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Communicator

The Institute of Scientific and Technical Communicators
Summer 2014

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President's view

Get along to your Conference in 2014

The ISTC's Technical Communication UK (TCUK) conference has now established itself as the leading (and largest) event for your profession in the UK. David Farbey and his team are well on the way to delivering another successful event and delegate booking is now open. Make sure you secure the budget, and book your place!

It is not the only conference that might appeal to you this year of course – but as an ISTC member, it is certainly the best value. I will be attending five conferences this year and I know it is only TCUK that consistently offers the variety of expertise and sparks of insight that keep me moving forward.

And the winner is... Brighton!

As with so much about what the ISTC

does, the Technical Communication UK team involves both volunteers and paid specialists. The core team of David Farbey, Elaine Cole and Colum McAndrew is supported by more than 20 others, each with specific jobs to do, either during the spring and summer months of preparation or at the event itself.

Continuing the nationwide tour of recent years, the team decided on Brighton for 2014 and the beachfront Thistle Hotel promises to be a very grand and stimulating environment for us all. This year's special focus is Technical Content in the Age of Social Media, but as always, TCUK is designed to appeal to every corner of our profession, and every level of practitioner, and customer.

Variety plus consistent quality

It's the combination of the topics and presenters who you can easily relate to, combined with those that are unfamiliar, that help provide creative perspectives, and really leave a lasting impact that keeps so many of us coming back. Here's a few of the comments from last year's delegates:

"My brain is on fire! Fantastic talks and fascinating people to chat to between sessions."

"I have found all the presentations I have attended inspiring and given me a host of ideas to implement to my work environment."

"A really enjoyable event for a first timer."

"The organisation and quality

of the presentations have been tremendous."

Speakers with stories to tell

The TCUK team has established that three keynote speakers; opening and closing Wednesday, and then closing Thursday, helps to provide a solid framework for the rest of the content. Above all, these three need to have stories to tell and distinct ideas to convey. Our keynote speakers this year are: Doug Kim and Jessica Reading of Microsoft, content strategy guru Rahel Ann Bailey and structured content engineer Gordon Dennis.

I was lucky enough to see Doug Kim speak at a conference in the US last year, telling the story of how he and his colleagues have worked to change the 'voice' of Microsoft. It's a gripping, insightful, practical and very modest tale of a small team of practitioners having a massive and lasting impact.

A place where 'community' feels real

We think that being able to meet and discuss what you do with fellow professionals, in an environment designed specifically for that purpose, is crucial for balancing the growing opportunities to be part of online communities. The ISTC can, and has a responsibility to, provide both.

Over the three days, TCUK14 will attract more than 200 delegates and sponsors. The consistent feedback over recent years has been how many felt that by attending they had the opportunity to benefit from, and contribute to, the UK's technical communication community.

Invest in yourself

Whether you pay for yourself to attend, or you can persuade your boss that your attendance at the event will add the value to the team and the business, attending TCUK is an investment in your professional development, and one that I can assure you will deliver an excellent return. **C**



Paul Ballard (far left) and David Farbey (far right) with the three speakers from Rolls-Royce at TCUK 13 in Bristol

DIARY DATE

TCUK 2014

16–28 September 2014

Brighton

www.technicalcommunicationuk.com

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