



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

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This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus⁺* aims to cover anything of interest to the profession. To subscribe, contact the Office.

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ISTC news

Vote for your top article of 2008

By Marian Newell FISTC
journal.editor@istc.org.uk

Since 2005, we've asked readers to vote for their favourite articles in *Communicator*. We'll be including an Article of the Year voting form in the Winter 2008 issue, to be mailed in mid-December, so please complete and return it by the end of January. I know it takes a little bit of time to look through past articles and make a choice but the results provide me with useful feedback and the winners with welcome encouragement.

We're still using a paper voting form this year, because it's easy for us to mail and process, but do let me know if it would make a great difference to you to have it online. One respondent suggested this last year.

Some respondents have said that they find it difficult to pick three favourites from the

year's articles and that they don't want other articles not to be acknowledged. Please don't let this put you off. Most articles are in someone's top three and the more of you that vote, the more representative the result will be.

So, please, don't forget to vote this year.

ISTC Conference Survey

So far, more than 125 people have responded to the web-based survey to help plan future ISTC Conferences. Paul Ballard, who is heading the Conference team on behalf of the ISTC Council, would like to pass on his thanks to all those who contributed their experiences, thoughts and ideas. The conference will be re-launched in January.

Paul is Managing Director of [3di Information Solutions Ltd](#), an ISTC Business Affiliate and Chairman of the ISTC's Marketing Steering Group.

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Affiliate news

ISO Quality Award for AND Solutions Limited

Following an assessment by an independent organisation, ISTC Business Affiliate AND Solutions Limited has been successful in achieving ISO 9001 registration. This prestigious award for quality is an International Standard in use worldwide as the benchmark for quality. The award recognises their commitment to an exceptional quality of service. With only around three percent of UK business holding this certificate, they are now at the forefront of quality service and customer care.

Simon Butler, Managing Director, said 'We have always been proud of the service we offer. With the award of ISO 9000, this has been confirmed by outside experts.' John Lee, Quality Manager, said 'It is nice to have the quality of our internal processes endorsed. When included with the high quality services provided to our clients it shows our commitment to being a quality focused organisation.'

For more information visit www.and-solutions.co.uk.

JustSystems Unveils XMetaL Community Forums

JustSystems, a Gold Level ISTC Business Affiliate, and a worldwide leader in XML and information management technologies, announced its online XMetaL Community Forums. Geared toward XMetaL users, administrators, developers, educators, and partners, the forums offer a centralised location where members can share XMetaL tips and tricks and access free downloads for extending and configuring XMetaL. The forums also function as a searchable knowledgebase, with technical articles written by JustSystems support staff and news about events and product releases.



The banner features a world map on the left and a cityscape at night on the right. The text 'GLOBAL INFORMATION MANAGEMENT CONFERENCE' is overlaid on the map, and 'MANAGING GLOBAL INFORMATION' is on a red bar at the bottom.

GLOBAL INFORMATION MANAGEMENT CONFERENCE

MANAGING GLOBAL INFORMATION

Exclusive invitation to attend a complementary Global Information Management (GIM) conference in London

Attend this conference to hear the latest industry trends from The Gilbane Group and how leading international companies are using GIM technology to:

- ✓ Increase the efficiency of delivering global content
- ✓ Reduce time-to-market for global products
- ✓ Improve the quality and consistency of multilingual content
- ✓ Enhance global customers' experience
- ✓ Reduce both internal and external localisation costs

Conference Details

Date:
Thursday 5th February 2009

Time:
Registration opens at 08:30
Event closes at 16:00

Location:
The Landmark Hotel, London

For more information and to register visit
www.sdl.com/istc-london2009



XMetaL is the company's core XML-based software for structured authoring and content collaboration that allows organisations to get to market faster with their information products by bringing structure and automation to managing high volumes of valuable content.

'The new XMetaL Community Forums are a valuable resource for JustSystems partners like us,' said Eric Severson, CTO for Flatirons Solutions. 'By using the forums, we can interact directly with customers and provide them with customised XMetaL deployment information.'

