Simon Butler FISTC, ISTC President.

ISTC members can now get a 10% discount on courses offered by the Open University Centre for Continuing Professional Development (CPD). The ISTC has negotiated this discount as part of our commitment to continued professional development in 2008 and we are negotiating with other CPD training providers to offer a similar discount.

The Open University Centre for Continuing Professional Development (CPD) has launched a range of flexible online courses especially for people who wish to extend or update their skills but who are unable to commit to long-term study. OU CPD courses can give new skills, knowledge and ideas which can be applied in the work place. Most take around 30 hours to complete and can be studied at a time and pace to suit each individual.

Each course offers:

- Skills development to suit your personal development and work-based needs.
- Clearly presented and sequenced materials, activities and support – you can even print key materials to enable you to work off-line.
- The support of an expert, acting as your own personal coach who will respond to you directly with 24 hours.
- A series of activities and case studies enabling you to reflect upon and assess your current practice and plan for development.



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

Win a free Web Content 2008 ticket

Do you want to learn more about Web 2.0 and its impact on web communication? If so, enter our lucky draw to win a free ticket to Web Content 2008 in Chicago. The event covers technology, content, and marketing aspects involved in creating, organising, maintaining, and delivering web content. Get the latest industry information from presenters and speakers, who are leaders in their respective fields. For example, Dick Costolo, group product manager for AdSense at Google, and Charles Cooper, vice president of The Rockley Group.

One ticket to the event taking place from 17–18 June is worth as much as US\$995 (the ticket does not include travel and accommodation).

To stand a chance of winning the ticket in our lucky draw, please e-mail istc@istc.org.uk before 12 May. Type WEB CONTENT 2008 FREE TICKET DRAW as the subject line and include your name and contact details in the e-mail.

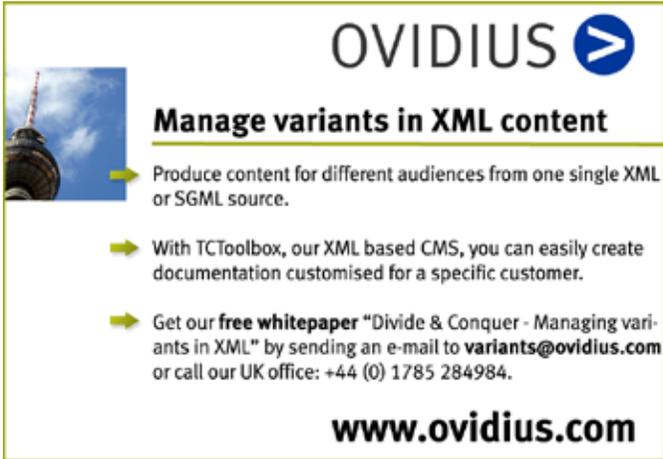
To learn more about the event go to www.webcontent2008.com/

- A final end of course assessed work-based activity which is sent to the Learning Advisor, who provides you with personal feedback.
- An OU certificate confirming successful completion. This can be used to document CPD to your employer, the ISTC, or simply be added to your personal portfolio of learning.

To see the list of ISTC-oriented OU CPD courses, go to www.istc.org.uk/Members_Area/CPD_providers/provider_OU.htm (in the Member's Area of the website).

A complete list of OU CPD courses can also be found at www.open.ac.uk/cpd/index.php?q=node/49.

To obtain your course discount, book via the Member's Area of the ISTC website.



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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.

Nominations for Horace Hockley award

The ISTC annually presents the Horace Hockley Award to “someone who, in the opinion of the ISTC Council, has made a considerable contribution to the technical publications industry over a period of time. The award is in recognition for promoting the industry across other industries and boundaries, and for promoting quality in the industry, whether it be in training or within the workplace.”

The winner will receive the award in a presentation at the ISTC Conference (23-25 September in Nottingham). While it is ideal for winners to accept the award in person, this is not essential.



Council normally selects and elects candidates internally, but we thought it would be interesting to ask for ideas from ISTC members. If you are an ISTC member and know a technical communicator you believe has made a considerable and long-term contribution to our profession, please send your nomination to Marian Newell at journal.editor@istc.org.uk before 31 March.

