



Adobe

Overview

The vehicle has three primary elements: a spacecraft, two solid boosters and an external fuel tank.



This can transport you and your guests into near Earth orbit and you can even carry cargo with you in a bay 7 feet in diameter and 25 feet long. Rockets are relatively lightweight and powerful, capable of generating large accelerations and of attaining extremely high speeds with reasonable efficiency.

- ✓ <TEXT>
- ✓ abbreviated-form (Abbreviated Form)
- ✓ aspiname (API Name)
- ✓ b (Bold)
- ✓ boolean (deprecated)
- ✓ cmdname (Command Name)
- ✓ codeph (Code Phrase)
- ✓ data (Data element)
- ✓ data-about (Data About)
- ✓ draft-comment (Review Comments Block)
- ✓ filepath (File Path)
- ✓ foreign (Foreign content element)
- ✓ i (Italic)
- ✓ image (Image Data)
- ✓ keyword
- ✓ menucascade (Menu Cascade)

Insert
Wrap
Change
Options...

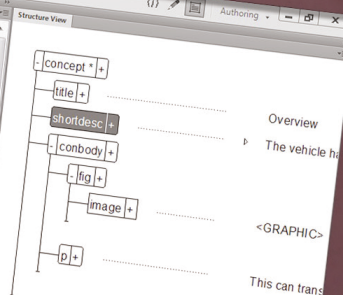
Element shortdesc

☒ All ☐ Required And Specified

Attribute Name	Value
audience	<no value>
class	<no value>
connection	<no value>
conkeyref	<no value>
conref	<no value>
conrefend	<no value>
dir	<no value>
id	<no value>
importance	<no value>
name	<no value>
shortdesc	<no value>
type	<no value>

Restore Defaults

Reset All



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InfoPlus⁺

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The ISTC is the United Kingdom's professional association for scientific and technical communicators, which includes authors, 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.

Advertising: Felicity Davie
Editorial: Newsletter Editor
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Events: Events Editor
Blogs: Blogs Editor

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

ISTC news

TCUK 2016: Registration Update

From 1 August, we will still be accepting conference day bookings, which can be tailored according to your needs, and we may be able to offer accommodation at the conference venue, but we cannot promise availability. If you're not able to come to the whole conference you can also tailor your own conference package for one or two days. Book your place now using our online [booking form](#).

TCUK 2016 Presentations

There are plenty of reasons why you should attend the Technical Communication UK 2016 conference in September at Wyboston Lakes, Bedfordshire. The most important reason is the high quality of speaker presentations and workshops that will take place over the three-day conference – 13 – 15 September 2016.

This year, the conference special focus is *From Novice to Expert – Writing Your Career Path as a Technical Communicator* and here is a glimpse of some of the presentations and workshops you can expect at TCUK 2016:

Leanne Visser presents – And...Action!
How to get started with instructional videos on a budget

Workshop: Be The Captain of Your Career – conducted by Jack Molisani

David Farbey presents – How Agile is your Parachute? Or, is there life beyond Concepts, Tasks and References?

For a full list of speaker presentations and workshops, visit the programme available on the [TCUK website](#).

About TCUK Technical Communication

UK (TCUK) is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. With over 30 different presentations and workshops from both world renowned speakers and the ISTC's own members, it offers three days of intensive learning, with social activities for networking and an impressive vendor exhibition.

TCUK 2016 – Vendor Exhibition and Vendor Presentations

Please support all our commercial sponsors by visiting them at our vendor exhibition where they showcase their best products, latest innovations and tools. We are pleased to announce that Clever Resourcing is sponsoring TCUK for the first time at the Bronze level. Our Diamond Sponsor, Adobe Technical Communication, and our Platinum Sponsors; Capita TI and SCHEMA, are also giving vendor presentations, which offer detailed insight into their latest product offerings.

