Contents

ISTC news

Free ticket to Documentation and Training East 2008

To continue to produce even better quality content, you need to maintain pace with the latest industry trends and tools. Attending workshops and conferences is key to keeping up in our fast paced industry. That's why the ISTC and the organisers of Documentation and Training East 2008 are offering you a chance to win a free ticket to this event taking place from 29 October until 1 November.

Enter our lucky draw to win a ticket worth as much as US$1295 (excludes travel and accommodation).

Documentation and Training East 2008 will be held in Burlington, Massachusetts in the USA. It will cover software documentation, project best practice as well as translation and localisation issues. In addition, registration includes two days of software training workshops. These workshops cover Adobe Technical Communication Suite, MadCap Software, Author-it, and XMetal.

To stand a chance of winning the ticket, please email istc@istc.org.uk before 15 September. Type DOCUMENTATION AND TRAINING EAST 2008 FREE TICKET DRAW as the subject line and include your name and contact details in the email.

To learn more about the event go to **www.doctrain.com/east**.

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Attend the Cambridge local area group

The next Cambridge ISTC group meeting will be held on 5 August. The event will be a discussion about how technical authoring teams work. We'll hear about the experiences of five or six people who work (or have worked) in a variety of different contexts (as a contractor joining other authors in a company; as part of a permanent team of authors; as someone for whom authoring is only part of their job).

This event will be a relatively informal round-table discussion with lots of time for discussion around these questions:

■ How are teams structured (and do all the technical authors in the business work as a team)?

■ How is work divided between authors?

■ How do authors work with other people in the business?

■ What is successful about that way of working and what are the limitations?

The event is free and open to anyone to attend, but numbers are limited so please contact Rachel Potts if you would like to attend: rachelcpotts@lycos.co.uk.

For further details, visit the Events page.

Leading Global Information Management Conference

To support a global audience, organisations need to address the ever increasing demand for global content – creating the right message and delivering it in the right language to the right customer.

Attend this complementary conference to hear how leading global companies are:

✓ Increasing the efficiency of delivering global content

✓ Reducing the time-to-market

✓ Improving content quality and consistency

✓ Enhancing global customers experience

✓ Reducing both internal and external costs

Conference Details

Date:
18th September 2008

Time:
Registration opens 08:00
Event closes at 15:00

Location:
Kensington Roof Gardens
London

**For more information and to register visit
www.sdl.com/london-2008**

SDL

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XML in Technical Communication

If you would like to order a copy of this book, written by Charles Cowan and published by the ISTC, please contact books@istc.org.uk. The price is £20, with a 25% discount for ISTC members and affiliates, and postage and packing of £1.50 in the UK and £3.50 elsewhere.

Communicator 1968-2008

If you have any recollections to contribute to the celebration of 40 years of the ISTC journal, please send them to Marian Newell at journal.editor@istc.org.uk by 15 August.
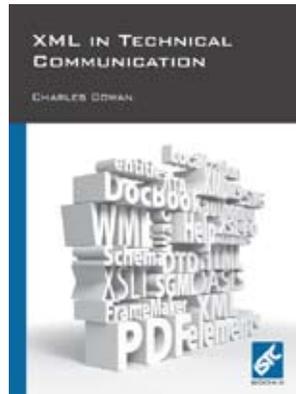
Still time to book for Conference

The ISTC Conference 2008 (23-25 September) will be the largest UK event for technical communicators this year. The format has changed significantly to reflect delegate feedback from last year and the changing needs of our members and affiliates. The key features are:

- Two full days (Wed and Thurs) with a choice of more than 30 presentations
- Additional pre-conference day (Tues) of detailed tools workshops
- Keynote address on Wednesday morning by Matthew Ellison
- Modern, purpose-built conference venue, in stunning surroundings
- Includes the ISTC AGM
- Exhibition throughout the Conference of the leading tools and services providers
- Plenty of time to meet and network with other technical communication professionals
- Gala Dinner on Wednesday evening including the presentation of the Horace Hockley Award and the UK Technical Communication Awards

The 2008 ISTC Conference will be at Eastwood Hall, set in 26 acres of landscaped grounds in the Nottinghamshire countryside. Just five minutes from junction 26 of the M1, Eastwood Hall has been purpose built to provide the best in 21st century residential conference and training facilities.

The programme details will be decided over the next few months, so keep an eye out for our call for presentations, workshops and training sessions.