For more information about the award and past winners visit www.istc.org.uk/About_istc/Awards/horace_hockley_award.htm



Photos: The physical form of the award changes year to year. These are past examples, and the award this year is set to be as scintillating.

A little ‘thank you’ from the administrator

By Carol Hewitt, ISTC Administrator.

After six years of hard work, it is time to step down and take a back seat. The ISTC appears to be bouncing back from a rocky position in 2002 and I am quietly pleased that I played a small part in that.

It is time to move forward and that means more work, which I felt I could not give 100% to; this was the basis of my decision to retire. I will be assisting in the transfer of services over the next few months and also with the arrangements for Conference this year, and I might even be convinced to attend Conference to see you all there, so long as I can take a back seat!

I want to say a heartfelt ‘thank you’ for all the kind messages I have received since the article in the last newsletter appeared and offer the ISTC my sincere best wishes for the future.

DITA Maturity Model

Accelerating Your Enterprise Content and XML Adoption Strategy

DITA, or Darwin Information Typing Architecture, is one of the most popular information models to suit today's content-rich, multi-channel environment. DITA's out-of-the-box standards and Open Toolkit simplifies the deployment of XML by acting as a flexible and configurable 'template' that organisations can adopt and specialise.

By helping organisations migrate more smoothly to XML and more easily leverage it over the long-term, DITA is revolutionising the way modern enterprises manage the creation, translation, workflow and publishing of information as a business asset.



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JUST.
SYSTEMS

Affiliate news

Out in space

ISTC business affiliate Author Services Technical (AST) recently saw its work elevated to the International Space Station (ISS).

In February 2008, Europe's space lab, the 12.8-tonne Columbus module, was plucked from its berth in the Atlantis shuttle's payload by the station's robotic arm, and attached to the ISS. Columbus, which cost about US\$2bn (£1bn), is the first part of the ISS that the European Space Agency (ESA) will control and means that ESA becomes a full member of the orbital project. It is crammed with scientific equipment for research purposes.

Intended research topics include the effects on the human body of long-duration space flight and the study of the strange behaviour of liquids in a weightless environment. Results of research into the effects of long-duration space flights are expected to provide an increased understanding of age-related bone loss, balance disorders and other ailments on earth. Research into liquids in a weightless environment could bring far-reaching benefits on earth, including better ways to clean up oil spills, for example, and even improved manufacture of optical lenses.

The documentation describing how to operate and maintain Columbus was originally drafted by many individual engineers from different countries. Their written English was of differing standards, as was their approach to communication. Time Is Limited, Aerospace Consultants, commissioned AST to produce a uniform and professional product.



For a full list of the ISTC's current Business Affiliates, see www.istc.org.uk/Business_affiliates/ba_home.htm.

You can read more about the scheme at www.istc.org.uk/Membership/business_affiliates.htm.

Documentation lost in translation?

3di can help you provide effective information to your international customers by managing the translation of the information supporting your products, processes and services.

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- Software user guides
- Medical device manuals
- EU regulatory information
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- Marketing, white papers & sales information
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Gerry Gentle, director of AST, said, “The art is to deliver the information in a clear and unambiguous way to produce a uniform and professional product but remembering that accessing the document is usually a last resort, so ease of retrieval of information is essential.

He added, “The document has everything needed to dock, operate and maintain the module. AST authors had to start from scratch and determine what the technical issues were and what the readability issues were. Every single word in the document had to be read and understood by us.”

The 10,355 page Operations Manual for the laboratory took three people eight months to complete. It was originally written in 2003 using Word 97 and compiled into HTML, topic-based interactive on-line documentation system. Copies are being kept on board the Columbus, as well as on the ground at the Columbus control centre in Oberpfaffenhofen, near Munich, Germany.

AST’s Subsequent and ongoing work in the Space Industry includes support to aerospace, defence and related services company EADS Astrium for the UK Ministry of Defence (MoD) spacecraft Skynet 4 & 5 and the United Emirates spacecraft YAHSAT.

Innodata Isogen reports record revenue

Innodata Isogen, a provider of knowledge process outsourcing services, as well as publishing and related information technology services, has announced a 95% increase in revenues in the fourth quarter of 2007 compared with the same period in 2006.