Here is a glimpse of them:

Adobe Vendor Presentation:

Stefan Gentz – How intelligent information is going to change the world

SCHEMA:

Joerg Ploeger – How German Manufacturers Create Technical Documentation with ST4 DocuManager

Capita TI:

Sean Marlow and Sally Haywood – From Technical Communicator to Instructional Designer

Update on ISTC Members and Fellows status

From ISTC President Alison Peck

In 2015, we updated the logos that our Members and Fellows can use to advertise their status. After much discussion internally, and finding out what other associations do, we decided that we needed to promote the fact that membership of the ISTC is earned, it's not an automatic right.

When someone applies to join the ISTC at any grade, the application is reviewed and either approved or rejected by a membership committee. This process ensures that only people with the appropriate experience are admitted to the relevant grades, and we need to promote this as it gives our members an advantage.

- Members of the public (including employers) can find out what the logos mean from www.istc.org.uk/identifying-fellows-and-members-of-the-istc/.
- A bit more guidance on using the logos (and on other ways of promoting your membership) and a link to download them is available to Members and Fellows at www.istc.org.uk/join-the-istc/identifying-yourself-as-a-fellow-or-member/ (this page requires login).



A purple rectangular graphic with a white dashed border. In the top left, the '3di' logo is in white. To its right, the text 'Complexity made clear' is in white. Below this, a yellow circle is followed by the text 'Is your documentation lost in translation?' in white. Underneath, smaller white text reads: '3di can help you provide effective information to your international customers by managing the translation and localization of your products, processes and services.' Below that is a white dashed box containing the text 'FIND OUT HOW'. At the bottom, another yellow circle is followed by the website 'www.3di-info.com' in white. In the background, there is a faint image of a person wearing a hard hat and safety gear, holding a radio.

We have publicised the change in *Communicator*, and presented the new logos for the first time at TCUK15, but I have been contacted by a few people asking about them, so thought it time to remind people about them.

Volunteering opportunities

Write The Docs Europe conference – reporter / ISTC stand helper

We are looking for someone who is attending Write The Docs Europe to report back on the event and, if possible, man an ISTC stand during breaks.



This event will be held in Prague (Czech Republic) on 18-20 September 2016.

www.writethedocs.org/conf/eu/2016/.

If you are interested, please contact Edward King by email: international@istc.org.uk.

Communicator

The award-winning quarterly journal from the ISTC.

Online

Print

Member

"Thank you again for letting me be one of your authors. It is a true privilege."

Maxwell Hoffmann



"The Spring 2015 issue of Communicator is possibly one of the best I've seen yet."

Claire Wood

www.istc.org.uk

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email: info@cliffordsells.com

Contributions

This newsletter is for the benefit of both ISTC members and technical communicators in the wider community. We are always pleased to hear from readers with suggestions for content, improvement and the development of *InfoPlus*⁺. If you have something you'd like included or any ideas for features and regular sections, please email newsletter.editor@istc.org.uk.



The UK's Leading Technical Communication Event



TCUK Conference 13 – 15 September 2016 Wyboston Lakes Hotel and Conference Centre, Bedfordshire



The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), will take place at Wyboston Lakes Hotel and Conference Centre in Bedfordshire. Join us for three days of workshops, presentations, networking and more!

This year's special focus theme is *From Novice to Expert – Writing Your Career Path as a Technical Communicator*. Find out more by visiting the website: www.technicalcommunicationuk.com

Contact the ISTC office if your company is interested in being a sponsor or exhibiting at TCUK 2016 – email Elaine Cole istc@istc.org.uk

Book online today!

www.technicalcommunicationuk.com

ISTC local area and special interest groups

Thames Valley Area Group meeting report

From Darren Mitcham

After a few months of serious topics, we decided to lighten the mood for the July Thames Valley monthly meeting. Inspired by a local village fete poster, we decided to try producing posters for TCUK. Everyone who came along brought their examples and we laid them out and had both a laugh and a serious debate about what constitutes a good poster, including emotional appeal and satire. Other topics included the difference between font and typeface; the website jimllpaintit (where you send suggestions for Jim to paint bizarre situations in MS Paint).



Thames Valley Area Group next meeting

The group will be meeting at its usual venue, The Plowden Arms, Shiplake, Henley-on-Thames at 19.30 on 2 August. Our TCUK star Liz will be giving a sneak preview of her TCUK speech

All are welcome – you don't need to be an ISTC member. If you would like to attend, please register via Eventbrite using the following link: <https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-26580910218>.

