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InfoPlus⁺

August 2018

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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
Letters: Letters Editor
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 2018 programme

We have some excellent speakers lined up for TCUK 2018. Click [here](#) to view the TCUK 2018 programme in full.

Online bookings are now open

Bookings are now being taken on the TCUK website – click [here](#) to book your place.



TCUK 2018 Sponsors

We are proud to confirm that the following companies are sponsoring TCUK:-

- 3di Information Solutions
- Edissero Ltd
- Kothes GmbH
- MadCap Software
- OnTarget Communications
- SCHEMA Group
- TWi

If you are interested in sponsoring TCUK 2018 and would like more information about our sponsorship opportunities, please click [here](#).

Volunteer needed – Resources representative on Council

Description: An ISTC member to manage and promote the Resources we provide to the ISTC membership.

On ISTC Council we are keen to promote the use of resources available to ISTC members and to increase the scope of such sources to the benefit of our members. To this end we continue to review our website offerings and looking to promote the presence of technical communication standards and reference material.

Our Resources include:

- ▶ ISTC History and historical reference material.
- ▶ Technical communication standards, including news and developments in international standards and British Standards Institute reference material
- ▶ Selected elements from the Oxford Reference Online facility
- ▶ Membership of the Professional Associations Research Network (PARN)
- ▶ Association with the MemberWise organisation.

Books and surveys also come under the remit of the Resources member but the activities are covered by other Council members.

Time commitment: Available upon request.

Qualifications: If you are keen to engage with members and to improve our offering, and can think creatively, this is the role for you.

If you would like to find out more about this vacancy, or you want to apply, please email contact Linda Robins on resources@istc.org.uk.



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ISTC local area and special interest groups

The ISTC area groups offer an opportunity for technical communicators to network and share knowledge and expertise. The groups are open to everyone from all industries in the local area (you don't even need to be an ISTC member to attend), and it's free. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Special interest groups give you an opportunity to meet people in your own industry.

Thames Valley Area Group

At the July Thames Valley local group meeting we discussed indexing.

Thames Valley Area Group next meeting

Next month we are going to look at jargon and were inspired by a BBC program on jargon: <https://www.bbc.co.uk/programmes/b09xzsbb>.

On 7th August, the group will be meeting at the usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7pm.

The organiser of the event is Darren Mitcham and he may be contacted via email: thamesvalley_areagroup@istc.org.uk.

Current ISTC local area groups

If you're interested in attending please contact the local organiser or email istc@istc.org.uk. If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dunic at: areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	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	Jennifer van den Broek	southernengland_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
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Area group leader wanted	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	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



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
www.linkedin.com/groups/4662452

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.

Wales

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

Scotland

- East of Scotland
www.linkedin.com/groups/13536907
- 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.

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.

Business Affiliate news

MadCap – New Free Project Template Available: Knowledge Base

The MadCap Software [Knowledge Base](#) has been refreshed with a new look and feel, using the new HTML5 Responsive Side Navigation output from MadCap Flare. You can download the new template now.

Plus: Browse Our Collection of Downloadable Modern Top Navigation Templates

Publish professional HTML5-based websites for online Help, support sites, knowledge bases and more, without the need for any additional CSS development or creative resources.

View the project templates [here](#).

Adobe and the search for the lost fonts of the Bauhaus

This article originally appeared on [The Guardian website](#).



The quest to track down long-forgotten typographical gems from the troves of the renowned German design institution

In the esoteric world of typography, legendary designer Erik Spiekermann is the equivalent of Indiana Jones.

He doesn't wear a battered fedora or carry a whip. He has never raced through the desert on camels in a quest for the holy grail, or fought his way out of buried Egyptian tombs on the trail of the lost ark. But to graphic designers, animators, typographers and font aficionados he has done something far more impressive: he brought hidden fonts back to life and, with the help of an international

group of design students, has, in his own words, “liberated them from the drawing board”.

These are no ordinary fonts, either, but fonts created by students of the Bauhaus.

Founded in 1919 and shut down by the Nazis for its political and aesthetic radicalism in 1933, the Bauhaus had an inestimable impact on the art and architecture of the 20th century, and its approach to typography continues to inspire designers to this day.

“Bauhaus is the most famous design school and every design student knows about it,” says Rufus Deuchler, principal manager of Creative Cloud evangelism at software company Adobe. “Adobe’s Hidden Treasures concept is all about bringing back to life pieces of art from the past, and we came up with the idea of tracking down the lost fonts of Bauhaus.”

Adobe has form when it comes to bringing art treasures back to life; it enabled designers and artists to paint with digitally recreated versions of the [brushes](#) of celebrated artist Edvard Munch when it launched its Hidden Treasures concept last year.

As part of the project, digital artists around the world submitted their version of The Scream, Munch’s most famous work; [the winner](#) got to see their work hanging next to the original painting in the Munch Museum in Oslo.

Reviving the fonts of the Bauhaus was a very different task. First of all, Spiekermann had to track down the original fonts themselves, which meant trawling through the archives at the [Bauhaus school in Dessau](#) – one of the three original Bauhaus school buildings – which stored everything when the school was abruptly shut down.

With help from Adobe and Bauhaus, Spiekermann discovered hundreds of artworks, posters, sketches and student exercises that had been kept flat in drawers and art portfolios for nearly 100 years. Some were just fragments, while others were more complete works, but working with a group of international design students, the typographer was able to select five different font designs and set about bringing them back to life.

Just being in the presence of original Bauhaus work was incredibly moving, says Spiekermann. “The minute the work is unwrapped, you’re back to 90 years ago and

in the presence of the students themselves,” he says. “The rooms were stark – black and white with a little bit of colour every now and then – but they were also airy, with lots of light, so they were geometric in a very liberating, pleasant way, and there was a kind of joyful starkness about the building.

“You can imagine these guys in their 20s sweating over their creations, sketching away while a strict professor told them to draw straight lines and not to smudge their work,” he says. “It was a physical and emotional joy for us, as we could not only look at their work but smell and touch it too. It’s like seeing the Mona Lisa for the first time: you have seen it in books and countless reproductions, but all of a sudden you think: ‘Oh my god, this is different.’ It was magic.”

Rather than the perfect digital images we are used to, Spiekermann loved seeing the imperfections of the work. “They used glue and pencil and all the things we don’t use any more,” he says. “Everything nowadays is virtual, which can also mean that it doesn’t exist. But this is atoms, not pixels, and close up you can see the imperfections in the work because it’s all hand-drawn.”

The original Bauhaus typefaces were created mainly for a specific poster or an exercise in class, meaning that the students didn't design the whole font. However, out of the fragments of the artworks, Spiekermann and his students created whole alphabets.

"They really surprised us with their passion for these fonts," says Deuchler. "Creating a font is an incredibly complex process, which takes not only hard work and discipline but knowledge. It's not just a matter of drawing a letter – A, B, C and so on. It's about the understanding of how an alphabet works."

With the first two lost Bauhaus fonts already being available for download through Adobe – three more will follow in the coming months – the next generation of artists have wasted no time in getting to grips with the new type.

"We are already seeing a whole lot of engagement from designers all over the world using those fonts, which is really exciting to see," says Deuchler.

Launched at the recent three-day Adobe Live event, the fonts have received a "very positive reaction" from designers, says Deuchler.

"What I find really interesting is that for the younger generation, who don't necessarily

know about the Bauhaus, there's this whole opportunity to learn history. It's like opening a history book and seeing how modern and relevant these things are – it's a teachable moment."

To mark the launch of [The Lost Alphabets of Bauhaus](#), Adobe has launched a series of five challenges encouraging creatives to use these fonts for the very first time and win prizes, including an all-expenses-paid trip to Dessau, Germany to visit the Bauhaus archives. To participate in the challenge and create a logo using the historic fonts, please click [here](#).

Industry and general news

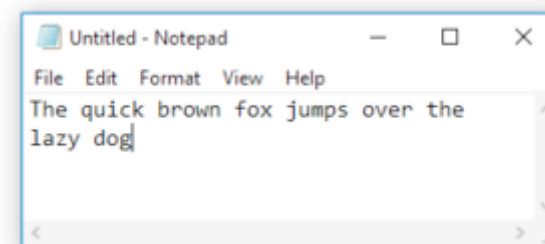
Microsoft Notepad Is Finally Getting an Update

This article was written by Alex Cranz for Gizmodo and originally appeared [here](#).

It's taken ages, but Microsoft is finally updating Notepad, its barebones text editor. This is the next in a recent series of updates to software that's been floating around the Windows operating system since the '80s.

The first update was to [Microsoft Paint](#) last year. That update was so expansive

people worried Paint itself was going to die. It didn't. Instead, Microsoft updated it to handle 3D objects and cleaned up the UI to be more in line with the Metro design language used by Windows 10.



Then Microsoft updated Windows Console (its terminal program also known as Command Prompt). It was the [first major update to the program in 20 years](#).

[Now that Notepad is getting a refresher](#), it's coming more into line, aesthetically, with Metro and should no longer look so outdated. But the changes aren't just cosmetic. You'll be able to zoom in on text much as you can with Word or on your browser.

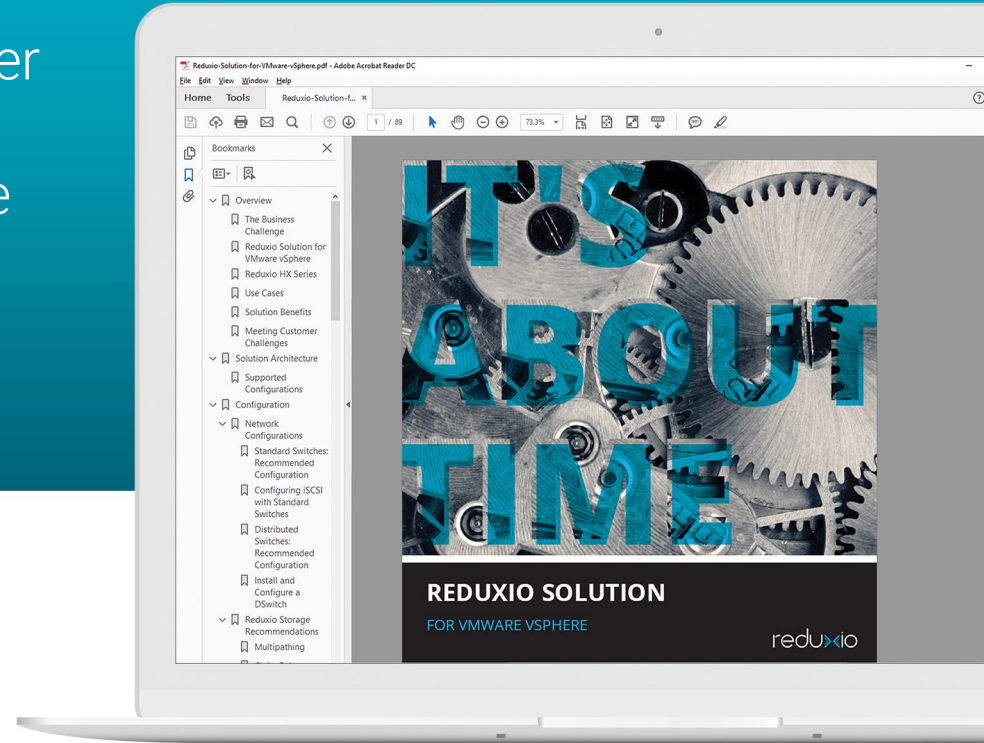
Even better: Find & Replace now works with word wrapping. Which means, when you hit Ctrl+F and punch in the word you're looking for, you won't have to scroll horizontally to find each instance of the word. Instead, you can scroll vertically!

Groundbreaking Data Storage Provider Reduxio Systems Replaces Microsoft® Word with MadCap Flare



Single-Source Publishing with MadCap Flare Streamlines Content Delivery

By migrating from Microsoft® Word to standardize on MadCap Flare, Reduxio's writers are able to deliver documentation four times faster, with efficiencies gained through topic-based authoring and content reuse.



Developing content in Word just felt outdated. It was impossible to change the look and feel of the documents once they were in place. We also wanted to speed up the documentation production process, as well as streamline our authoring efforts by doing less manual work.

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Notepad will also support line numbers with word wrapping. That's useful if you're looking at a big chunk of text and don't want to lose your place, or are doing some quick edits to the text of some code.

The updates to Notepad [were announced yesterday by Microsoft](#) and will appear in Redstone 5 (R5), the next major update to Windows that is expected in October of this year. If you simply can't wait, you can enter the Windows beta program, known as Windows Insiders. The changes are available now to insiders in the Fast ring.



Google Translate still is not monetized despite converting over 100 billion words a day

This article was written by Greg Synek for TechSpot

and originally appeared [here](#).

Google has billions of daily users that could be generating significant amounts of revenue for the company. Instead of displaying ads in its Translate app, the service remains completely free of charge to the general public.

Sundar Pichai threw out some interesting facts during Google's second quarter [earnings conference call](#). Google Translate is being used to process approximately 143 billion words every single day. Even more shocking is the fact that Google is not currently showing ads or doing anything to monetize its audience using Translate.

Increases in global travel have helped Google Translate gain even more use in recent times. The year's World Cup being hosted by Russia gave millions of travelers need for instant translation services.

With over 100 languages supported and now near-instantaneous translation of spoken conversation, there is truly no easier tool to use for global communication. The Google Translate app also allows smartphone cameras to be used for translation of street signs and writing.

As Google Translate continues to grow, it is a question of how long will Google wait before trying to cash in on its massive user base? Translate seems like the perfect opportunity for targeting travelers with localized ads for hotels, restaurants, and tourist attractions.

Thankfully Google is still offering its translate service without any obtrusive

ads. Fortunately, there was no mention of plans to implement monetization features into Google Translate at the earnings call. Instead, comments made by Pichai suggest that Google may place greater focus on Maps for additional revenue opportunities.

Knowing that there is opportunity for plenty of advertising revenue not yet being utilized, it seems highly unlikely that Google will forego cashing in on Translate forever. It may be a simple case of having too many other projects currently under development to start making decisions that may not be well received by users.

Blog news

By Ginny Critcher

Hello everyone. Here is the latest blog round up for you.

The Governments Digital Services (GDS) blog outlines why their content should be published in HTML format and not PDF:

<https://gds.blog.gov.uk/2018/07/16/why-gov-uk-content-should-be-published-in-html-and-not-pdf/>.

The GDS blog also discusses the importance of creating single shared content for its users:

<https://gds.blog.gov.uk/2018/07/13/creating-a-single-shared-content-standard-for-the-department-for-work-and-pensions/>.

One more post from the GDS blog (they have been busy this month); it's an overview of the build your Docs career conference which looked at, among other topics, the future of tech writing and how to recruit good tech writers:

<https://gdstechnology.blog.gov.uk/2018/07/17/build-your-docs-career-event-our-recap/>.

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).



From Madcap we learn how to embed Zendesk into Madcap Flare topics:

<https://www.madcapsoftware.com/blog/2018/06/28/guide-embedding-zendesk-madcap-flare-topics/>.

The Cherryleaf blog presents the most common mistakes organisations make with their policies and procedures:

<https://www.cherryleaf.com/2018/07/the-most-common-mistakes-organisations-make-with-their-policies-and-procedures-2/>.

This post from Microsoft's director of Content Experiences - Karen Kesler - envisions a world with less technical docs and manuals and more intuitive UX:

<https://medium.com/microsoft-design/ux-in-flux-where-were-going-we-don-t-need-docs-28c5792328eb>.

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

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, Eston and Cherryleaf are ISTC Business Affiliates.

MadCap training


For details of the latest MadCap Software Training Schedule visit: www.madcapsoftware.com/services/training/.

Upcoming Webinars

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

Flare – Customer Reaction and Testimonials

<https://www.madcapsoftware.com/customers/reviews-testimonials/madcap-flare/>.

August	20-24	Technical Authoring Training Programme	September
<p>16-17 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, Sheffield. www.armada.co.uk/course/photoshop-training.</p>		<p>ISTC-accredited programme comprising:</p> <ul style="list-style-type: none"> • Introduction to technical authoring (1 day) • Intermediate technical authoring (2 days) • Advanced technical authoring (2 days) <p>Training in core technical authoring skills for new and experienced technical authors.</p> <p>Attend the complete programme, or just the module(s) relevant to your experience.</p> <p>10% discount for ISTC members.</p> <p>Armada, Reading. www.armada.co.uk/course/technical-author-training.</p>	<p>3-4 Introduction to Adobe FrameMaker Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features. 10% discount for ISTC members. Armada, Newbury. www.armada.co.uk/course/framemaker-training.</p>
<p>16-17 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, Bristol. www.armada.co.uk/course/photoshop-training.</p>			<p>4-5 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/course/photoshop-training.</p>
	23-24	<p>Introduction to Adobe Captivate This course teaches everything you need to create professional standard e-learning tutorials and high quality demos. 10% discount for ISTC members. Armada, Milton Keynes. www.armada.co.uk/course/captivate-training.</p>	

...September

6-7 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, Reading.
www.armada.co.uk/course/indesign-training.

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/course/indesign-training.

17-18 Advanced Adobe FrameMaker
Teaches everything you need to be able to:

- Create and maintain FrameMaker templates.
- Build and maintain multi-chapter books with cross-references, table of contents and an index.

10% discount for ISTC members.
Armada, Newbury.
www.armada.co.uk/course/advanced-framemaker-training.

20-21 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, Reading.
www.armada.co.uk/course/photoshop-training.

20-21 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.
10% discount for ISTC members.
Armada, Sheffield.
www.armada.co.uk/course/captivate-training.

24-25 Authoring structured FrameMaker documents
Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates. 10% discount for ISTC members.
Armada, Newbury.
www.armada.co.uk/course/authoring-structured-framemaker-documents-training.

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

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

Advanced technical communication

<https://www.cherryleaf.com/training/writelessons/>.

Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low cost monthly subscription plan. Each module is self-contained, so you can choose to take just a single module, if you wish.

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
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

Firehead

Learn FrameMaker 2017

<http://firehead.net/training/learn-framemaker-2017/>.

Learn adaptive content modelling

<http://firehead.net/training/learn-adaptive-content-modelling/>.

Creating mobile apps without coding

<http://firehead.net/training/creating-mobile-apps-without-coding/>.

Customer journey mapping

<http://firehead.net/training/customer-journey-mapping/>.

ESTON Training

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

www.estontrg.com/technicalcommercial-authorship/.

Simplified English Course

www.estontrg.com/english-language-courses/.

Standard Generalised Mark-up Language (SGML)

www.estontrg.com/standard-generalised-mark-language-sgml-course/.

Editing and Publishing Magazines Course

www.estontrg.com/editing-publishing-magazine-course/.

Report Writing Course

www.estontrg.com/report-writing-course/.

Business English Course

www.estontrg.com/business-english-course/.

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

- 7 Thames Valley Area Group Meeting**
We are going to look at jargon and were inspired by a BBC program on jargon: <https://www.bbc.co.uk/programmes/b09xzsbp>.
Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 19:00.

September

- 9-11 Write the Docs Prague**
The conference focused on all things related to software documentation.
Prague, Czechia
www.writethedocs.org/conf/prague/2018/.
- 11-14 MadWorld Europe 2018**
With 20 main conference sessions, 4 advanced training workshops, more than a dozen expert speakers, and an ever-expanding community of passionate users, MadWorld Europe is a must-attend event designed to maximize your learning and professional development.
Prague, Czechia
<https://www.madcapsoftware.com/conference/madworld-europe-2018/>.

- 25-27 TCUK 2018**
The theme for TCUK 2018: *The Pursuits of a Polymath*.
De Vere Hotel at the Staverton Estate in Daventry, Northamptonshire.
<http://technicalcommunicationuk.com/>.

October

- 4-5 WritersUA East**
This event is of interest to technical communication professionals with a broad interest in the development of digital content and services.
Raleigh, NC, USA
<http://east.writersua.com/>

...October

- 10 Adobe DITA World 2018 – The DITA Online Conference**
The program will offer a wide range of topics, from high-level strategic approaches to very practical sessions. We will show how Adobe is helping to connect the dots between Technical Communication and Marketing Communication and create new customer experiences. Online (Registration is free)
<https://2018-adobe-dita-world.meetus.adobeevents.com/>.

- 19 NUX7 – UX & Design Conference**
NUX7 is an all-day event in Manchester focussed on how an understanding of people can help you define, design, and build better experiences, on the web and beyond. With international speakers from some of the biggest digital brands, the day will provide a wealth of practical experience you can apply right away.
Royal Northern College of Music,
124 Oxford Rd, Manchester M13 9RD
<https://2018.nuxconf.uk/>.

- 21-24 LavaCon Content Strategy Conference**
This year's theme: Creating Content Experience Ecosystems
New Orleans, LA, USA
<https://lavacon.org/2018/>.

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

- 9 The World's Oldest Living MadCap Flare Project: A Study on Project Architecture**
Some of the most common questions we get at MadCap Software have to do with project architecture: "How should I structure and organize my projects? Which features are best to use? What are the pros and cons of the different methods?" After briefly

tackling (or at least bumping into) these issues, Paul Stoecklein will show you what we actually do for our own documentation at MadCap Software.

MadCap

<https://www.madcapsoftware.com/demos/signup.aspx?id=1153185201864935104>.

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Laying the Foundation for MadCap Flare Implementation
Learn how the team at Vernier prepared for Flare implementation and how the foundation was laid for migrating more than 10,000 documents from our vast collection of lab books and user manuals.

MadCap

<https://www.madcapsoftware.com/demos/signup.aspx?id=1153203296468430261>.