'The creation of the XMetaL Community Forums expands on our drive for continued excellence in keeping customers well-equipped to deliver the greatest possible value for today's information-hungry economy,' said Aaron Deitcher, vice president of North America and EMEA for JustSystems. 'Together, our internal services team and partners can easily work together to pass on best practices so that organisations see a measurable impact on their businesses.'

All new members who join before 19 December 2008, will be entered into a draw for a \$50 iTunes gift certificate. Registration is free. To join, visit forums.xmetal.com.

For more information about JustSystems, visit www.justsystems.com.

KROHNE signs major deal with Veolia

Veolia Water Solutions & Technologies has chosen KROHNE as one of its international suppliers of measurement equipment and related services. The framework agreement was signed on November 4 at KROHNE headquarters in Duisburg. KROHNE will be one of the suppliers providing flow measurement devices and services for

water and wastewater projects and applications.

Veolia Water Solutions & Technologies is the world's leader in water treatment, providing turnkey installations and technological solutions for local authorities and industries worldwide. The French based company employs 7,741 people and has 120 subsidiaries in over 55 countries.

As its new business partner, KROHNE will provide instruments for volumetric and mass flow measurement, along with additional calibration and maintenance services.



Signing parties of Veolia Water Solutions & Technologies and KROHNE
Left to right: A. Kieffer, F. Scipion, M. Rudelli, M. Dubbick, M. Buttman, M. Clemens, R. Sol, S. Duthe, S. Neuburger

KROHNE, an ISTC Business Affiliate, is a market leader in the development and manufacture of innovative measurement technology. For more information, visit www.krohne.com/Home.10963.0.html

Industry news

The ISO 9000 family — Global management standards

With the publication of ISO 9001:2008 imminent, the ISO (International Standards Organisation) has launched a video clip in which users share their perspectives on earlier ISO 9001 editions and other standards in the ISO 9000 family. This series of standards has become the global benchmark for quality management systems.



From the ISO 9000 video clip

The ISO 9000 family — Global Management Standards takes the form of a fictional television business news report on ISO 9000. Real users speak from their personal experience in the varied contexts of multinational industry, a humanitarian aid organisation and a police department. Such diversity underlines the combination of flexibility, efficiency and effectiveness of the ISO 9000 approach.

ISO Secretary-General Alan Bryden commented 'Whenever the ISO 9000 family is evoked, the emphasis is usually on ISO 9001 certification. This video is refreshing because the users emphasise the importance and benefits of ISO 9000 aspects such as management commitment, metrics, customer focus, continual improvement, knowledge transfer, cost savings and the eight quality management principles'.

For more information, visit the ISO website at www.iso.org.

Information Design Conferences: Call for speakers and papers

The [International Institute for Information Design](http://www.istc.org.uk) in conjunction with the [Organisation for Economic Co-operation](http://www.istc.org.uk)

[and Development](http://www.istc.org.uk) have organised a conference entitled Data Designed for Decisions: Enhancing Social, Economic and Environmental Progress. This will take place in Paris (France), 18–20 June 2009. Speakers are invited from such diverse disciplines as economics, statistics, social and cognitive science, information design, visualisation, the media, or development planning to contribute to the conference. The deadline for abstracts is 12 December 2008. For more information visit www.dd4d.net/Call-for-Speakers.aspx.

The [Information Design Association](http://www.ida.org.uk) (IDA) are organising the Information Design Conference 2009 to be held in Greenwich (UK), 2–3 April 2009. Since the 1980s, the Information Design Conferences have been a great place to discuss and debate information design. The IDA would like to hear from anyone who would like to make a presentation to the Conference. The deadline for abstracts is 31 December 2008. For more information, visit www.infodesign.org.uk/2009-conference/call.php.

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.

New Chair for the Society for Editors and Proofreaders

Sarah Price is taking the helm as chair of the Society for Editors and Proofreaders (SfEP) as the society prepares for its 21st birthday next year. She asked for a clear strategic review at the council meeting in October.



Sarah Price

‘Like every other business at the moment, the publishing industry needs greater efficiency. The SfEP can make a real contribution in developing best practice,’ says Sarah.

‘We consolidated operations during our late adolescence. Now we have matured, the next challenge is deciding the best strategy so we can work more closely with publishers and businesses.’