So why such a dramatic increase? Jack Abuhoff, chairman and CEO of Innodata Isogen, explains that, “Demand for our services continues to expand and that demand is driving revenue growth. Cost reduction is a powerful driver for many businesses that are implementing an outsourcing strategy, especially in a faltering economy.”

“In addition, we’re undertaking a greater number of knowledge process outsourcing (KPO) engagements with companies seeking to launch new information products into the marketplace, using our KPO services from the start.”

Innodata Isogen also reported that its base of what it considers recurring revenue increased significantly in 2007, climbing more than 69% and, according to Abuhoff, the company is off to a strong start in 2008.

Industry news

Content management: “Make It Work”

Author-it Software Corporation (www.author-it.com) for authoring, content management, publishing, and localisation software has announced that CEO Paul Trotter has been elected to the 2008-2009 Content Management Professionals (CM Pros) Board of Directors – www.cmprofessionals.org.

CM Pros provides information, expertise, and support to its members – global content management practitioners and related professionals – and the organisations they serve. Through peer-to-peer knowledge exchange, educational events, and advocacy of respected practices, the association fosters a better understanding of this important discipline.

Trotter has established an impressive track record during his 12-year career. Among his most notable achievements, he has:

- ▶ Conceived and developed the Author-it product based, from the ground up, on single-source and component content management principles.
- ▶ Built an industry-leading software company with more than 3,000 clients in more than 50 countries around the globe.
- ▶ Travelled worldwide to attend, exhibit, and present at every major content management trade show and conference.
- ▶ Authored numerous articles on content management.

Trotter’s development of Author-it was born out of the frustrations he experienced producing documentation in the telecommunications industry. His vision was to solve the problems that content writers face – not simply provide a cure for the symptoms. The result was Author-it, a product built from the ground up around principles such as topic-based writing, single-source publishing, and separating content from format. More than 10 years and five major releases later, these principles remain true of Author-it today and are the basis of the company’s success. Trotter has continued to drive the product vision for Author-it with the development of world-leading technologies such as Author-it Xtend and Author-it Live.



Photo: Paul Trotter

Hailing from New Zealand, Trotter has worked in the content management field for the past 12 years. He combines an innate understanding of technology with a practical “make it work” approach that has made him a sought-after presenter at events around the world. Trotter offers CM Pros real and proven experience in leadership, vision, and the real-world experience of meeting the requirements of thousands of clients. What’s more, he will provide a practical voice to ensure that CM Pros is seen as an organisation that offers value to its members.

tcworld conference calls for papers

The call for papers for the tcworld conference, taking place from 5–7 November 2008 in Wiesbaden, Germany, is now open. The event organisers are looking for presentations, workshops and tutorials for the following tracks:

- Localisation
- Product data management
- Terminology and language technology
- User assistance
- XML applications and automation
- Integrated information management
- Technical authoring

If you are interested, you need to:

- Read the call for papers www.tekom.de/upload/tagung/2008%20tcworld_CFP.pdf
- Fill out the [application form](#) and
- Send it to cfp@tekom.de before 5 May

Skills development in the indexing profession

Website indexing is a new opportunity for indexers, but how do practitioners demonstrate that they possess the required professional skills?

To achieve Accreditation with the Society of Indexers, indexers must complete a practical assignment, which tests their skills. In addition to traditional back-of-the-book indexes, trainees can also index websites.

That's just what Sarah Starkey of Professional Indexing (www.professional-indexing.co.uk) did, to become only the second person to achieve Accreditation with a website index.

"I wanted to index Mike Unwalla's research (1989) into Computer Based Training because websites are an exciting new area of indexing. More and more people have websites; if they don't include an A-Z index, they may be missing a trick. By commissioning an index, Mike has made the information in his research that much more accessible to his website visitors," says Sarah.

Speaking on behalf of the Society of Indexers, Ann Kingdom says, "It's essential that indexers learn to apply their skills to online information sources and we're delighted that Sarah has demonstrated her competence in this way."

"TechScribe really appreciates Sarah's A-Z index. We'd like to congratulate her on achieving Accreditation, and we wish her well in her freelance company, Professional Indexing," says Mike Unwalla, Principal.

You can see Sarah's index on www.techscribe.co.uk/cbt/a-z-index.htm.