The organiser for the event is Darren Mitcham who may be contacted by email: thamesvalley_areagroup@istc.org.uk.

Southern Area Group Meeting

The next ISTC Southern Area event is at The Royal Oak, Royal Oak Passage, Winchester, Hampshire, SO23 9AU, on Thursday 1st September 2016, from 7pm. We have reserved the lower bar (which is supposedly the oldest bar in Winchester).

Matthew Ellison will introduce us to CSS Flexbox. This evening provides a high-level introduction to the CSS Flexbox Layout (Flexible Box) module, an exciting new technology that all technical communicators should be familiar with.

Matthew also demonstrates how flexible web pages can be coded simply and elegantly for a range of different screen sizes using Flexbox techniques.

We'll be there from 7pm, and Matthew's talk will start around 7.30pm. Afterwards there will be the usual opportunity for questions, for serious discussion, or light-hearted chat, depending on your mood and inclination.

The event is free, and is open to ISTC members and non-members. But if you are planning to come, please register on Eventbrite here: <https://www.eventbrite.co.uk/e/istc-southern-area-meeting-1st-september-2016-tickets-26697026525> so we can let the venue know how much space to reserve for us. You will find directions and parking information in the Eventbrite listing.

Current ISTC local area groups

Contact your nearest area or special interest group on the email shown below. If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dumic at: areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Central South	Co-ordinator wanted	areagroupsmanager@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	David Farbey	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Marjorie Jones	southernengland_areagroup@istc.org.uk
South West	Co-ordinator wanted	southwest_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
Yorkshire	Emma Sheridan	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@istc.org.uk

ISTC groups on LinkedIn

The ISTC has a number of LinkedIn groups for its members. Have you joined the relevant groups?



- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546

- ISTC Community www.linkedin.com/groups/8440733

England

- Cambridge Technical Communicators www.linkedin.com/groups/1805651

- London – N/A

- ISTC Midlands Area Group www.linkedin.com/groups/4835591

- North East England – N/A

- ISTC NW England www.linkedin.com/groups/2445779

- Southern Area Group www.linkedin.com/groups/4795279

- ISTC South West England www.linkedin.com/groups/8269000

- Thames Valley Area Group www.linkedin.com/groups/4805266

- Yorkshire – N/A

Wales

- South Wales Group www.linkedin.com/groups/5161265

Scotland

- East of Scotland – N/A

- West of Scotland Area Group www.linkedin.com/groups/5081412

Ireland

- ISTC Irish Group – N/A

- Irish Technical Writers--An ISTC Area Group www.linkedin.com/groups/3369559

Special interest group

- MadCap UK and Europe Users Group www.linkedin.com/groups?gid=5081593

ISTC Community online

The ISTC Community has its own digital presence in social media networks including Twitter, Facebook and LinkedIn. Following these networks you'll be able to keep up to date with news, events, area group developments and other community activities.

Facebook: www.facebook.com/istccommunity.

Twitter: [@istc_community](https://twitter.com/istc_community).

LinkedIn: <https://www.linkedin.com/groups/8440733>.

Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite and where this is the case, we asked anyone expecting to attend to register online using this event management service. You can see a list of ISTC related events by visiting: www.eventbrite.com/org/495786380.

A plea: if you know you're not going to be able to attend a meeting that you've registered for, could you please contact the organiser, even if it is at short notice.

Business affiliate news

ESTON Training becomes ISTC Business Affiliate



We are pleased to announce that ESTON Training has recently joined the ISTC as a Bronze Level Business Affiliate.

ESTON Training has been training technical writers and authors for over 30 years. The company was founded in 1982 in response to a Manpower Services Commission (MSC) requirement to provide industry with higher standards of product-support literature. Technical writing and authorship training was a fundamental part of the perceived programme. Over the next 30+ years, ESTON has trained more than 3,000 writers and authors, many students achieving distinctions and special awards. ESTON Training's Technical Authorship Diploma distance learning training course (Ref:

EDL2D) is recognised within the publications industry as a leader in its field. And, ESTON's tutorial support is regarded as a unique feature within the training industry.