This year, the SfEP has gathered corporate associate views and information about freelance training needs. ‘We want a closer understanding of our corporate associates,’ Sarah explains, ‘and there is an emerging need for a wider range of electronic skills.’

Other new appointments to the council will strengthen the strategic planning process.

Sarah explains, ‘I now have a long-awaited PR director and a strategic financial director on board, and the new regional development director will be focusing on training for distributed freelancers. Their thoughts are being welcomed by our more established council directors.’

She continues, ‘Our new professional development director will be building our portfolio of qualifications after our recent addition of the Licentiate in Editorial Skills with the City and Guilds. Proof of editorial competency is essential for client confidence.’

Sarah Price comes to the SfEP chair after fulfilling the role of finance director for the last year and that of training director for the previous three.

She concludes, ‘Everyone wants a top-quality read. Our members always have this in mind. The challenge now is to take a strategic path to guide the development of more efficient editorial practices.’

More information about the Licentiate in Editorial Skills is available at www.sfep.org.uk/pub/quals/cglic_info.asp.

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Blog news

Questions, thoughts and structure

By Gordon McLean MISTC

Like many, enthusiasm for my profession wanes depending on my workload and stress levels. However, one benefit of being a technical communicator is the breadth of interests into which we can delve; a breadth shared by the best blog posts from the last month.

Whether you've a direct interest in content management or not, you'll likely have heard of Ann Rockley who is recognised as an industry thought leader and she's at it again with a new concept which is definitely worth a look. [In this interview with Tom Johnson](#) she outlines something she calls 'intelligent content'. 'Intelligent content is structurally rich and semantically aware, and is therefore automatically discoverable, reusable, reconfigurable and adaptable.'

The buzz around DITA has slowed but the efforts to make adoption easier continue apace, and this month saw an excellent article by Mark Lewis covering how to developing cost metrics for a DITA solution. Proving the ROI of a single source solution

can be tricky and Mark offers [several ways of calculating the figures](#). His article 'focuses on the cost of content creation and introduces various levels of reuse into the model. We'll begin with a deep dive into the cost of creating DITA topics and then incorporate the cost of unique content, identical content and similar content.'

Leisa Reichelt, a user design expert who recently spoke at the Online Help Conference in Edinburgh, is currently working on redesigning the website for Drupal (a web content management system). She's been blogging throughout the entire process and [this instant messenger conversation about how best to structure the documentation](#) is a good insight into how she tackles the thorny issue of structuring your documentation for users with multiple levels of knowledge.

If we're giving manuals to users to read online, why do we design and write them for paper? asks Michael Hughes in his post on [PDF Manuals: The Wrong Paradigm for an Online Experience](#). The answers seem obvious, as do the proposed solutions, but there are a couple of suggestions in here that are new to me and may be enough to convince others that it's time to move away from PDF manuals.

Quick links to the bloggers and their blogs

Tom Johnson:

<http://www.idratherbewriting.com/2008/11/24/what-constitutes-intelligent-content-interview-with-ann-rockley/>

Mark Lewis:

<http://www.thecontentwrangler.com/article/dita-metrics-mark-lewis-on-calculating-the-cost-of-a-dita-project/>

Leisa Reichelt:

<http://www.disambiguity.com/drupalorg-redesign-a-strategy-for-the-documentation-section/>

Michael Hughes:

<http://www.uxmatters.com/MT/archives/000351.php>

Jeff Atwood:

<http://www.codinghorror.com/blog/archives/001184.html>

David Farbey:

<http://www.theblockheadblog.co.uk/2008/11/user-documentation-survey-2008.html>

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.

That Strunk and White book may not be rated by everyone, but it does include some useful information and suggestions, one of which Jeff Atwood picks up on in [Coding: It's Just Writing](#). For those of us working with software developers it's a good way to look at things, drawing some parallels between our profession and theirs, as well as outlining the common ground between both. Don't worry, he's not suggesting that your developers should be writing the documentation.

And finally we'll head over to the Blockhead Blog where David Farbey has setup a short [User Documentation Survey](#), which you are welcome to take part in. You can read more about his survey in the Tools and resources section of this newsletter.