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The business case for localisation

Global businesses are losing market share worth as much as US\$1.6 billion per year, or US\$4.7 billion over three years, by failing to localise product information. This is according to a study by the independent technology and market research company Forrester Consulting, commissioned by SDL.

The research, which examined six global information management customers, found that properly localised information is a source of competitive advantage when launching products or services across global markets.

The study found that a composite company could realise significant internal and external localisation savings of US\$4.6 million over three years by deploying an effective global information management strategy.

But beyond these savings there was a much more significant effect on global market share. The study found that translating corporate, product and marketing materials more effectively had a knock-on impact on global market share.

Mark Lancaster, CEO at SDL, believes this is a wake up call to organisations that do not prioritise localisation in their global product strategy. “With the size of the missed opportunity for some of the larger organisations standing at nearly US\$5 billion over three years, this is a stark warning to boardrooms everywhere,” said Lancaster.

“Without an efficient localisation process, businesses are slowing their time-to-market for global products inexcusably, and allowing competitors to steal market share from under their noses.”

The study, which examined organisations taking a global information management approach to translation, found that properly localised information can boost market share by an average of 0.5% a year. This resulted in a 1.5% increase in market share or US\$4.7 billion over a three-year period. If competitors are providing better and/or more localised content, market share could correspondingly fall by 0.5% a year, Forrester found.



Photo: Mark Lancaster

“With the growth in frontier or emerging markets the successes of global products is dependent on having the right information in the customer’s language of choice, available at the right time. This study is real financial proof that taking a local approach is essential for global success,” Lancaster said.

For more information and to download a free copy of the study see www.sdl.com/tei.

Across Systems Incorporates in the US

Provider of corporate translation management solutions Across Systems has incorporated its US division and has appointed Daniel Nackovski as president of Across Systems, Inc. The incorporation is the next step and a major milestone for Across in expanding its North American business base. Across, Inc. is headquartered in the Los Angeles area of Glendale, California.

Since the acquisition of Idiom Technologies by SDL in February, Across Systems says that it remains the primary independent technology supplier for the linguistic supply chain. The Across Language Server is a central platform for corporate language resources and translation processes and is used by multinational companies and language service providers.

SDL's acquisition of Idiom signals the trend of big service providers trying to retain their customers by means of a proprietary technology. Across, which is a spin-off of Nero software with more than 240 million users worldwide, has taken a different approach by offering an independent, highly integrated, industry-demand-oriented solution.

As president of Across Systems, Daniel Nackovski is responsible for the North American business unit of the company. A Swedish national, Daniel studied international business at the University of Kristianstad and attained a masters degree in Strategic Management from the University of Lund. Daniel joined Across Systems in 2006 and has been operating from the Glendale, California office for several months. His focus is to advise key account customers on language technology and translation workflows. He is also responsible for the management of the US partner network.

Blog news

Who loves to blog?

By Gordon McLean, MISTC.

Many regard them as little more than noise, filling the internet with inane and pointless ramblings. To others they are an ideal way to capture thoughts, provoke discussion, and share experiences with others who have a common outlook. The rise of blogging is well documented but surely, as a community of people who write for a living, there must be some value in maintaining a blog about technical writing?

Apparently there is, as the burgeoning number of technical communications related blogs continues to grow. Some bloggers are doing it for the love of their profession. Others are blogging as a way to tap into current conversations, trends and ideas, and some of the organisations in our field are using blogs to provide the latest news and thinking about their product and company. With this range of motivation blogs are very much here to stay. Blogging is, for most, a hobby; something interesting to do in their spare time but which has a direct tie to their professional life.

The act of planning, structuring, writing and editing content is familiar to most of us and writing a blog allows you to tap into your current knowledge while adding a little more freedom in both style and content. Blogs also offer you the potential to have direct contact with your audience and this is a crucial part of the experience. This is true whether you are writing about the latest indexing technique, considering Darwin Information Typing

Architecture (DITA) for your single-source solution, or experiencing an ongoing struggle to get the latest specification for part 456-7892 (sub-pump 74).

Some blogs are shared between many authors. Some feature long detailed posts that wouldn't be out of place in an industry magazine. Some publish regular short pieces. Some stick to one topic and some tackle many. All of them share a desire to get their thoughts out in the open, both in the hope that they will resonate with others and just because it's good to share knowledge.