Providing input for professional associations

The Professional Associations Research Network (PARN), of which the ISTC is a member, has been working on a register of lay members over the past year. The register will enable associations to fill voluntary places on boards that require representation from outside a profession. There's more about the scheme at www.parnglobal.com/lay-members.htm.

If you are an ISTC member interested in applying to join the lay members register of PARN and want to learn more about it, please contact Brett Lambe at BLambe@parnglobal.com.

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TCeurope calls for a volunteer

The TCeurope Working Group "Information Pool" is looking for a 6th member — a native English speaker with good writing and reviewing skills.

The objectives of the working group are to produce a set of unformatted electronic text modules aimed at the general public, from which national societies can select specific components to assemble information packages, such as brochures and websites, corresponding to their specific needs and intentions.

For more information, please contact Brigit van Loggem, vanloggem@stic.nl.

Affiliate news

3di turns six

3di is proud to celebrate its 6th year in the technical authoring and localisation business.

Over the past year, 3di has continued its growth, delivering authoring projects for customers, including Alcatel-Lucent and the Environment Agency. To cater for this growth, the company has also expanded its in-house authoring and project teams at its offices in Woking.

Looking beyond the summer to another strong year, 3di continues to invest in future development. Cementing close working relationships with current clients such as SHL and nCipher, and working hard on team coaching and accreditation to Investors in People, 3di is committed to securing long-term success.
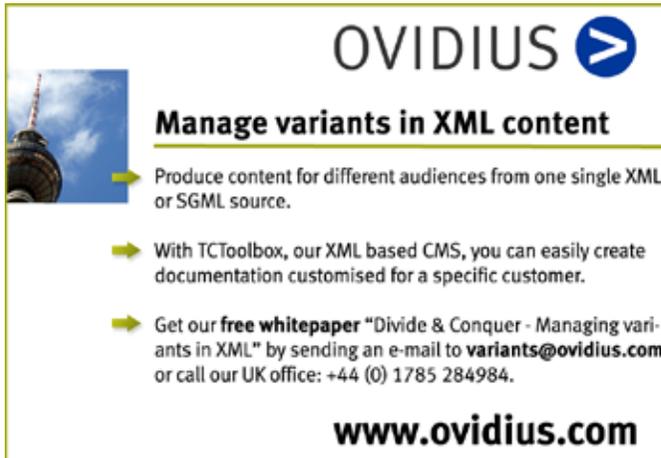
3di is also committed to the UK authoring profession. As such, the company is one of the main sponsors of the User Assistance (UA) Conference in September, and helps with marketing for the ISTC, particularly ahead of the institute's conference in September.

For those of you attending the autumn conferences, Paul Ballard, 3di Managing Director, looks forward to meeting up with you. In the meantime, 3di would welcome any updated contractor CVs sent to resources@3di-info.com.

Morson opens new Northern Irish Engineering Centre

Morson Group, supplier of engineers, technical personnel and outsourced design services to the infrastructure, rail, nuclear, aerospace and defence sectors, has opened its new Engineering Centre in Weavers Court, Belfast, Northern Ireland.

Opened in July, by the renowned Manchester United Manager, Sir Alex Ferguson, the new Engineering Centre at Weavers Court will undertake specialist Aerospace and Defence Engineering for Morson clients including Bombardier Aerospace, Airbus, GE aviation (UK and US), Aermacchi (Italy) and Rolls Royce, supporting 150 engineering positions in the region. In addition to support for aerospace engineering, the new centre will provide a focus for engineering support for the new aircraft carrier (CVF) programme in Belfast.

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Supported by Invest Northern Ireland, part of the Department of Enterprise, Trade and Investment, Morson has opened the new centre close to universities that are carrying out leading edge research in aerospace and defence technologies and educating the next generation of design engineers.

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.

$2.4 million a year for Innodata Isogen

Innodata Isogen, a provider of knowledge process outsourcing services, as well as publishing and related information technology services, has signed several significant new knowledge process outsourcing (KPO) deals.

These wins, in addition to the editorial services agreement the company announced in early July, 'demonstrate that we continue to see strong demand for our services from clients seeking to lower the costs of creating and managing content,' said Jack Abuhoff, Chairman and CEO of Innodata Isogen. 'Our focus on KPO and publishing services enables us to deliver enormous value to our clients.'