All of the blogs linked to have archives full of useful and interesting information, as well as links to other relevant blogs so do have a look around.

If you spot anything that may be of interest to others let me know: blogs@istc.org.uk.



Supporting the future of Aerospace

Technical Author – Thales Aerospace Crawley

Thales is one of Europe's largest defence suppliers, with an annual turnover in excess of €10 billion across six core business areas that include Aerospace, Air Systems, Naval, Security and Services. It's our 60,000 strong worldwide workforce that drives this success, and we strive to ensure that each and every one reaches their full potential.

Due to significant expansion within our Customer Support Unit, Thales Aerospace Division is looking to recruit a Technical Author. The Technical Author will be responsible for the preparation of electronic documentation on a number of challenging & interesting aerospace projects as part of the technical publications/ILS team.

The ideal candidate will be fully conversant with SGML & associated AECMA 20000/S10000 standards. He/she must have an electronics background & ideally be familiar with defence electronics systems.

To apply for the Technical Author position, please submit your CV to the following address: aerospace.jobs@uk.thalesgroup.com

For further information on Thales Group UK, please visit the following website: www.thalesgroup.com/uk



Software news

Support for QuarkXPress and Adobe InDesign in a Single Workflow System

Quark Offers the Flexibility to Work with Both QuarkXPress and Adobe InDesign at the Component Level within Quark Publishing System (QPS) 8. QPS users now have the flexibility to use QuarkXPress with QuarkCopyDesk and Adobe InDesign with Adobe InCopy at the component level in a single workflow system. The capability to use both or either graphic design and page-layout program with QPS enables customers to streamline their publishing process to save time and reduce administration, training, and hardware costs.

QPS allows users to work with both QuarkXPress with QuarkCopyDesk and Adobe InDesign with InCopy to support designers, writers, and editors who use either QuarkXPress or Adobe InDesign and help agencies work more efficiently with their customers who use either application. Additional benefits include being able to manage creative assets across all projects and automate the routing of projects from both applications in one workflow.

QPS users who work with Adobe InDesign and InCopy can work simultaneously in InDesign layouts and InCopy articles, create revisions, and push updates back and forth between InDesign and InCopy. In addition, InDesign and InCopy users can:

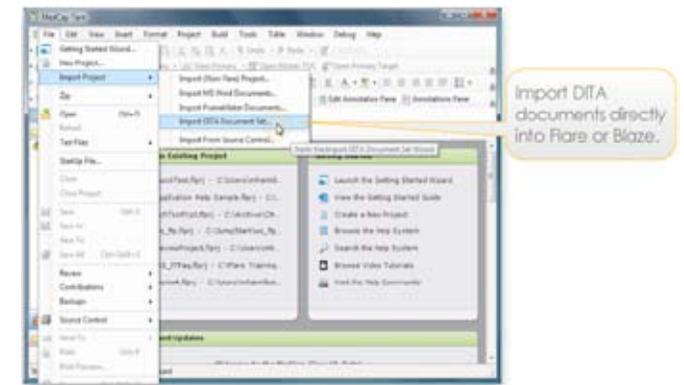
- Work in the same workflow as users of QuarkXPress and QuarkCopyDesk.
- Check-in InDesign layouts and InCopy articles to QPS, and assign InCopy articles directly from InDesign layouts.
- Leverage the Search Results palette in QPS to drag and drop assets into a layout.
- View the thumbnail previews, list views, and project views with attachment information.
- Drag and drop content from Microsoft Word to InDesign.
- Use content from the same Microsoft Word document in both QuarkXPress and InDesign at the same time.

QPS XTensions software for Adobe InDesign is available for QPS 7.5 and QPS 8 on both Mac and Windows platforms. For more information, visit http://dynamicpublishing.quark.com/en/qps/QPS_InDesign.html.

MadCap Software supports DITA authoring and publishing

MadCap Software, Inc has enhanced the existing MadCap product line to support the Darwin Information Typing Architecture (DITA). You can use MadCap's topic-based XML authoring approach to develop, manage, and publish DITA information.