I've been a technical writer for almost 14 years and started blogging about eight years ago, but it wasn't until last year that I finally started a blog discussing my profession. In that short time I've traded ideas with some very intelligent people, joined in several discussions on countless blogs, and learned a lot. I monitor a large breadth of blogs covering most aspects of both technical communications and software development, the full list of which is downloadable from my blog at www.onemanwrites.co.uk.

Over the coming months I'll be bringing you regular roundups of the best blog posts. If you come across an interesting blog, let me know at blogs@istc.org.uk.

There are many interesting and insightful blogs to be found, too many to list, but here are a few to get you started:

■ Rockley Blog (<http://rockley.com/blog/>):

The Rockley Group started its blog last year, and with posts from Ann Rockley, Steve Manning, and Charles Cooper you can't afford NOT to visit. While this is a company blog, it is part of the growing trend to share knowledge freely and it has sparked some fascinating discussions.

■ I'd Rather Be Writing (<http://www.idratherbewriting.com/>):

On one of the first technical communications blogs I stumbled upon, Tom writes about a multitude of different topics, from theories and working practices, to software evaluations and podcasts, all with a laidback and readable style.

■ Just Write Click (<http://justwriteclick.com/>):

The one thing that makes reading Ann's blog so easy is how passionate she is about what she does and how well she manages to pull together the threads of several different thoughts. An advocate of Wikis and the DITA standard, she's at the forefront of the current crop of tech comms bloggers.

■ CherryLeaf Blog (<http://www.cherryleaf.com/blog.htm>):

This is another company blog freely sharing its knowledge and thoughts with the rest of us. Ellis is always on top of the latest news and trends and seems to have an unending list of new, interesting and relevant links for us to visit.

There are, of course, many many other blogs and, over the coming months, I plan to feature a few more of them in the newsletter.

Software news

Review MadCap Blaze BETA

MadCap Blaze Beta is now available for public download. This pre-release version is available for a limited time only. This is your opportunity to download and provide feedback on Blaze before its release.

If you already signed up for a sneak peek of Blaze, you would have received an e-mail with the download link for the Beta. If you have not signed up and would like to test Blaze, visit www.madcapsoftware.com/downloads/blazesignup.aspx.

To attend a free, live and interactive demo of Blaze, sign up here www.madcapsoftware.com/training/livedemos.aspx.

Inmedius DITA Storm Developer v2.0 released

Inmedius DITA Storm Developer version 2.0 is now available. The eXtensible markup language (XML) editing solution enables authors to quickly and easily create and edit Darwin Information Typing Architecture (DITA) compliant content in a what you see is what you get (WYSIWYG) mode – regardless of their DITA or XML expertise.

As easy to use as a word or text processing application, authors are able to create and edit content in a familiar environment. The web-based editor is entirely implemented in JavaScript and simply embeds into any web application or content management system (CMS), ensuring the entire DITA documentation lifecycle is supported.

Learn more about Developer at www.inmediusDITA.com.

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Tools and resources

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Do you write for different audiences, including the general public? If so, you'll find The *Plain English Lexicon* from the Plain Language Commission a useful tool. Download it for free from www.clearest.co.uk/index.php?id=46.

For more information and articles about plain English or to sign up for the *Pikestaff* free newsletter, visit www.clearest.co.uk/index.php?id=1.

Free business blogging e-course

Better Business Blogging run by Mark White in London is offering a free business blogging e-course. The course provides information about setting up, developing and promoting a successful business blog for yourself or your company.

To receive the course, simply register at www.betterbusinessblogging.com/free-business-blogging-course.

The company also offers a range of paid-for workshops for small or large businesses in the UK and Europe.

Training news

Indexers awarded seal of recognition

The Society of Indexers is proud to announce that its "Training in Indexing" distance learning course has been awarded the Chartered Institute of Library and Information Professionals (CILIP) Seal of Recognition in acknowledgement of its relevance for the Library and Information Science Community.

"This is a great accolade for the Society," said Ann Hudson, the Society's Training Course Co-ordinator. 'We are constantly striving to improve standards and we are delighted that this has been recognised.'