The company expects that the new deals will generate the following estimated revenues per year of each contract:

- ▶ $1 million for services to a publisher of hobbyist and specialty books and magazines
- ▶ $450,000 for content creation services to a leading provider of information to the healthcare industry
- ▶ $350,000 for legal editorial services to a multinational publisher
- ▶ $300,000 for content creation services to a leading information services provider to the insurance industry
- ▶ $300,000 for content creation services to a leading European media services company

On 8 July, Innodata Isogen announced that it had signed an agreement with a leading scientific journal publisher to provide a broad range of editorial services. The five-year agreement is expected to generate $1.5 million per year in recurring KPO revenue.

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Industry news

Indexing winners announced

At the annual dinner on Saturday 12 July during the Society of Indexers' (SI) conference at Winchester University, SI President Professor John Sutherland presented the Wheatley Medal for an outstanding index to Barbara Hird. Barbara won the award for her index to *The Oxford history of literary translation in English, vol. 1: To 1550*, edited by Roger Ellis (OUP, 2008).

The panel of judges was pleased with both the quality and variety of indexes submitted for the award this year but agreed that Barbara Hird was a worthy winner of the medal. *The Oxford history of literary translation in English* was felt to be the sort of collection that requires a good index to maximise the book's value.

'This requirement is certainly met here,' said the chair of the judges, Professor Peter Willett of Sheffield University's Department of Information Studies. 'One immediately notices the very clear layout, with an excellent use of variant typefaces and of indentation. More detailed inspection reveals the judicious selection of terms that has been made, the excellent cross-referencing

structure, and more specialist attributes such as the handling of multiple translations of the same text.'

Photo: Wheatley Medal winner Barbara Hird receiving her award from the Society of Indexers' President, Professor John Sutherland.

(photo taken by Sally Roots, Freelance Indexer, Farnham)

Philip Hillyer was highly commended for his index to Bill Bell's *The Edinburgh history of the book in Scotland* (Edinburgh University Press, 2007). 'This was another excellent index,' said Professor Willett. He added that the index, strong on concepts and well presented, handled the many corporate authors that characterise the subject in an elegant way.

Finally, Liza Furnival was commended for her index to the World Health Organization's *Quality assurance of pharmaceuticals*

Barbara Hird has been a Registered Indexer, and subsequently a Fellow of the Society of Indexers, since 1985, specialising in the history and culture of the ancient world, late antiquity and the middle ages, including the early Islamic world.

She was previously awarded the Wheatley Medal for 1999 for the Cambridge History of Medieval English Literature; she has indexed the majority of the volumes of the new Cambridge Ancient History and was shortlisted for the Wheatley Medal in 1994 for Volume 5.

She read classics at Cambridge and held a graduate fellowship at the University of Athens, where she developed her interest in the Byzantine period. After a short career in the civil service, followed by some years at home with small children, she trained as an indexer, and has been surrounded by piles of proofs ever since. She is a past Vice-President of the Society of Indexers and has chaired its Training and Qualifications Board.

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(2nd updated English edition, 2007). This was another good index, the panel noting in particular the consistent handling of acronyms (an important factor in many technical indexes) and the strong concept structure that was adopted.

Photo: Wheatley Medal winning entries

Arthritis charity wins journalist vote

The Medical Journalists' Association (MJA) has voted Arthritis Care, a UK charity supporting arthritis sufferers, the Health Charity of the Year.

The user-led charity, which celebrated its diamond jubilee in 2007 and pre-dates

the NHS by one year, beat a distinguished field to scoop the coveted award. Fellow short-listed charities were the British Heart Foundation, Mencap, the Royal National Institute for the Blind, and the Prostate Cancer Charity.

'Arthritis Care aims to be the first point of call and one-stop-shop for anyone wanting to learn about arthritis in any of its 200 forms. This award is a vote of confidence in the information we provide the media and public, and it is fantastic that it comes from the big hitters of the MJA. They are the respected, authoritative communicators who influence health and public policy, so if we are helping them, then we're doing our own job of helping people with arthritis to get their voices heard', said Rachel Haynes, Arthritis Care's Director of Public Affairs, who collected the award at the ceremony at the Royal Society of Medicine in early July.

Arthritis Care provides free help lines and publishes a range of factsheets and booklets offering support to people with arthritis, or affected by it. It also offers free-to-user self-management courses, equipping people with long-term conditions to live 'smart', and to run their lives more effectively beyond the surgery door.