Among the benefits of the enhancement is the ability to import existing DITA topics or projects into the Flare or Blaze applications. You can also create new DITA topics, create and manage DITA maps and create a custom look-and-feel for your DITA content. Using MadCap Analyzer, you can analyse DITA project to find and solve issues. For more information visit madcapsoftware.com/solutions/dita.

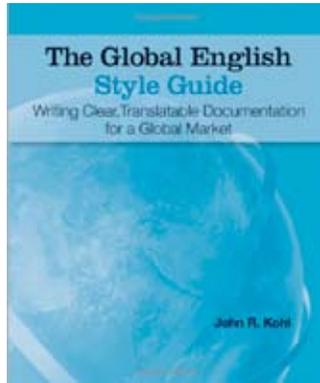


MadCap Flare with DITA import option

Tools and resources

The Global English Style Guide

Reviewed by Dr Mike Unwalla MBCS CITP FISTC
Principal, TechScribe



Many people who do not speak English as a first language struggle to understand English texts. Human translation is expensive. Machine translation (MT) frequently does not work. Global English

Author:	John R Kohl
Perfect Paperback:	336 pages
Publisher:	SAS Institute
ISBN-13:	978-1-59994-657-3
Size:	22.6 x 18.8 x 1.5 cm
List price:	39.95 US\$.

offers a solution to these three related problems.

Many good style guides exist. Why do technical writers need another style guide? Unlike other style guides, this book covers

grammatical structures, not only particular terms. The book has more than 200 pages of text (plus 4 appendices) that give detailed explanations of both good practice and bad practice.

The author writes clearly, and he explains the reasons for the guidelines. The book is not an academic paper. The guidelines are based on practical work at SAS Institute, where the author works.

Most technical writers know some of the guidelines already. For example, restrict the use of the passive voice, use language literally and simplify the writing style. However, many guidelines may be new.

Until I read the book, I used all these sentence structures:

- ▶ However, you can put an adverb in many locations.
- ▶ You can, however, put an adverb in many locations.
- ▶ You can put an adverb in many locations, however.

Now, I put an adverb at the start of a sentence, because in that location, the adverb helps to show the reader the logical connection with the previous sentence.

Both of the following sentences are grammatically correct:

- ▶ Set up the system.
- ▶ Set the system up.

Now, as far as possible, I always use the first structure, and keep the parts of a phrasal verb together. Keeping the parts of the verb together increases consistency, improves machine translation, and helps non-native speakers who do not know the particular verb.

A full chapter and an appendix show how to improve readability and translatability by using syntactic cues. A syntactic cue is a part of language that helps a reader to identify parts of speech and to analyse the structure of a sentence. Sometimes, syntactic cues are optional, but excluding them can cause ambiguity. Kohl gives a humorous example. The grammatically correct sentence, 'Do not dip your bread or roll in your soup' has two interpretations:

1. Do not dip your bread or your roll in your soup.
2. Do not dip your bread in your soup, and do not roll in your soup.

If readers are aware of the second interpretation, they know that it is incorrect.

However, with technical texts, if a writer does not include optional syntactic cues, a reader's interpretation may be incorrect.

With Global English, a writer can use all grammatical structures and all terms, unless the guidelines prohibit the grammar or the term. Additionally, the primary rule of Global English is, 'do not make any change that will sound unnatural to native speakers of English.' An alternative method for writing clear text is to use a controlled language. With a controlled language, a writer can use only grammar and terms that are permitted. Despite the different methods, many of the Global English guidelines agree with controlled language guidelines.

The subtitle of the book refers to writing documentation. However, most of the guidelines apply to copywriting as much as to technical writing. All writers who want to reach a global audience, to decrease translation costs, or to make their texts as clear as possible will benefit highly from this book.

To read the table of contents and the first chapter of the book, see www.globalenglishstyle.com.

Online user documentation survey

By David Farbey MISTC
www.farbey.co.uk

Every so often I launch a survey about user documentation – sometimes it's specifically for a conference paper, and sometimes it's just as a small contribution to the growing body of knowledge in technical communications. This time I have included three groups of questions: questions for people who create user documentation, questions for people who create technology products, and questions for the most important group of people of all - people who use technology products.