CILIP's Seal of Recognition aims to ensure the highest possible standards of knowledge and skills across the Library and Information Science community strengthening CILIP's relationships with providers of training and development activities which demonstrate engagement with CILIP's Body of Professional Knowledge. The assessment report commented positively on the number of aspects of knowledge organisation and information retrieval covered in the indexing programme, and on its emphasis on the importance of considering the user's requirements.

The award also covers the Society's programme of workshops. For more information about the Society of Indexers' training and workshops programme, visit the website at www.indexers.org.uk.

Training courses

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might be of interest to InfoPlus+ readers, please contact the Newsletter copyeditor (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 e-mail istc@istc.org.uk

March

31-2 Localisation certification program

A three-day localisation summer school program with top industry professionals in collaboration with California State University, Chico Center for Regional and Continuing Education and Research Foundation, and the Globalization and Localization Association (GALA), and the Localization Institute.

Hosted by EROMED Marseille Ecole de Management, Marseille, France (also in St. Louis, USA on different dates).

<http://rce.csuchico.edu/localize/>.

April

3 Localisation project management program

A three-day hands on summer school program in collaboration with California State University, Chico Center for Regional and Continuing Education and Research Foundation, and the Globalization and Localization Association (GALA), and the Localization Institute.

Hosted by EROMED Marseille Ecole de Management, Marseille, France (also in St. Louis, USA on different dates)

<http://rce.csuchico.edu/localize/>.

14-16 Advanced technical authoring techniques

This intensive course is suited to career technical authors who want to improve their skill set and the quality and effectiveness of the documentation they produce. Armada, Bromsgrove, Midlands.

www.armadaonline.co.uk/techauthortraining.

15 Technical illustration basics

This is part one of a three part educational webcast from PTC. Experienced technical illustrators and industry experts cover the basics in technical illustration and give you the opportunity to ask questions. Part two will cover Phototracing on 20 May and part three will discuss Magnifiers on 24 June. Online

<http://www.ptc.com/>.

15 Natural search engine optimisation (SEO)
This one-day workshop will teach you how to develop natural long-term visibility on leading search engines.
Atracks, North of Bournemouth town centre.

www.atracks.co.uk/training/workshops.html.

(purchase two courses and get a £50 discount).

17 Making information accessible
This course looks at how information design and production can incorporate elements of accessibility to improve access for all. It provides a practical guide to accessibly designing documents which will be of long term benefit to many organisations and businesses.
British Association of Communicators in Business (CiB).

www.cib.uk.com/artman/publish/article_946.shtml.

28 Introduction to online help development
This course teaches the fundamental principles for developing online help of a professional standard.
Armada, Bromsgrove, Midlands.

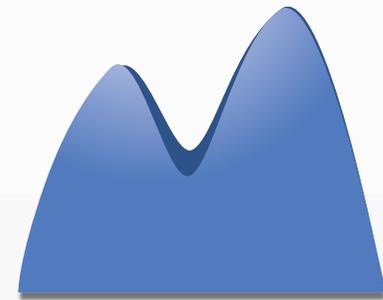
www.armadaonline.co.uk/techauthortraining.

30 Tools and techniques to measure ROI
Do you have an evaluation project and are not sure where to begin? Not sure what data you need or what tools are available to help you? This one-day workshop will teach you more about the tools and techniques available for measuring ROI.

Henley Management College.

www.3ctraining.co.uk/onedayworkshop.html.

(book before 31 March and save 25%).



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Events page

Attend international industry event free

For the eighth year in a row, the European umbrella organisation for technical communication, TCeurope, is organising a European colloquium for user-friendly product information. This year's colloquium will take place in Italy on 18 April and will be organised in association with the Italian Society of Technical Communicators COM&TEC.

TCeurope is expecting around 60 attendees, mainly from Italy, but also from other countries. The TCeurope programme committee has chosen excellent speakers with different backgrounds:

- ▶ Researchers
- ▶ Representatives of large manufacturing businesses and
- ▶ Experienced documentation service providers.

In this colloquium, TCeurope wants to bring together all parties involved in the dilemma of mass production, cost-effectiveness and time pressure on one hand and customisation of product information according to the customers' needs and expectations on the other.