New INTECOM president

INTECOM, the international umbrella organisation for technical communication associations, has announced its latest election results. Theresa Cameron, the ISTC's International Representative, is INTECOM's new President, with Michael Steehouder (IEEE-PCS) as Vice-President and Marcel Maurer (Tecom, Switzerland) as the Treasurer.

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Blog news

The summer lull

By Gordon McLean MISTC

As summer slides onwards the blogs are quieter than usual, a common malaise at this time of year. However, there are still plenty of morsels to be found you just need to dig a little deeper.

First up, something for the managers or team leaders in our midst: Hannah Kirk offers some practical advice to help you prove the value of deliverables. With information collated directly from personal experience, she outlines some considerations and actions that helped one company deal with this issue. The basic framework that she describes can be adapted for use in many organisations, and if you are struggling to find a way to justify the work you and your team do, then do have a look at Hannah's article.

There are, of course, other ways to increase the understanding of the benefits of good technical writing and William Kelly offers a different slant describing why technical writers should work closely with a project manager to help a project run more smoothly. Our natural tendency to view the big picture can help keep others on track and focussed on the task at hand.

Onto translation now, and Rhonda Bracey ponders the actual cost of providing a slimmed down version of an online help system to help reduce translation costs. She pulls together some excellent examples that you could use if you are asked to do the same thing, calculating that the cost of deciding, designing, producing and maintaining a 'lite' version of the online help is a false saving.

Subject matter experts, or SMEs, is a term I've wandered across many times recently and this interesting post from Ben Minson discusses what happens when someone has the role thrust upon them. Increasingly, it seems that technical writers are starting to fill this role, so it's interesting to see Ben's take on where the SME fits in an organisation.

Here are a few quick links to finish up. The Usable Help website celebrated its sixth year anniversary by updating the very useful Gallery of Onscreen Help. If you are looking for ideas to improve your online help then it's worth a look, even if just for a trip down memory lane. Next, *Slate* magazine asks: Has modern life killed the semi-colon? And finally, Scott Nesbitt suggests remembering that documentation is rarely used in sequence, and offers some quick tips on making documentation easier to use.

A technical writer for almost 14 years, Gordon has been blogging for more than eight. He monitors a large breadth of blogs covering most aspects of both technical communications and software development. You can download the full list of RSS feeds from his blog at www.onemanwrites.co.uk.

Quick links to the bloggers and their blogs

Hannah Kirk
www.writingassist.com/articles/technical-communication-managers.htm

William Kelly
articles.techrepublic.com.com/5100-10878_11-1051822.html

Rhonda Bracey
cybertext.wordpress.com/2008/07/20/the-real-costs-of-a-lite-version/

Ben Minson
www.gryphonmountain.net/archives/techcomm/does-your-sme-know-what-a-sme-is

Gallery of Onscreen Help
www.g2meyer.com/gallery/main.php?g2_itemId=2878

Slate Magazine
www.slate.com/id/2194087

Scott Nesbitt
www.dmncommunications.com/weblog/?p=361

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Software news

Save up to £20 on Corel Paint Shop Pro Photo X2

Get the most out of your photos, with this saving on Corel Paint Shop Pro Photo X2 until 31 August.

The software enables you to make professional photo edits including:

- **Applying a photo makeover:** the blemish remover, teeth whitener, or eye drop tools help you achieve facial perfection or make yourself look thinner.

- **Make adjustments:** crop away unwanted areas, straighten crooked photos, remove backgrounds or perform a one-step photo fix.

New reporting tool from Clownfish

Clownfish has announced the development of SEE Dynamic, an online tool that enables companies to understand and dynamically report on their environmental and social footprint in real-time.

Today, consumers are using the Internet to actively seek the truth about sustainability practices within companies.

Consumers don't want an exposé, but rarely do they have time to read a lengthy annual corporate social responsibility (CSR) report. SEE Dynamic acts as a communication tool, taking CSR reporting beyond compliance into digestible, relevant information, which engages employees and customers.

SEE Dynamic will be available from 1 September.

Contenta 4.0 is here

XyEnterprise, a developer of award-winning content management and multi-channel delivery solutions, has unveiled version 4.0 of Contenta, its popular content management software.

'The platform enhancements in this new version of Contenta were developed because we continue to see a dramatic increase in the number of companies standardising on platforms like SQL Server and Red Hat Enterprise Linux, as well as an overall greater interest in virtualisation and Windows-based platforms,' said Deb Boczulak, Contenta Product Manager, XyEnterprise.