I am launching this survey as an open survey on the Internet, and so I know any results will only be indicative, rather than representative of a particular group of users. However I do hope as many people as possible will take part.

I plan to publish the results in the first quarter of 2009, and because I have data from previous surveys (going back to 1999) I may be able to show some trends, particularly in terms of what kinds of documents are being produced.

Please take a few minutes to log on to https://www.surveymonkey.com/s.aspx?sm=hTb1M6bMZv1GoH2YT5DpnA_3d_3d and complete the survey, and please pass the URL on to others.

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.

Typical translation projects undertaken by 3di include:

- Software user guides
- Medical device manuals
- EU regulatory information
- Compliance documentation
- Marketing, white papers & sales information
- Process & procedural documents

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Training news

Self-study courses from Cherryleaf

ISTC Affiliate Cherryleaf Limited introduces two new self-paced, home learning courses for technical communicators.

The Basics of Technical Authoring course teaches general, basic technical authoring principles and writing approaches suitable to user documents. It is suitable for people who have no experience of technical writing but need to understand the key aspects of developing user and technical documents. It describes the entire documentation process: planning, writing, editing, indexing, and production. Although the course focuses on documentation for computer hardware and software, many of the concepts described apply to other forms of technical writing, such as writing about manufacturing environments, medical and pharmaceutical topics, and science. For more information about this course, visit www.cherryleaf.com/basicssofta.htm.

Fundamentals of DITA XML is an updated version of Cherryleaf's e-learning course on DITA XML. This course is for technical authors, writers, editors, information

architects and documentation managers who see training as vital to their careers, and who want to learn about or implement structured documents. DITA (Darwin Information Typing Architecture) is one of the most talked-about developments in the field of user documentation. If you are involved in writing documents such as user manuals, procedures or online Help, DITA provides a framework for designing and delivering well-structured content efficiently and consistently in a single-sourcing environment. This e-learning course has been adapted from the classroom-based course Introduction to DITA. For more information, visit www.cherryleaf.com/an-introduction-to-dita.htm.



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New project management course

Most technical communicators will know the importance of effective project management in relation to documentation and development life cycles. The University of Bedfordshire is offering a new Introductory Certificate in Project Management adding to its successful project management course portfolio.

The two-day course, accredited by the [Association for Project Management](http://www.apm.ac.uk), is designed for those who are starting a career in the field or who want to understand the principles of project management excellence. Upon course completion, candidates will be familiar with the language of project management and the structure of a successful project. They will also be able to take an active part in a project team and make a positive contribution to any project environment.

For more information, go to www.beds.ac.uk/knowledgehub/calendar/infoapmprojectmangement.

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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 email istc@istc.org.uk

December

3-5 Adobe Flex: Developing Rich Client Applications
This is a three-day course designed for application developers who want to bring the power of Rich Internet Applications to their web applications.
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

4-5 Introduction to Adobe RoboHelp 7
This course teaches beginners how to use RoboHelp to create online help in most popular formats, and produce hard copy guides in Word and PDF format from the same project. It covers the use of advanced features including templates, style sheets, skins and conditional tags.
10% discount for ISTC members.
Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobettraining

8-9 Adobe FrameMaker Basic/Intermediate
A course aimed at users of FrameMaker who wish to fully understand the features of this powerful software application. At the end of this course you will be able to confidently begin creating and modifying FrameMaker documents.
Cherryleaf Ltd, Ashford, Middlesex.
www.cherryleaf.com/training_courses.htm

8-9 Adobe InDesign Introduction Course
This is a two-day introductory course suitable for those with no previous experience of Adobe InDesign or those who are self taught.
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

...December

9-10 MadCap Flare Version 4.0 training
Matthew Ellison, MadCap Software Certified Instructor, will be conducting a hands-on training seminar on the new Flare Version 4.0. The two-day training is for Flare users interested in learning about the CSS and single sourcing features and will take place at Intuition House, London.
www.madcapsoftware.com/training/flaretraining.aspx