You will learn about scientific backgrounds, research results, case studies from the industry, different practical approaches and solutions as well as future trends and challenges.

Attendance is free of charge with coffee and lunch also provided by TCeurope. Advance registration is required.

Learn more about the programme at http://www.tceurope.org/colloquium/colloquium_programme.htm.

Events listings

April

- 2 SDS April talk: Typeface for Transport for London: How Johnston Sans was saved.**
A talk by Eiichi Kono, Graphic Designer, Edward Johnston Foundation. Eiichi will talk about the process of the revitalisation of the font. This world famous identity is still alive and well, but will need to continue to evolve.
London, UK.

www.signdesignsociety.co.uk/content.php?folder_id=21

- 3–4 Localization Project Management Certification.**

The Localization Certification Program was developed by industry experts representing the leading professional associations, publishers and academic institutions in the field as a response to the growing demand for localisation professionals. The programme provides a unique educational opportunity to learn

This page introduces new listings and includes reminders of the most relevant events in the next 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 e-mail events@istc.org.uk.

and demonstrate competency in the emerging localisation and international e-business field. Marseille, France.

rce.csuchico.edu/localize.

8–9 ICR Spring Conference: Communication in Clinical Research – Challenges in a Complex World.

The Institute of Clinical Research (ICR) annual Spring Conference and exhibition. For more information, contact Chrissie Walker (chrissie@bcspr.co.uk). Birmingham, UK.

www.instituteofclinicalresearch.org/id10homepage.asp.

14–16 London Book Fair.

This is the global publishing community's leading spring forum for booksellers, publishers, librarians and book production services. Earls Court, London.

www.londonbookfair.co.uk/.

18 Trends in Technical Communication: Standardized processes in a mass market versus customized documentation.

The 8th European Colloquium for User-friendly Product Information will be held in Bologna, Italy. The event is free but advanced registration is required. For more information, contact Ursula Wirtz (u.wirtz@tekom.de). Bologna, Italy.

www.tceurope.org/colloquium/aboutthecolloquium.htm.

22–23 From Hot Metal to Hot Keys: Fifty Years of Turmoil.

Printing Historical Society Conference 2008 at St Bride Library. London, UK.

stbride.org/events_education/events/fromhotmetaltohotkeys.

22–24 Library + Information Show 2008.

The Library + information Show is established as the annual meeting place for the UK's library and information community. Birmingham, UK.

www.lishow.co.uk.

May

4–7 Localization Management Roundtable.

Once a year localisation managers from leading companies around the world meet to share perceptions on new developments and to exchange information about effective localisation management. Extended sessions allow in-depth discussions, with a focus on establishing best practices.

Lake Tahoe, California.

www.localizationinstitute.com/switchboard.cfm?category=roundtable&display=title&ID=24.

6–9 DocTrain West 2008: Web 2.0 and Its Impact on Communication

2nd Annual Documentation & Training West Conference. Early registration discount until 15 April. Vancouver, Canada.

www.doctrain.com/west/.

**12-13 Technical communication:
Basics & Beyond**

The annual conference of the Finnish Technical Communication Society will be held at the University of Tampere. For more information contact nicholas.hill@dokumentoijat.net.

Tampere, Finland.

21-23 NZATD (New Zealand Association for Training and Development) 2008 conference.

Auckland, New Zealand.

www.nzatd.org.nz/.

June

1-4 STC 2008 Technical Communication Summit.

Philadelphia, Pennsylvania.

www.stc.org/55thConf/index.asp.

9-11 Localization World Eleventh Conference.

Localisation World is a conference and networking organisation dedicated to the language and localisation industries. The people

responsible for communicating across the boundaries of language and culture in the global marketplace.

Berlin, Germany.

www.localizationworld.com/index.htm.

22-24 X-Pubs 2008: Re-invent the Customer Experience.

X-Pubs 2008 is for Team Leaders, Technical Communicators, Product Managers, Learning Content professionals, and so on who are looking to improve the way content is reused and communicated inside and outside their organisation.

London, UK.

www.x-pubs.com/.

July

21-23 KM (Knowledge Management) Australia 2008.

Moving forward with an enterprise approach to knowledge, information and digital cultures.