Contenta 4.0 provides support for Microsoft SQL Server and Red Hat Enterprise Linux, as well as Windows Vista Service Pack 1, platforms integral to many enterprise IT environments. The addition of these new platforms, along with Contenta's existing support for Oracle databases, Sun Solaris and Microsoft Windows, ensures that Contenta fulfills the requirements of nearly all corporate settings. Contenta 4.0 also includes support upgrades to Oracle 10.2, several web-based technologies and Autonomy's IDOL K2 Enterprise Search software.

XyEnterprise has successfully supported Red Hat Enterprise Linux in the company's widely used publishing software, XML Professional Publisher (XPP), and the addition of that support in Contenta 4.0 was a natural extension for the company.

Free Pro/ENGINEER Wildfire 4.0 trial

Experience Pro/ENIGNEER Wildfire 4.0 first-hand with a free 30-day trial download from www.ptc.com/community/free-downloads.htm.

Pro/ENGINEER Wildfire 4.0 is an integrated 3D CAD/CAM/CAE software that provides a complete set of capabilities – from communication, concept and design to collaboration, validation and manufacturing – all on one, integral, scalable platform.

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Tools and resources

The right reference for Microsoft Word 2007

Katja McLaughlin MA (Hons) MISTC reviews the Microsoft Word 2007 Bible, which you might decide to add to your shelf of trusted reference books.

Word 2007 Bible is aimed at both new users and veterans upgrading from previous versions, and is meant for use either as a tutorial or reference. At 915 pages, it offers a comprehensive exposition of the software. You can view the table of contents at eu.wiley.com/WileyCDA/WileyTitle/productCd-0470046899,descCd-tableOfContents.html. The book comes with a CD-ROM of video tutorials, and the author, Herb Tyson, also has a *Word 2007 Bible* blog for further questions at word2007bible.herbtyson.com/.

What does it contain?

For new users, Tyson explains basic tasks without patronising and shows paths to more advanced functionality. For upgrading users, the book clearly points out feature changes. It also explains how to get hold of certain legacy features that have been hidden so that they can no longer be accessed through the graphical user interface, but are still present and can be reached otherwise. For users who already have a good grasp of Word's functionality, the author presents methods for making your work more efficient, including customisation and keyboard shortcuts. Tyson does this consistently throughout the book as he discusses different tasks.

One the definite strengths of the book is that in addition to simply describing the software, the author also evaluates Word's features: he gives praise to Word's functionality and interface design where praise is due, but also points out potential pitfalls. Experienced users often seem to accumulate this kind of valuable information from Internet discussion forums or through trial and error, so finding some of this advice in a guide book is a great help. For example, Tyson offers a frank discussion of the potential dangers of using master pages and the 'Automatically update' option for styles.

Photo: Herb Tyson

Microsoft Word 2007 Bible
By Herb Tyson
ISBN-10: 0-470-04689-9
Paperback
Wiley Publishing (2007)
£25.99
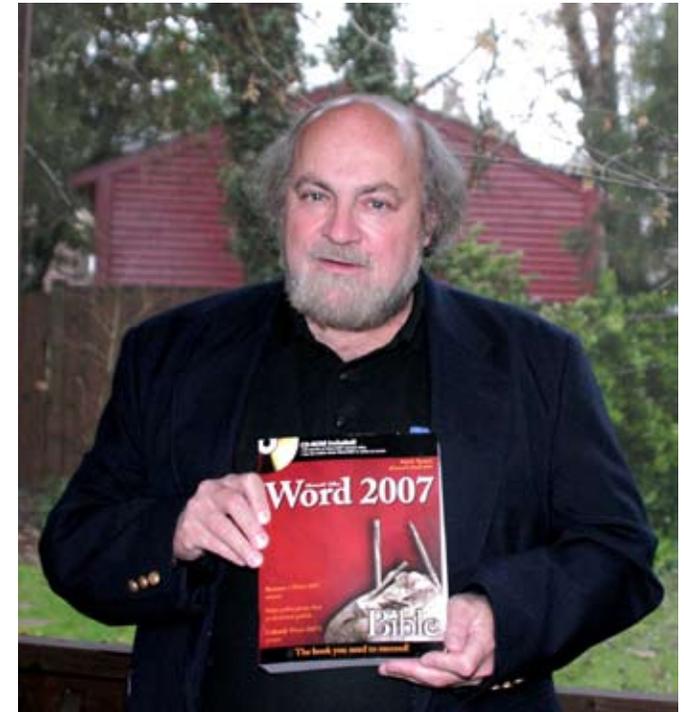
About the book's author

Herb Tyson is a Word MVP (Most Valued Professional) and has authored more than a dozen computer help books. For more information about the book, visit eu.wiley.com/WileyCDA/WileyTitle/productCd-0470046899.html.