10-11 Adobe FrameMaker Advanced
This is aimed at users of FrameMaker who wish to fully understand the features of this powerful software application. At the end of this course you will be able to create template documents and build and maintain multi-chapter books together with tables of contents and indexes.
Cherryleaf Ltd, Ashford, Middlesex.
www.cherryleaf.com/training/courses.htm

10-11 Adobe Flash Introduction Course
This Flash course is aimed at web designers and animators who need to create dynamic and exciting animations. The course is conducted over two days.
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

12 Adobe Photoshop Intermediate Course
This one-day Photoshop Intermediate course is aimed at delegates with previous experience of Photoshop. You may be self taught, taught by a colleague or have attended one of our Photoshop Introduction courses.
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

15 Adobe InDesign Advanced Course
The one-day Adobe InDesign Advanced course is suitable for those who have attended the introductory level course, or have an equivalent level of knowledge. Familiarity with the operating system and the keyboard is a course prerequisite.
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

15-16 Adobe Illustrator Introduction Course
This two-day course enables delegates with no previous experience of Illustrator or any graphics program to produce effective drawings and illustrations, and those with a design background to effectively utilise and manipulate this drawing tool.
Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

...December

17 Quark to InDesign Migration Course

This one-day course is designed for experienced users of any version of QuarkXPress to make an effortless transition to Adobe InDesign. Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

18-19 Adobe Flash ActionScript Advanced Course

This is a two-day course intended for the intermediate to advanced Adobe Flash animator who wants to learn ActionScript programming to add more complex interactivity to their movies than simple navigation. Mekon Creatives, Sutton, Surrey.
www.mekon-creatives.com/courses.cfm

29 Introduction to Technical Authoring

This is an intensive one-day course ideal for people who are not career technical authors, but who need to carry out such work. 10% discount for ISTC members. Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobettraining

17-19 Formatting for Structured Documents

Aimed at users of FrameMaker, this one-day course will help you understand the features of this powerful software application. At the end of this course you will be able to create and edit documents using structured FrameMaker templates. Cherryleaf Ltd, Ashford, Middlesex.
www.cherryleaf.com/training_courses.htm

January

15-16 Introduction to Adobe RoboHelp 7

This course for beginners teaches how to use RoboHelp to create online help in most popular formats, and produce hard copy guides in Word and PDF format from the same project. 10% discount for ISTC members. Armada, Bromsgrove, Midlands.
www.armadaonline.co.uk/adobettraining

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February

2-4 **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.

10% discount for ISTC members.
Armada, Bromsgrove, Midlands.

[www.armadaonline.co.uk/
techauthortraining](http://www.armadaonline.co.uk/techauthortraining)

11

Advanced Adobe FrameMaker 8

This course teaches FrameMaker's advanced features when working in unstructured mode. Covers variables, books, contents, index and cross-references.

10% discount for ISTC members.
Armada, Bromsgrove, Midlands.

[www.armadaonline.co.uk/
adobettraining](http://www.armadaonline.co.uk/adobettraining)

5-6 **Introduction to Adobe Captivate 3**

This course for beginners teaches how to create software simulations, demos and tutorials for your application.

10% discount for ISTC members.
Armada, Bromsgrove, Midlands.

[www.armadaonline.co.uk/
adobettraining](http://www.armadaonline.co.uk/adobettraining)

20

Introduction to Adobe Acrobat

This course teaches Acrobat's core functionality, including creating PDF files from various sources, adding bookmarks and thumbnails, adjusting output quality, and security.

10% discount for ISTC members.
Armada, Bromsgrove, Midlands.

[www.armadaonline.co.uk/
adobettraining](http://www.armadaonline.co.uk/adobettraining)

9-10 **Basic/Intermediate Adobe FrameMaker 8**

This course provides beginners with a thorough grounding in FrameMaker. Starting from first

principles, delegates learn how to create new documents, modify existing ones and use FrameMaker's most popular features.

10% discount for ISTC members.
Armada, Bromsgrove, Midlands.

[www.armadaonline.co.uk/
adobettraining](http://www.armadaonline.co.uk/adobettraining)

Events listings

December

1-4 **Adobe MAX 2008 Europe**

MAX provides an opportunity to connect with thousands of designers, developers, partners, executives, and Adobe staff for education, inspiration, and community.