Other courses developed and offered by ESTON Training include Technical Writing and Communicating, English at Work, Writing Effective Reports, Editing and Publishing Trade Association-type Magazines, Standard Generalised Mark-up Language (SGML), Simplified English (SE) and a unique Software Authorship course. The Software Authorship course won a prestigious Computer Weekly Award, in recognition of its contribution to the IT sector of UK industry.

ESTON Training's course portfolio is of great practical value and its products are considered market leaders in their field. Development continues on the courses to ensure that they meet the exacting demands of industry and commerce."

For more information about ESTON Training, see www.estontrg.com/.

PleaseTech – TCUK 2016 Bronze Sponsor Interview, James Wilding

PleaseTech has satisfied customers ranging from small consultancies to global organisations from multiple business sectors including Life Sciences, Defence, IT, Utilities and Government and across disciplines such as regulatory, proposals, software engineering, marketing, contract management, QA and more.



James Wilding

For more information, come and see us in the exhibition area at TCUK 2016, contact us at info@pleasetech.com or visit our website www.pleasetech.com.

TCUK: Thank you for becoming a TCUK16 sponsor. Tell us about what motivated you to join us?

JW: We need to tell you a bit about us to explain why we joined TCUK as a sponsor... so here comes the PR!

PleaseTech is a technology company specialising in collaborative document co-authoring and review software. Our flagship product, PleaseReview, is a proven collaborative review and co-authoring solution for Microsoft Word and other document types including source code. It facilitates controlled, simultaneous and secure collaboration for the review and editing of documents.

Whilst technical writers are required to work with applications including HTML and XML editors, there are many documents such as user manuals, specifications, guides, contracts and proposals which are created, updated and reviewed in Microsoft Word and PDF. Joining TCUK seems to be a natural fit.

TCUK: This year the TCUK event special focus is 'From Novice to Expert - Writing Your Career Path as a Technical Communicator'. Are there any relevant trends in technical communication that apply to both novice and experienced communicators?

JW: When there are many people involved in the review of documents, including experts outside of an organisation as well as different teams internally, this process can be frustratingly slow. Without a proper

business process in place, documents distributed via email for review result in hundreds of often conflicting changes, all of which need to be amalgamated into a master copy. Furthermore, if tracked changes have been used by several participants on a review, it's almost impossible to see who has commented on what, and why.

Consequently, we're beginning to see a move towards more effective collaboration, with technical writers looking to make the document review and co-authoring process more efficient and transparent.

To read the interview in full, visit: <http://technicalcommunicationuk.com/?p=6522>.

The Novice Technical Communicator – Where does my journey begin

The following is part of a series of articles based on the 2016 theme for TCUK: "From Novice to Expert – Writing Your Career Path as a Technical Communicator".

Anjali Gupta works as a Technical Writing Consultant with Adobe Systems, the Diamond Sponsor for TCUK16. She is smitten by Adobe products (especially FrameMaker and RoboHelp) and plans to

learn and teach some great, new workflows to users. She loves to explore new communication styles and media.

It is one of those Monday mornings, when I am rushing to office, skipping breakfast again. First thing that I want to do, after I reach, is to sip 2-3 cups of coffee and get rid of the usual Monday sickness. An email from my boss is the last thing that I am expecting to see on my smartphone screen. And Beep. It's an email from my boss.

Hi Anjali, the Online Help looks great. Thanks for such a quick turnaround. It's a pleasure to have an expert like you in the team.

I have been working through weekends to complete a crucial delivery. And this totally makes my day. A wide smile covers my face while I start for office. I remember the days when I had just started off in the field of technical communications and with the little experience that I had at that time, I was someone who was nervous and not very confident about my skills.

Being a Technical Communicator requires you to be quick with learning tools and technologies, determining what users need, and helping users accomplish their tasks with the various types of content you create. The communication needs to be precise as well as engaging.

At this point, when I sit down introspecting, I feel that I could have done a few things better. So if you think you are a novice in this field and want to plan your career path to be an expert technical communicator, imbibe these quick tips:

- Understand that technical communication is more than just technical writing.
- Be patient. In fact, be very patient.
- Keep up the investigative skills. Ask a lot of questions.
- Keep sharpening your technical skills. Bridge the demand and supply gap.
- Be collaborative and grounded.

To read this article in full, including hyperlinks, visit: <http://technicalcommunicationuk.com/?p=6552>.

Adobe launches XML Documentation Add-on for Adobe Experience Manager

We have just gone LIVE with the worldwide launch and immediate availability of our latest PPBU offering: XML Documentation Add-on for Adobe Experience Manager!

By making Experience Manager DITA-aware, “XML Documentation Add-on” extends its capabilities by transforming it into a full-fledged enterprise-class DITA CCMS.

- Now, the Technical Publishing department can take advantage of the single-click multichannel publishing capability of the solution to generate DITA-based output for Experience Manager Sites and Mobile, PDF and other popular formats.
- Authors can create content using any offline DITA editor, such as Adobe FrameMaker (2015 release), or the built-in web editor that provides easy entry for subject matter experts, casual contributors and reviewers who might not be trained in DITA.

- By providing all core CCMS functions – such as collaboration, review, approval, translation, search and reports for DITA content – the add-on enables authors to do more in less time with optimal content reuse.
- With the gradual but unmistakable convergence of marketing and technical content across enterprises – this new-age Adobe solution will empower our customers to create valuable experiences that build brands, drive demand, and extend the reach and ROI of customer-facing content, whether pre- or post-sale.

For more information on Adobe XML Documentation Add-on, see www.adobe.com/uk/products/xml-documentation-add-on-for-experience-manager.html.

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Denise Kadilak | **Blackbaud**



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Cherryleaf launches WriteLessons

WriteLessons, our new training product, provides you with access to a range of online courses in technical communication.

Currently in beta, we'll be adding extra courses over time. At launch, it contains:

- DITA fundamentals
- Single sourcing and content reuse training course
- Introduction to Content Strategy course
- Documenting REST APIs
- Managing software documentation projects
- Writing and designing embedded Help

You have access to all of the courses in the collection under a Netflix-style subscription plan. For more information, see <https://www.cherryleaf.com/writelessons/>.

Industry and general news

Microsoft Publishes REST API Guidelines 2.3

This article was written by Eric Carter and originally appeared on ProgrammableWeb.

Microsoft has published its Microsoft REST API Guidelines 2.3. The Guidelines serve as a design principle that urges development of resources available through a RESTful HTTP interface. The company believes “REST APIs SHOULD follow consistent design guidelines to make using them easy and intuitive.” Microsoft aims to achieve five goals with the Guidelines:

- Define consistent practices and patterns for all REST endpoints across Microsoft.
- Adhere as closely as possible to accepted REST/HTTP best practices in the industry at-large.
- Make accessing Microsoft Services via REST interfaces easy for all application developers.

- Allow service developers to leverage the prior work of other services to implement, test and document REST endpoints defined consistently.
- Allow for partners (e.g., non-Microsoft entities) to use these guidelines for their own REST endpoint design.

The guidelines are clearly laid out in an easy-to-follow format. After a clean table of contents and introduction, Microsoft walks developers through interpretation, taxonomy, client guidance, 7 REST consistency fundamentals, CORS, collections, delta queries, versioning, long running operations, push notifications via webhooks, unsupported requests, and an appendix.

To read the article in full, see www.programmableweb.com/news/microsoft-publishes-rest-api-guidelines-2.3/brief/2016/07/21.

Blog news

By Ginny Critcher

Hello everyone. Here is this month's blog round up for you.

The Content Wrangler discusses the future of content with the CEO of Astoria Software: <http://thecontentwrangler.com/2016/07/14/ceochat-future-of-content/>.

The Techwriting Engineer gives an overview of Lean ideas and principles: <http://techwritingengineer.com/keep-it-lean-become-more-productive-and-motivated/>.