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Another distinctive feature is Tyson's witty writing style, which involves a hint of humour. Some readers might have reservations about this in a software guide, but here the author's choice of expressions is part and parcel of the candid evaluation of Word's features and 'telling it like it is'. Overall, it leaves you with the impression that Tyson is reflecting honestly upon his experiences, and serves well to make such a lengthy book more readable, especially if used as a tutorial rather than reference.

Who is it really for?

While *Word 2007 Bible* starts by covering the basics and helps new users build up their skills, absolute beginners and casual Word users might prefer a more concise title that focuses solely on the fundamentals. For example, the instructions about starting Word go on to explain not only the concept of safe mode but also document command-line switches in some detail.

You are likely to benefit from this book, if you already have a grasp of Word basics and are now looking for details about the rest of the program's functionality. With impressive breadth of coverage and a good level of depth, this book is a useful reference work for technical communicators. Will it tell you all you need to know about Word, then? Not quite, but at the point where you leave *Word 2007 Bible* behind, you are probably entering the territory of the sort of usage strategies that may be best developed through the experience of working with real-life problems rather than reading books.

Finally, for the absolute Word experts among you, *Word 2007 Bible* might still be useful for all the legwork that the author has done in laying out the design of the new features and investigating what Word 2007 is doing behind the scenes.

Training news

Resource to find your course

A new website called www.bookmycourse.co.uk has been launched as a one-stop shop for finding, comparing and booking training courses. Employers and employees alike can search for relevant training across a multitude of industries, from safety to quality, sales to computing – and many more. The site enables you to compare different providers, book, confirm and buy online directly.

Training providers interested in becoming part of the site can call Trevor Healey on: 01933 233884.

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Free CorelDRAW training

If you have some free time this summer holiday and would like to brush up your software skills, why not take advantage of these free CorelDRAW Graphic Suite Tutorials at www.corel.com/servlet/Satellite/gb/en/Content/1152796556718?trkid=ukcdx4wt0708.

Congratulations to new MA graduates

Darryl Wilkins, JLuz Latham and Neil Godwin have graduated with their MA in Technical Communication from The University of Portsmouth, after completing the one-year full-time course. The graduation ceremony was held on 17 July at the Portsmouth Guidhall where Darryl graduated with the top result of distinction.

The graduates who work as technical authors in the aerospace, engineering and software industries would like to extend their heartfelt thanks to their course leader Ian Kemble.

Launched in September 2006, the course was developed with the support of ISTC and a group of experienced professional authors.

Although the course is designed for individuals with technical or scientific backgrounds who wish to take up technical authorship as a second career, it is still relevant for recent undergraduates. Neil Godwin, who had just finished an undergraduate degree before starting the course said: 'The course improved the skills I needed for the job. The variety of units in the course content applies to the work I do now.'

Photo: Darryl Wilkins and JLuz Latham

Free webinars

SDL are running a number of free webinars exploring various aspects of creating and managing global content:

7 August: Global Information Management Overview

12 August: Global Authoring

2 August: Terminology Management

26 August: Component-based Content Management

9 September: Web Content Management

16 September: Translation Management

23 September: Automated Translation

For more details visit: www.sdl.com/events

Training courses

August

8   Introduction to Adobe Captivate
This course for beginners, teaches how to create software simulations, demos and tutorials for your application.
Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobetraining

11–13 The Grant Institute's Grants 101: Professional Grant Proposal Writing Workshop
The course is an intensive and detailed introduction to the process, structure, and skill of professional proposal writing. This course is characterised by its ability to act as a thorough overview, introduction, and refresher at the same time.
The University of Phoenix, Philadelphia Campus, USA
www.thegrantinstitute.com

13   Create Interactive Forms in Seconds
This is the fifth 30-minute e-seminar in a series of six, which starts in July. This one shows you how to create interactive PDFs instantly.
Adobe, Online.
https://events.adobe.co.uk/cgi-bin/event.cgi?eventid=6970&country=uk

14, 15 Introduction to Adobe RoboHelp
This course teaches you how to use RoboHelp to create online help in the most popular format and to produce hard copy guides in Word and PDF from the same project. It covers advanced features including templates, style sheets, skins and conditional tags.
Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobetraining

18–20 Advanced Technical Authoring Techniques
This is an intensive course for 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

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20 **11:00am EST (16:00 UK)**
Your Terminology is Your Brand:
Keep it Consistent and Under
Control
Hear from JoAnn Hackos, Comtech, and Sophie Hurst, SDL, as they look at the key role of terminology in defining a brand and the impact of terminology on wider business issues.
www.sdl.com/en/events/2008-08-20-CIDM-Webinar.asp

October

6 **Getting Research Published: How to Develop a Publication Strategy in Biomedicine**
This new 10-week online course runs from 6 October until 12 December 2008. It covers the ethics, conventions and often unwritten rules of publishing in peer-reviewed journals and at conferences. University of Oxford, UK.
cpd.conted.ox.ac.uk/personaldev/courses/getting_research_published.asp

November

5 **Engaging with the Environment: Finding Quality eInformation Resources**
This course will help you find authoritative sources of environmental information. It will cover government departments and committees, influential groups and bodies, news sources, and research. UK eInformation Group, London
www.ukeig.org.uk/training/2008/November/EnvironmentalInformation.html

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 email istc@istc.org.uk

Events news

Gain twenty-twenty vision

There are still a few places left at this year's Society for Editors and Proofreaders (SfEP) Conference from 8-9 September, but you'll need to get your booking form in soon if you want to attend.

The SfEP will be looking forward as well as back over the two decades the Society has been in existence. The SfEP has come a long way since it was founded in 1988 and much has changed in the world of publishing too. The conference will review some of these changes and help delegates to look forward to an exciting and stimulating future in publishing. The conference programme will be a mix of workshops, seminars, and plenary sessions by keynote speakers (including the eminent linguist David Crystal) and, of course, networking and socialising with other delegates.

There really is something for everyone in this year's programme. In addition to attending all the plenary sessions, delegates can attend two of the following workshops:

■ Effective copywriting: getting your message across in print and online media

- Pricing strategies: don't miss out on just rewards
- Wild card search and replace: an editor's delight
- Computer housekeeping: customise your software and protect your PC
- Editing for business: what makes it different?
- Introduction to HTML: becoming a basic skill?
- Opportunities for indexers in the non-publishing world
- Macro magic: don't waste time on repetitive tasks
- Networking skills: how to mix business with breakfast
- Development editing: guiding authors to create the structure and content for the end-product
- Collective wisdom: what are the best reference sources?
- Editing with TEX: learn about this versatile software.

Consult the SfEP website (www.sfep.org.uk) for further details.

Events listings

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.

August

5   **Cambridge ISTC Area Group Meeting**
This evening event will discuss how technical authoring teams work. We'll hear about the experiences of five or six people who work, or have worked, in a variety of different contexts. To find out more, please contact Rachel Potts rachelcpotts@lycos.co.uk. Cambridge, UK.

Red Gate offices (Jeffreys Building, St Johns Innovation centre, CB4 0WS)

Space is limited.

1–7   **XVIII FIT World Congress**
Brought to you by the International Federation of Translators, this event highlights the translation industry and explores global business opportunities.
Shanghai, China.
www.fit2008.org/E_fit2008/index.htm

September

7   **Sign Design Society August talk: Signing in Amman**
The city of Amman in Jordan has experienced rapid economic growth since the 1920s and there is now a huge amount of random signing and advertising that almost overwhelms the city streets. Speakers Essam Awad and Kollette Super of Coventry School of Art and Design explore the issue. London, UK.

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

8–9   **SfEP AGM and 19th Annual Conference**
This event marks the 20th anniversary of The Society for Proofreaders and Editors and

explores the topic, 'Twenty-twenty vision - Looking forward, looking back.' The conference programme will be a mix of workshops, seminars, plenary sessions and panel discussions and, of course, networking and socialising. Oxford, UK.
www.sfep.org.uk/pub/confs/conf08/conf2008_advance.asp

9–11 **3rd Annual Global Information Industry Summit**
This event provides you with access to industry executives gathering to address global industry trends, identify new market opportunities, and share best practices. London, UK.
siia.net/giis/2008/overview.asp#about

16–19 **Tenth EASE General Assembly and Conference**
The topic of this conference organised by the European Association of Science Editors is integrity in science communication. Pisa, Italy.
www.ease.org.uk/meetings/index.shtml

18 **Global Information Management Conference**
SDL will be hosting a conference to explore the challenges of creating and managing multilingual content. Aimed at companies that need to support a global market, attendees will learn how to reduce the cost and improve the quality and consistency of multilingual content.

For more information visit www.sdl.com/en/sites/gim-london-2008/

18–19 **User Assistance Conference — Europe 2008**
This annual event provides user assistance professionals with the latest Help technology news, design trends, and skills updates. Edinburgh, Scotland.
www.uaconference.eu/

21–23 **Localization Project Managers Roundtable**
The roundtable opens channels of open communication for project managers to discuss specific issues of localisation project management

outside the client-vendor relationship.
localizationinstitute.com/switchboard.cfm?category=roundtable&display=title&ID=25

23–25 **ISTC Conference 2008 – Technical Communication: Past, Present and Future**
ISTC Conference 2008 will be the largest UK event for technical communicators this year. The format has changed significantly to reflect delegate feedback from last year and the changing needs of our members and affiliates. Eastwood Hall, Nottingham.
www.istc.org.uk/Events/istc_conference.htm.

29–30 **World Social Marketing Conference**
The first international event where delegates, exhibitors and speakers from around the world will meet to discuss the application of social marketing. Brighton, UK.
tcp-events.co.uk/wsmc/

October

2–4 **2008 Annual Conference of the CPTSC. Programs in Context: Past, Present, and Future**
The Council for Programs in Technical and Scientific Communication (CPTSC) will hold its 2008 conference at the University of Minnesota in Minneapolis – where CPTSC began.
USA.
www.unomaha.edu/cptsc2008/

13–15 **Localization World Twelfth Conference**
'Innovating Localization Business Models' is the theme for both the European and the North American Localization World conferences this year.
Madison, Wisconsin.
www.localizationworld.com/lwmadison2008/cfp.php

29–1 **DocTrain East 2008**
The theme of the 10th Annual Documentation and Training East Conference is producing quality content. This event focuses on both software documentation project best practices as well as translation and localisation issues.
Burlington, Massachusetts, USA.
www.doctrain.com/east/

November

3–4 **The Future of Web Design**
A line-up of designers explores the future of web design, web app interface design and web typography.
New York.
futureofwebdesign.com/2008/newyork/

18–20 **Localization Latin America**
This international conference is dedicated to the business of localisation in and for Latin America and other Spanish- and Portuguese-speaking markets.
Buenos Aires, Argentina.
www.localizationlatinamerica.com/

December

3–5 **Tactile Graphics 2008**
This is the fourth international conference on tactile diagrams, maps and pictures for blind and partially sighted children and adults in education, work and daily life.
Birmingham, UK.
www.nctd.org.uk/conference/

4 **Skills Framework for the Information Age (SFIA) Conference**
The conference will present a range of speakers from industry and government, and launch version 4 of SFIA, the framework that underpins so much work in the area of capability management in IT. The management and implementation streams will address strategic and tactical issues concerning the management of improving IT capability.
London, UK.
www.sfia.org.uk

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Back page

New 'Americanisms'

How familiar are you with the difference between UK and US English? Even if you feel quite confident as to your global English vocabulary, here are a few more terms that you might find interesting and also amusing. Find *The top 10 newly coined words in the US*, as circulated on the Internet and via email by one of America's leading ad agencies, Cramer-Krasselt:

altidude.tumblr.com/post/41471477/here-are-the-top-10-newly-coined-words-compiled-from.

Unfortunate restaurant name

At Palma Airport in Mallorca, Spain, Kathryn Valdal Fourie MISTC was puzzled as to why anyone would call their restaurant by this name:

When the web shapes geography

This is a powerful map in the digital age. We think that it speaks for itself. To purchase posters of the map, visit www.bytelevel.com/map/ccTLD.html.

Developed by John Yunker, President, of Byte Level Research, this map shows all 245 country code top-level domains (ccTLDs) — from .ar (Argentina) to .za (South Africa) — in relation to the respective countries' population sizes.

Questions to ponder

Bill Stevens MISTC has found some lovely questions that will make you smile about the English language. You can read them at *The Daily Brunei Resources* blog at bruneiresources.blogspot.com/2006/08/more-questions-confusing-mankind_31.html:

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