Melbourne, Australia.

www.kmaustralia.com/.

August

1-7 XVIII World Congress of the International Federation of Translators

Shanghai, China.

www.fit-ift.org/en/meetings.php.

September

18-19 UA Conference - Europe 2008

Call for case studies and peer showcase items is open. This annual event provides user assistance professionals with the very latest Help technology news, design trends, and skills updates. Registration opens on 1st May 2008. Edinburgh, Scotland.

www.uaconference.eu/.

23-25 ISTC Conference 2008.

Eastwood Hall, Nottingham.

www.hayleyconf.co.uk/eastwood_hall.asp.

Back page

Unfortunate media errors

As writers, we often don't like to think of the errors that can and sometimes do occur in published text. The fact is that unfortunate errors can occur whether in technical documents or the everyday press.

The recent libel case between Gerry and Kate McCann and Express newspapers highlights the importance of ensuring accuracy. The Express newspapers awarded the couple's Find Madeleine Fund £550,000 for publishing articles that accused them of involvement in their daughter's abduction.

This is a serious case but there are others, which while also significant, are so unfortunate that they are amusing – but not to the parties concerned. Craig Silverman, the author of the book *Regret the Error* (available from www.Amazon.co.uk) discusses some of the most unfortunate errors in the media in 2007 in his article *Crunks 2007: The Year in Media Errors and Corrections*. You can read the article at www.regrettheerror.com/regret-articles/crunks-07-the-year-in-media-errors-and-corrections.

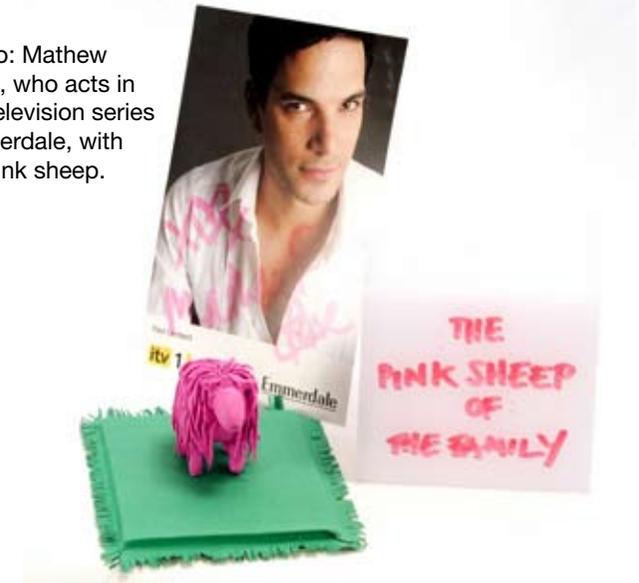
Pink sticky stuff on eBay

People sell the strangest items on eBay. At the moment, a range of art made from Blu-Tack Pink, which looks much like pink play dough, is on sale. Models of a sheep, a face, an apple core, a guitar, boxing gloves and more are up for auction.

What's the attraction you might ask? All these little models have been made by celebrities, such as rock legend Noddy Holder, dating guru Sarah Beeny, boxing champion Amir Khan and television actor Mathew Bose.

Plus Blu-Tack Pink is strictly-limited, with only 200,000 packets produced. Ten pence from each sale will go to the Breast Cancer Campaign (www.breastcancercampaign.org) – meaning a minimum donation of £20,000. In addition, all proceeds from the auction and other events will go directly to the charity.

Photo: Mathew Bose, who acts in the television series *Emmerdale*, with his pink sheep.



Well, that's a relief because if it wasn't for charity we would have been really worried.

Take a sneak peek at the current list of auction items at www.blu-tack.co.uk/pink/gallery.

Official new words

Are you a stickler for traditional language? When debating what should go in your corporate style guide or when editing copy, are you quite adamant that if a word isn't in the dictionary, it can't possibly be used?

Like all languages, English is dynamic. Words that some might not have considered words are now officially in the Oxford Dictionary. Consult the list of new words added to the latest edition of the dictionary at www.askoxford.com/worldofwords/newwords/?view=uk

And if you are among the more evolutionary among us, then you can even e-mail the dictionary askoxford@oup.com to suggest a word you think should be added to the next edition.