Following on from the above Tom Johnson explores context switching and efficiency with regards to Kanban: http://idratherbewriting.com/2016/07/13/context-switching-and-efficiency/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3ATomJohnson+%28I%27d+Rather+Be+Writng%29.

On the FFeathers's blog Sarah Maddox talks us through a doc sprint to fix issues: <https://ffeathers.wordpress.com/2016/07/08/doc-bug-fixits-a-doc-sprint-to-fix-issues/>.

Sarah Richards posts on the complete change in workflow and governance at gov.uk:

https://www.contentdesign.london/blog/govuk-beta?utm_content=buffer705fb&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer.

A recent post on Anne Gentle's blog Just Write Click explores influencing community documentation contributions: <http://justwriteclick.com/2016/06/30/influencing-community-documentation-contributions/>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email ginny@cherryleaf.com.

Ginny has a background as a skilled trainer and information designer, and is responsible for the development of Cherryleaf's training courses. In addition to her skills in information design, she has over twenty years experience in teaching and training throughout the world. She is Cherryleaf's representative to the Institute of Scientific and Technical Communicators (ISTC).



Training courses

If you know of a training course that will be of interest to readers, please let us know. You can send details by email to newsletter.editor@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*⁺ is 24th of the month preceding publication. 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. 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.



Courses run by ISTC Business Affiliates that are notified to us by the deadline for inclusion in *InfoPlus*⁺ will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged. Armada, MadCap and Cherryleaf are ISTC Business Affiliates.

MadCap training

For details of the latest MadCap Software Training Schedule (Web- and On-site): www.madcapsoftware.com/services/training/.

Upcoming Webinars

www.madcapsoftware.com/resources/livewebinars.aspx.

Flare 12 Reviews and Customer Reaction

www.madcapsoftware.com/flare12/reviews-testimonials.aspx.

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...August

25-26 Introduction to Adobe Illustrator
Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.
10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/illustrator-training-course.

September

1-2 Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/indesign-training-course.

5-9

Technical Authoring Training Programme

ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Training in core technical authoring skills for new and experienced technical authors.
Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members.

Armada, Reading.

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

7-8

Introduction to Adobe Photoshop

Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members.

Armada, Bromsgrove.

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

8-9

Introduction to Adobe Captivate

Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members.

Armada, Milton Keynes.

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

...September

13-14 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members.

Armada, Bromsgrove.

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

15-16 Introduction to Adobe Illustrator

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

19-20 Introduction to Adobe Photoshop

Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members.

Armada, Milton Keynes.

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

19-20 Introduction to Adobe InDesign

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Armada, Reading.

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

21-22 Introduction to Adobe Photoshop

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10% discount for ISTC members.

Armada, Reading.

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

Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control over the information you may find at these locations, so the ISTC cannot be responsible for changes to content found at these locations or any material on those sites that may be inaccurate, misleading or offensive to you. All links are provided with the intent of meeting the mission of the ISTC and its Newsletter, and the ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site. Please let us know about existing external links which you believe are inappropriate or inaccurate and about specific additional external links which you believe ought to be included.

...September

26-30 **Technical Authoring Training Programme**

ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Training in core technical authoring skills for new and experienced technical authors.

Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members.

Armada, Milton Keynes.

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

28-29 **Introduction to Adobe Captivate**

Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members.

Armada, Bromsgrove.

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

29-30 **Introduction to Adobe Illustrator**

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10% discount for ISTC members.

Armada, Milton Keynes.

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

October

20 **Advanced technical writing & new trends in technical communication training**

Discover the advanced new writing styles emerging in technical communication by attending Cherryleaf's popular training course.

Central London, WC2R

<https://www.cherryleaf.com/training/trends-in-technical-communication-workshop-advanced-technical-writing-techniques/>.

Online training courses

Cherryleaf

WriteLessons, our new training product, provides you with access to a range of online courses in technical communication <http://cherryleaf.teachable.com/>.

We also offer online training courses in:

Technical Author/Technical Writing online training course <https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

DITA fundamentals

<https://www.cherryleaf.com/training/dita-training-courses-in-london/>.

Single sourcing and content reuse training course

<https://www.cherryleaf.com/training/cherryleafs-single-sourcing-and-content-reuse-training-course/>.

Introduction to Content Strategy course

<https://www.cherryleaf.com/training/introduction-to-content-strategy-1-day-training-course/>.

Firehead

Learn FrameMaker 2015

<http://firehead.net/training/learn-framemaker-2015/>.

ESTON Training

Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2)

www.estontrg.com/technicalcommercial-authorship/.

Events listings

If you know of an event that will be of interest to readers, please let us know. You can send details by email to events@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for InfoPlus⁺ is 24th of the month preceding publication.

You can also find information using the online event calendar at: www.istc.org.uk/calendar/

August

2 Thames Valley Area Group Meeting

For our August meeting, our TCUK star Liz will be giving a sneak preview of her TCUK speech. All are welcome and if you would like to attend, please register via Eventbrite.

The Plowden Arms, Shiplake, Henley-on-Thames from 7:30pm.

<https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-26580910218>.

29-2 1st International Summer School in Translation Technology

University of Leuven (KU Leuven) organizes the 1st International Translation Technology Summer School for language professionals who are looking for a practice-oriented and state-of-the-art introduction to translation and localization issues and tools.

University of Leuven - Faculty of Arts, Campus Sint-Andries Antwerpen, Sint-Andriesstraat 2 2000 Antwerp, Belgium

<https://www.arts.kuleuven.be/conference/transtech-summerschool>.

September

1

Southern Area Group Meeting

Matthew Ellison will introduce us to CSS Flexbox. This evening provides a high-level introduction to the CSS Flexbox Layout (Flexible Box) module, an exciting new technology that all technical communicators should be familiar with. Matthew will also demonstrate how flexible web pages can be coded simply and elegantly for a range of different screen sizes using Flexbox techniques.

The Royal Oak, Royal Oak Passage, Winchester, Hampshire, SO23 9AU from 7pm.

<https://www.eventbrite.co.uk/e/istc-southern-area-meeting-1st-september-2016-tickets-26697026525>.

5-9

The Information Design Summer School (The Simplification Centre)

Week-long immersion in information design, with lectures, group work, critiquing and discussion.

Sion Hill Campus, Bath School of Art and Design, Lansdown, Bath BA1 5SF England

www.simplificationcentre.org.uk/events/schools/.

6-9

Content Marketing World

What better way to learn about great content than to hear from leading content marketing practitioners? With over 150 sessions from over 100 speakers, CMWorld 2016 will have something for everyone, including workshops.

Cleveland, Ohio, USA

www.contentmarketingworld.com/.

...September

12-14 **Best Practices Conference (CDIM) – for managers of information development, training and support**

Best Practices is the premier annual conference for managers of information development, training, and support.

Santa Fe, New Mexico, USA

www.infomanagementcenter.com/events/conferences/.

18-20 **Write The Docs Europe**

Write the Docs brings everyone who writes the docs together in the same room: Writers, Developers, Support Folks. We all have things to learn from each other, and there's no better way than sitting together and talking.

Prague, Czech Republic

www.writethedocs.org/conf/eu/2016/.

19-21 **Confab Intensive**

Looking for deep-dive workshops spanning UX, CMS, editorial, workflow, and governance? There's no other conference that offers this depth and breadth of content strategy material.

Seattle, Washington, USA

<http://confabevents.com/events/central/2016>.

22-24 **EuroIA 2016**

The EuroIA summit is Europe's leading Information Architecture (IA) and User Experience (UX) conference.

Amsterdam, The Netherlands

www.euroia.org/.

October

5-7 **Content Strategy Forum**

Over three days, we'll hear from some of the best in the world in their field. We'll learn what content strategy really is, how it can improve the customer experience and how collaborating is pivotal to success. Come and collaborate on content!

Melbourne, Australia

<http://csforum2016.com/>.

12-13 **Conversion Conference**

Discover the latest strategies and tactics around lead generation and conversion rate optimisation, including meaningful data collection, A/B and multivariate tests, personalisation, persuasion techniques, cross-device UX and more.

London EC1A 4HD

<http://conversionconference.co.uk/>.

...October

14-15 The Tech Comm Conference

2 Days of Tech Comm Intensity for Practitioners, Academics, and Students. The Tech Comm Conference is being held in partnership with the Writing Studies departments at the U. of Washington Tacoma.

University of Washington in Tacoma, WA (USA)

<http://conference.writersua.com/techcomm/>.

18-19 Taxonomy Boot Camp London

More and more organisations are recognising the value of taxonomies to drive their data, content and information processes. Join us at the first ever Taxonomy Boot Camp London. Whether you're a first-timer, an established information professional, or a seasoned taxonomist, there's something for you ...

Olympia Conference Centre, London W18 8UX

www.taxonomybootcamp.com/London/2016/.

25-28 LavaCon Conference Las Vegas

A multi-day conference for content strategists, documentation managers, and marketing professionals. Founded in 2002, LavaCon has grown from its technical communication roots to include sessions on project management, content strategy, UX, social media, mobile devices and more.

Las Vegas, NV (USA)

<http://lavacon.org/2016/vegas/>.

26

WebVisions

One of six WebVisions events in 2016, exploring the future of design, content creation, user experience and business strategy for an audience of designers, developers and industry leaders.

Berlin, Germany

www.webvisionsevent.com/berlin/.

29

WebVisions

One of six WebVisions events in 2016, exploring the future of design, content creation, user experience and business strategy for an audience of designers, developers and industry leaders.

Method, London E1 6JJ

www.webvisionsevent.com/london/.

InfoPlus⁺ submission deadlines

If you have an article or other content you want to submit for inclusion in *InfoPlus⁺*, please note the following:

For feature articles, press releases, affiliate news and other general content, please ensure your submission arrives by 20th of the month prior to publication. For example, in the case of a June publication, copy should arrive by 20 May. For ISTC news or event details, please ensure your submission arrives by 24th of the month prior to publication. For example, in the case of a June publication, news should arrive by 24th May. Every effort is made to ensure that *InfoPlus⁺* is published and distributed as early as possible in the month to which it relates. However, last-minute entries, adverts or cancellations can result in an issue being distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information; especially if it concerns an event occurring in the first few days of the month.

Upcoming webinars

If you know of an event that will be of interest to readers, please let us know. You can send details by email to events@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for InfoPlus+ is 24th of the month preceding publication.

August

- 2 eLearning Superpowers 101 – Authoring Awesomeness with 50,000+ free eLearning assets**
Join Dr. Allen Partridge to learn about this secret ingredient to make the most of free characters, themes, games and more, to build engaging and interactive eLearning courses, without breaking a sweat.

Online (Adobe)
<https://astd08022016.meetus.adobeevents.com/>.

...August

- 9 Breaking the Silence: How to Build Influence as a Technical Writer**

In this webinar, you'll learn how to use your expertise to build your influence, including how to:

- Find what to share.
- Learn how to share it.
- Choose where to share it.

So grab a notepad and pen – it's time to build your influence. Join Jacob Moses, Technical Writer at Rainmaker Digital and Host of The Not-Boring Tech Writer Podcast, for a webinar any technical communicator should find valuable and entertaining.

Online (MadCap)
<https://www.madcapsoftware.com/demos/signup.aspx?id=1146791294578278106>.

- 23 Fusing Technologies – Blending Captivate Demonstrations with Adobe RoboHelp**
Adobe Captivate can enhance an end user's RoboHelp experience. In this hands-on workshop, you will learn techniques that demonstrate effectively using RoboHelp projects

including Adobe Captivate Demons.

- incorporate a Captivate Demo within the topic content.
- “hide” the Captivate Demo until needed.
- overcome visual “screen Real Estate” limitations.

Online (Adobe)

<https://2016-08-23-robohelp-captivate.meetus.adobeevents.com/>.

- 30 BusinessProduct Launch Webinar: XML Documentation Add-on for Adobe Experience Manager – Adobe's new DITA CCMS**
This webinar will be an interactive learning session packed with LIVE product demos and more. It will cover the solution overview and a live demonstration of key product features.

Online (Adobe)

<https://2016-08-30-aem-dita-ccms.meetus.adobeevents.com/>.