Milan, Italy.

max.adobe.com

3-5 **Tactile Graphics 2008**

The fourth international conference on tactile diagrams maps and pictures for use by blind and partially sighted children and adults in education, work and daily life.

Birmingham, UK.

www.nctd.org.uk/conference/

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](http://www.istc.org.uk/Publications/Newsletter/newsletter.htm).

To include an event in the listings, please email events@istc.org.uk.

...December

4 SDS December talk: Maps: The secret sign system

A talk by Alan Collinson, a professional cartographer and Fellow of the British Cartographic Society, will investigate the rules, symbols, signs and principles by which cartographers work.
London, UK.

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

4 SFIA Conference 2008: Managing IT skills

The seventh annual SFIA Foundation conference will present a range of speakers from Industry and Government. The conference will also launch version 4 of SFIA, the framework that underpins so much work in the area of capability management in IT.
London, UK.

www.sfia.org.uk

8-12 LISA Forum Europe 2008: The Business Impact of Operating Without Standards

The forum will concentrate on the business impact in the globalization industry of operating without standards. Multiple tracks, case studies and end-user presentations will focus attention on the executive issues, skill sets and business challenges associated with implementing standards.

Dublin, Ireland.

www.lisa.org/SpeakerProposal.812.0.html

January

20-21 Academic Publishing in Europe 2009: The Impact of Publishing

This fourth APE Conference is about 'the impact of publishing' in a broad perspective, varying from usage and users, peer reviewing and quality assurance, branding, funding and investing, business models, new types of information, and so on.
Berlin, Germany.

www.associationresource.org/index.asp?page=evn.dsp&id=226

28-29 The Retail Business Show

The conference will provide insight into how to assess the business cases and return on investment (ROI) models available in the emerging digital signage market.

Olympia, London.

www.retailevents.co.uk/trbs2009/index.html

30 IPCC 2009: Call for Proposals Deadline

Please consider submitting a proposal for the 2009 IEEE Professional Communication Society Conference (IPCC), to be held July 19-22, 2009 in Honolulu, Hawaii. Proposals must be limited to less than 350 words.

ewh.ieee.org/soc/pcs/?q=node/377

February

2-4 LogiCon Europe 2009

Now in its 12th year, LogiCon delivers real-life practical case studies on the latest supply chain initiatives by the world's leading FMCG (Fast Moving Consumer Goods) and retail companies.

www.logiconeurope.com

Back page

Credit crunch for breakfast?

The global credit crunch has provided another excuse to bombard the public with a whole host of buzzwords and snappy phrases. Apart from relatively new words like 'stagflation' (rising inflation with stagnant economic growth), terms normally reserved for the experts in the financial world are becoming part of everyday language.

For those already working in the financial sector, you'll know that a 'hedge fund' is not the money you put aside for a row of Leylandii to shield you from your neighbours, and a 'recession' is not necessarily the amount of hair you've lost due to your own personal economic crisis. When I saw the headline 'Credit Crunch Bites', I wondered if it might be a new breakfast cereal.

However, although they may seem new, terms such as 'credit crunch' have been around for quite a long while; they just haven't been used so prolifically in the past. As always, we'll have to get used to the new jargon as yet more buzzwords and phrases are incorporated into English dictionary. And remember that it is important to put a positive spin on things, so rather than talking



about an economy that is 'nose-diving', you should be referring to a 'market correction'.

If you are interested in keeping up with new words added to dictionaries, take a look at www.askoxford.com/worldofwords/newwords.

If you have any material suitable for the back page, please submit it to: newsletter.editor@istc.org.uk.

e-Christmas errors

Recent surveys have suggested that more people are choosing to do their Christmas shopping online, with e-Cards becoming increasingly popular. BBC Radio 2's recent *Don't Cancel Christmas* campaign sought to find out how we could all do Christmas for less money. Someone even suggested cutting down travel costs incurred while visiting relatives at Christmas by using video conferencing via Skype. So, as we move closer to what might become a virtual e-Christmas, we might encounter error messages such as these on our PCs:

