Adobe
DITAWORLD 2019
INTELLIGENT INFORMATION FOR AN INTELLIGENT WORLD
October 9–11, 2019
Register for FREE
www.dita-world.com
The World's biggest DITA Online Conference for Marketing & TechComm Professionals

InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

August 2019

Contents

ISTC news 2
Business affiliate news 7
Industry and general news 8
Tricks of the trade 10
Blog news 11
Training courses 12
Events listings 15
Upcoming webinars 18
Back page 19

The ISTC is the largest UK body representing scientific and technical communicators. If you are involved in technical writing, technical illustration, or communicating technical information in other ways, it's the professional association that can support your career. Interested in membership? Find out more here.

This free newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus* contains listings and articles of general interest to the profession. Subscribe here.

Advertising: Felicity Davie
Editorial: Lisa Topping
Layout Editor: Bob Hewitt
Blogs Editor: Ginny Critcher

ISTC Office: Unit 19
Omega Business Village
Thurston Road
Northallerton, DL6 2NJ

Tel: +44 (0)20 8253 4506
Email: istc@istc.org.uk
Web: www.istc.org.uk

Welcome!

Forty days and forty nights to go!

It's nothing to do with St Swithin or the song. At the time of publication, TCUK 2019 is only 40 days away. Have you booked? Are you getting excited? It's the tenth anniversary of the conference in its current form and to mark the occasion there is a wide range of sessions planned, many with the theme of "10". The presenters have been wonderfully creative.

Book soon if you haven't already – places are filling up fast.

ISTC news

It's almost time for TCUK 2019

By Derek Cooper

With TCUK 2019 only a few weeks away, we are well on course for presenting a full, interesting and entertaining conference. Visit the TCUK website for details of the programme schedule, and follow the links on that page for details of the speakers and their presentations and workshops.

Places are still available but filling up fast, so now is the time to book your place at the conference if you haven't already done so.

We'll be offering unique prizes this year for the best poster submission, the most innovative use of the conference theme "10" for a presentation, and for other things too — so you might have something physical to take away from the conference in addition to the extra knowledge and skills, and the

TCUK 2019

The Technical Communication UK 2019 conference takes place at Chesford Grange, Kenilworth, Warwickshire, from **10 to 12 September 2019**.

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 multiple presentations and workshops from both external speakers and the ISTC's own members, it offers three days of intensive learning, with social activities for networking and an impressive vendor exhibition.

professional development and networking opportunities you could enjoy.

Many thanks to our sponsors and supporters. Although the conference is rapidly approaching, we are still welcoming organisations who wish to sponsor us, and ISTC members and other conference delegates who wish to offer additional support.

It goes without saying really, but I look forward to seeing many of you in September.

ISTC gets new team member

You may have noticed a new name on ISTC communications lately. Chantel Sankey joined the administration team and has been working alongside Elaine Cole. Chantel will be attending TCUK 2019 so it seems like the perfect time to officially welcome and introduce her.

Chantel Sankey

The Institute is managed by the ISTC Council, who are an elected team of volunteer members. The Council is supported by a professional administration services team, ASL, who have carried out this role for some years. Elaine Cole has been the main contact for the ISTC, with Claire Kelly and Katie Bowe currently assisting with events and finance. Elaine is retiring later this year and Chantel is taking on the role.

Editor: Tell me a bit about yourself, Chantel.

Well, like many ISTC members, I've had a varied career path. I'm actually a qualified librarian and started my career working in public libraries in London. Then I worked from home, as a researcher, for some years

before joining the Institute of Acoustics in 2012 as their Membership Officer. They are very similar to the ISTC with an elected Council, annual conference and awards, magazine, and monthly e-newsletter so, when I joined ASL in 2018, working with the ISTC was ideal as it allows me to make the most of my skills and experience.

What are your main responsibilities?

My job title is Membership Administrator. I'm the main point of contact for people getting in touch with the office via phone or email. If possible, I help them there and then and, if not, I make sure their request is forwarded on to the appropriate Council member(s). Membership administration includes renewals, new applications and transfers. I also organise Council meetings, attend and take minutes and support Council members with their various plans. I moderate the forums on the ISTC website, am the owner of the ISTC LinkedIn group, send emails to members (including the monthly *InfoPlus* email) and do anything else that may be required to keep the ISTC running smoothly.

What three words describe your initial impression of the ISTC?

A new challenge. While I do have experience in this field, every organisation does things differently. Elaine has been incredibly helpful in training me and giving me information on how things work, but I've also spent time familiarising myself with the ISTC via past Council minutes, back copies of *Communicator* and *InfoPlus* and so on. It's important to me to understand how and why things are done. This then allows changes to be implemented where it seems sensible to do so, and where it will benefit the organisation.

Is there anything else you'd like to share with the InfoPlus readership?

I now have a fairly good understanding of how the ISTC currently runs, but I would be interested to hear from members and non-members about what else they would like us to be doing. With an AGM coming up and new Council members joining, it's a good time to assess our plans for the future.

How can people get in touch with you?

I'm in the office Monday to Friday (from 9:00 to 17:00) so you can call me on 020 8253 4506 or email istc@istc.org.uk.

I'll also be at TCUK 2019 in September so we can chat face to face. I'm looking forward to meeting people and putting faces to names. See you there!

Let's communicate

What would you like to see in our newsletter?

If you're reading this, it's likely that the desire to communicate is part of your genetic makeup so please let me know your thoughts! Feedback regarding content and ideas for new features are always welcome. Similarly, if you would like to submit an article I would love to hear from you.

Email me at any time: newsletter.editor@istc.org.uk.

Lisa

Let's make a podcast!

We're looking for contributors to the ISTC podcast. If you're interested in providing content, taking part in conversations, or being part of the team in other ways, please contact marketing@istc.org.uk.

Ellis Pratt, a member of the ISTC Council, will be giving a presentation at TCUK 2019 titled "Let's make a podcast", as well as creating an episode for his Cherryleaf Podcast at the conference. This could be an excellent opportunity to take your first steps into the podcasting world.

ISTC local area and special interest groups

The ISTC groups offer an opportunity for technical communicators to network and share knowledge and expertise. They are open to everyone (you don't need to be an ISTC member) and are free to attend. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Joining a group is an excellent way to meet like-minded people in your area and get to know fellow specialists.

Latest news

Cambridge Area Group

Next meeting

The next meeting is scheduled for Tuesday 17 September at 18:00 in the Robin Hood pub in Cherry Hinton. We are going to share feedback about TCUK 2019.

If you need more information, have an idea for a future meet-up, or would like to suggest a topic for discussion please email Zsuzsa Nagy: cambridge_areagroup@istc.org.uk.

Thames Valley Area Group

Last month the Thames Valley party flexed their creative muscles to think about ideas for the TCUK poster competition. We're keeping our ideas close to our chests though – you'll have to come to TCUK 2019 to find out what we thought of!

Next meeting

Our next meeting is on Tuesday 6 August, and we'll be discussing people skills. If you've navigated a sticky situation with people or work, or you'd like to discuss strategies for better teamwork, come along! We'd love to see you.

Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30.

For more information, email Darren Mitcham: thamesvalley_areagroup@istc.org.uk.

InfoPlus copy deadline

Submissions to the newsletter are always welcome. If you have an article or other content you would like to see included in the September edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **21 August 2019**.

Every effort is made to ensure that *InfoPlus* is published and distributed as early as possible in the month to which it relates, generally on the first working day. However, occasionally it may not be distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information.

© ISTC August 2019

Current ISTC groups

If you'd like to attend one of the groups, please get in touch with the leader or email istc@istc.org.uk. If you're interested in setting up either a new area group or a special interest group, contact our Area Groups Manager, Tom Dumic, at areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuza Nagy	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	Joanna Suau	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Group leader required	istc@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Group leader required	istc@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Dee Vincent-Day	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Group leader required	istc@istc.org.uk

Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite. Where this is the case, we ask 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, please contact the organiser, even if it is at short notice.

ISTC online groups

ISTC on LinkedIn

There are a number of LinkedIn groups for ISTC members, and we invite you to join the relevant ones.

- 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

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 on social media

Like us on Facebook, follow us on Twitter and Instagram, and watch us on YouTube to keep up to date with news, events and activities, and to chat with your TechComm colleagues.

If you're new to the ISTC and are wondering what TCUK is, it's our excellent (yes, we're biased, but it is) annual conference.

Our Facebook presence:

The ISTC page: www.facebook.com/istccommunity

The ISTC group: www.facebook.com/groups/490570891153888

The TCUK page: www.facebook.com/techcommuk/

Our Twitter presence:

ISTC: @ISTC_org

TCUK: @TCUK_conf

Our Instagram presence:

ISTC_org

Our YouTube channel:

www.youtube.com/user/istctechcomm

Business affiliate news

The five stages of a relationship with MadCap Flare

MadCap Software recently shared a ManualMakers blogpost by Katherine Guntner titled "The Five Stages of a Relationship: My Romance with MadCap Flare".

This is an amusing article, and probably something you can relate to if you're a Flare user. What stage are you at? Attraction? Reality? Disappointment?

Another blogpost might help you to move to the commitment stage. Here, Jorgeo Catolico shares a Pro Tip: Practical Applications for CSS Variables in MadCap Flare.

Writing User Manuals: Five Top Tips

A new blogpost by Claire Walsh at TWi shares five helpful tips to follow when you are writing user manuals:

1. Know the end user
2. Make the content easy to scan
3. Maintain consistency
4. Use graphics
5. Present procedural information in ordered lists

You can read the full article here.

About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 15 years. It enables organisations to take advantage of a range of benefits, and to contribute to promoting technical communication as a profession. Find out more here.

A full list of our current Business Affiliates is found here.

Industry and general news

Google announce Docsy

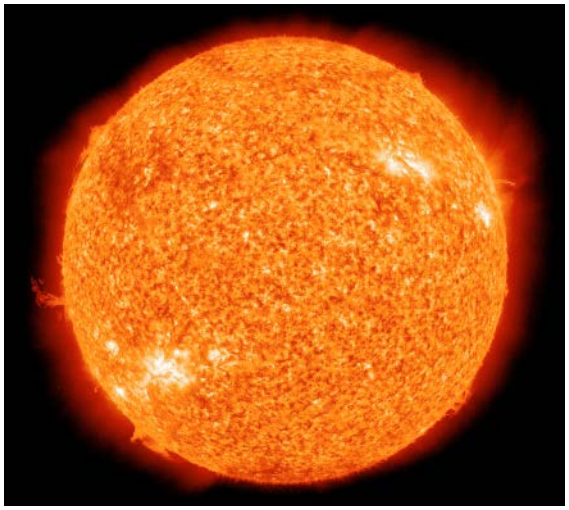
A new TechComm website theme called Docsy has been announced on the Google Open Source Blog.

Docsy has been specifically designed to support the growing demand for good documentation for open source projects. It includes templates to provide an easy way to create a website with features specifically designed to support technical documentation.

Special features include site navigation and multi-language support. There is also guidance on how to add additional pages, structure your documentation, and accept community contributions, all with the goal of helping you get a working documentation site up and running quickly so that you can focus on creating great content.

Docsy has its own user guide (created using Docsy, of course!) which contains a lot more information about the theme; you can find it here.

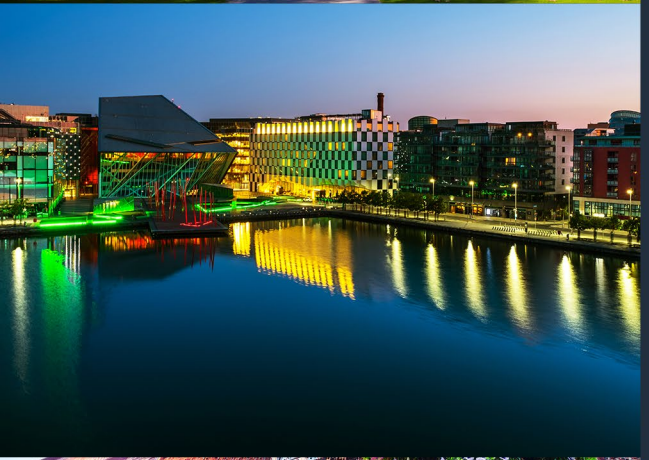
Hotter than the surface of the sun



Britain's largest privately-owned nuclear fusion facility, which aims to generate a plasma temperature hotter than the surface of the sun, is under construction in Buckinghamshire.

It is being developed by Pulsar Fusion, spearheaded by nuclear entrepreneur Richard Dinan. State-of-the-art equipment has been shipped from around the world to fit out the new facility.

Mr Dinan, author of *The Fusion Age*, is confident that the organisation will generate temperatures above 100 million degrees Celsius within the next three months. Once fully operational, the team of nuclear



MADWORLD

DUBLIN, IRELAND

The Premier Technical Communication and Content Strategy Conference

The Marker Hotel | Dublin, Ireland »» OCTOBER 8-11, 2019

Transform the way you think and work.

Spread out over three full days of learning, the MadWorld technical communication and content strategy conference is your chance to learn from the experts, network with your peers, and take home best practices.

REGISTER BY AUGUST 31 TO SAVE UP TO $400 USD

LEARN MORE AT **MADCAPSOFTWARE.COM/MADWORLD**

Copyright © 2019, MadCap Software, Inc., and its licensors. All rights reserved. MadCap Software, the MadCap Software logo, and MadCap Flare are trademarks or registered trademarks of MadCap Software, Inc., in the United States and/or other countries. Other marks are the properties of their respective owners.

physicists plan to harness the technology to power space exploration and advanced clean energy innovations.

"Not only does nuclear fusion have the potential to solve the world's energy crisis, but it will also lead to countless other technological innovations not least the tantalising possibility of high-speed space travel", says Mr Dinan. The company claims fusion rockets hold the potential to halve journey times to Mars, and even offer humanity the ability to leave our solar system.

Mr Dinan also explains, "nuclear has a bad name because humans initially used its power to create weapons, but there is a totally safe, clean other side to it that is demonstrated by the stars. The same technology that allowed us to do the worst thing we have ever done, will give us the ability to do the best thing we will ever do: generate abundant, powerful clean energy. Pulsar Fusion was set up out of a relationship with a lot of nuclear physicists who know the science is there now. Why should something that is possible today wait for tomorrow?"

It sounds like some exciting TechComm opportunities could result from these developments.

Tricks of the trade

Think outside the box

By Carol Leahy, ISTC President

Being organised is a key skill for technical communicators. You can often have a number of projects on the go at once and being organised makes it a lot easier to keep track of where exactly you are with all of them. Having a system that works for you makes tracking tasks a lot easier.

My top tip is to look beyond the obvious places such as project management books and instead look at what organisational experts do. A lot of these experts are focused on organising the household, and so at first glance they may not seem like the best candidates to offer technical communication tips. However, I have found their tips to be very transferable to our profession.

Like many of you, I live by a to-do list. At work, I use a Microsoft OneNote template for my weekly to-do list. In the past, I tried to make it as detailed as possible and I would end up with a page full of black writing and a heavy heart knowing I would never get through it in a week. About two years ago, I came across an organisational expert online called Cassandra Aarssen (http://clutterbug.me/). Her "Clutterbug Philosophy" focuses on household organisation (how to organise your rooms, how to create a cleaning and chore chart etc.), but what really caught my eye was her section about organisational styles. The more I read of it, the more I realised why my to-do list wasn't working for me. I am a visual person and I like a lot of colour, but it never occurred to me to incorporate this into my weekly schedule. My to-do list was always just a long page of black text.

Taking this advice on board, my new to-do list is a page with two columns. On the right, is my dumping ground. At the start of the week I fill this section up with everything I need to do for the week. These tasks vary, and can include anything from requesting information from someone, to working on documentation changes, or meetings with SMEs. My tasks are categorised by either the product they are associated with or put into a miscellaneous section. I don't get too bogged down in the detail – every task is just one line. If more detail is needed, I include a link or reference on where to look for more information.

On the left of the page I list the days of the week, each in a different colour. Once I've written all the tasks in the dumping ground, I distribute the tasks among the days based on priority. Each task is given the same colour as the day it will be completed on. Using colour like this helps me to quickly see what needs to be done on any given day. Once the task has been completed I scratch it off the list.

This method has made it easier to see the tasks that are urgent, and it has also helped me to provide better estimates of how long individual tasks will take me.

Do you have a TechComm trick or tip to share? Have you recently come across something that made you exclaim, "If only I'd known that sooner!"? It might be software-related, a grammar tip, the discovery of a particularly useful YouTube tutorial…

Please send an overview of your insight, and a short description of who you are, to newsletter.editor@istc.org.uk and I will publish it in a future edition. Let's put our heads together and help each other out.

Blog news

By Ginny Critcher

Hello again! Here's the latest blog round up from the popular blogs on technical communication.

The Cherryleaf blog offers insights in how to make your Help topics appear at the top of search engines:

https://www.cherryleaf.com/2019/07/how-you-could-make-your-help-topics-appear-at-the-top-of-the-search-engines/.

Some useful techniques on single-sourcing data into tables in Jekyll from Tom Johnson in this post on his I'd Rather Be Writing blog:

https://idratherbewriting.com/blog/single-sourcing-data-into-table-templates-jekyll/.

Sarah O'Keefe outlines the Scriptorium approach to content strategy in this post:

https://www.scriptorium.com/2019/07/the-scriptorium-approach-to-content-strategy/.

This month the Government Digital Services blog has a podcast explaining how they created and iterated step by step navigation, and how it has improved their service:

https://gds.blog.gov.uk/2019/06/28/podcast-improving-government-services-with-gov-uk-step-by-step-navigation/.

On the Google Open Source blog a post announcing Docsy, a website theme for open source docs:

https://opensource.googleblog.com/2019/07/announcing-docsy-website-theme-for.html.

Will Kelly at TechTarget posts on why DevOps teams should choose a CMS that enables continuous, integrated content management, and selects tools for internal document sharing that build an easily searched and categorised knowledge base:

https://searchitoperations.techtarget.com/tip/How-DevOps-teams-use-a-CMS-for-documentation-collaboration.

Do you have a blog? Seen an interesting post? Let me know so I can include it in my monthly review. 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 ISTC.

Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to newsletter.editor@istc.org.uk. If you would like to promote your course or event, 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.
Please note that 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 copy deadline will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.
*Armada, Cherryleaf, ESTON Training, Firehead, and MadCap Software.

Armada

Armada is offering a 10% discount for ISTC members on all the following courses.

August

12-13 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.

Armada, Bristol.

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

19-20 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.

Armada, Reading.

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

22-23 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.

Armada, Newbury.

www.armada.co.uk/course/authoring-structured-framemaker-documents-training.

28-29 Creating Element Definition Documents (EDDs)
Teaches how to:

- Build an Element Definition Document
- Link elements using formatting rules to a FrameMaker template
- Convert legacy data to a Structured FrameMaker file using a conversion table

Armada, Newbury.

www.armada.co.uk/course/creating-element-definition-documents-edds-training.

September

2-3 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.

Armada, Bromsgrove.

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

...Armada

...September

4-5 **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.

Armada, Newbury.

www.armada.co.uk/course/advanced-framemaker-training.

5-6 **Introduction to Adobe Captivate**
This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.

Armada, Bromsgrove.

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

16-17 **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.

Armada, Milton Keynes.

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

16-20 **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.

Armada, Reading.

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

18-19 **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.

Armada, Milton Keynes.

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

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.

Armada, Bristol.

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

...Armada

...September

23-24 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.

Armada, Sheffield.

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

26-27 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.

Armada, Reading.

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

Cherryleaf

We offer online training courses in:

Technical Author/Technical Writing:
https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/. Cherryleaf is offering a 10% discount to ISTC members for this course.

Technical Copywriting:
https://www.cherryleaf.com/training/technical-copywriting-training-course/.
This online technical copywriting training course teaches you how to write clear and effective marketing copy, in a straightforward and efficient way. Let us share with you the best practices we've developed for writing copy for software (SaaS and desktop) and other technical products.

Training and event reviews

Have you recently attended a training course or event that you think would be of interest to our community of readers? Why not submit a short review? Email newsletter.editor@istc.org.uk.

...Cherryleaf

Advanced Technical Communication:
https://cherryleaf.teachable.com/p/advanced-technical-communication.
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 to choose to take just a single module, if you wish.

It contains:

- DITA Fundamentals
- Single Sourcing and Content Reuse
- Introduction to Content Strategy
- Documenting REST APIs
- Managing Software Documentation Projects
- Writing and Designing Embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

ESTON Training

Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2): http://www.estontrg.com/technicalcommercial-authorship/. A £50 discount is offered to ISTC members for this course.

Simplified English: http://www.estontrg.com/english-language-courses/.

Standard Generalised Mark-up Language (SGML): http://www.estontrg.com/standard-generalised-mark-language-sgml-course/.

Editing and Publishing Magazines: http://www.estontrg.com/editing-publishing-magazine-course/.

Report Writing: http://www.estontrg.com/report-writing-course/.

Business English: http://www.estontrg.com/business-english-course/.

Firehead

Learn FrameMaker 2019: https://firehead.net/course/framemaker-2019-training-technical-authors/.

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/.

MadCap Software

For details of the latest MadCap Software training schedule (both on-site and online) visit: www.madcapsoftware.com/services/training/.

Training and events – discounts for ISTC members

To see all the discounts currently available to our members, log on to the Discussion Forum on the ISTC website – www.istc.org.uk/our-community/discussion-forums (you **must** be logged on to see the forums) – and go to the "Training and Events - Membership Discounts" thread in The Lobby.

Events listings

If you know of an event that will be of interest to readers, please email newsletter.editor@istc.org.uk.

ISTC events are highlighted.

August

6 **ISTC Thames Valley Area Group Meeting**
This month we'll be discussing people skills. If you've navigated a sticky situation with people or work, or you'd like to discuss strategies for better teamwork, come along!

For more information email Darren Mitcham: thamesvalley_areagroup@istc.org.uk.

Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30.

20-22 **Conex: The Content Experience**
A week-long intensive focus on information design with lectures, group work, critiquing and discussion.

Toronto, Canada.

https://conex.uberflip.com.

September

2-6 **Information Design Summer School**
A week-long intensive focus on information design, with lectures, group work, critiquing and discussion.

University of Bath, UK.

https://www.simplificationcentre.org.uk/events/summer-school.

10-12 **Technical Communication UK (TCUK) Conference**
The ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information.

Kenilworth, Warwickshire, UK.

http://technicalcommunicationuk.com.

15-17 **Write the Docs Prague**
Write the Docs brings everyone who writes the docs together: programmers, tech writers, support, designers, developer advocates, and more. 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/prague/2019/.

17 **ISTC Cambridge Area Group Meeting**
We will be meeting at the Robin Hood pub in Cherry Hinton at 18:00, and sharing feedback about TCUK 2019. For more information email Zsuzsu Nagy: cambridge_areagroup@istc.org.uk.

19-20 **Translation Technology Round Table 2019**
A brand-new, European version of the popular Translation Technology Round Table. Designed for information-sharing between active users of technology, interested buyers, solution architects, and technical support personnel.

Heidelberg, Germany.

https://www.localizationinstitute.com/event/boulder-translation-tech-roundtable-2019.

25-26 **NORDIC TechKomm**
International experts convene in Copenhagen to share best practices or present current ideas on the main conference topic "Intelligent Information for Users".

Copenhagen, Denmark.

https://nordic-techkomm.com.

...September

25-27 PLAIN 2019
PLAIN's 12th international plain language conference is back with the theme "Clear communication – clear results". The event is not just for plain language professionals but also those from fields such as information design, marketing, corporate communications, technical writing and usability.

Oslo, Norway.

https://plainlanguagenetwork.org/conferences/2019-oslo-norway/

26-27 Intra.NET Reloaded
The intra.NET Reloaded London event is for anyone involved in the internal communications and digital workplace scene in the UK, Scandinavia and the rest of Europe.

London, UK.

https://www.intranet-reloaded-london.com.

26-28 EuroIA 2019
Europe's 15th annual information architecture/user experience event features presentations, panels and plenty of networking opportunities for IAs and UX designers. This year's theme is "Impact".

Riga, Latvia.

https://euroia.org.

October

8-11 MadWorld 2019 Dublin
The premier technical communication and content strategy conference for the MadCap Software user community.

Dublin, Ireland.

https://www.madcapsoftware.com/conference/madworld-2019-dublin/.

9-11 Adobe DITA World 2019
The world's biggest DITA online conference for marketing and TechComm professionals.

Online.

https://2019-adobe-dita-world.meetus.adobeevents.com.

11 Copywriting Conference
The one-day conference for everyone who works with words.

London, UK.

https://www.copywritingconference.com.

29-30 Content Strategy Applied
The only content strategy conference focused on showcasing the application of content strategy methods, approaches, standards, tools, and technologies.

San Jose, CA, United States.

https://contentstrategyapplied.com.

Upcoming webinars

If you know of a webinar that will be of interest to readers, please email newsletter.editor@istc.org.uk.

August

8 **Automate your publishing with Adobe FrameMaker Publishing Server (2019 release)**
Amitoj Singh and Pulkit Nagpal from the Adobe Technical Communication product team will show you how to automate and enable on-demand remote publishing using FrameMaker Publishing Server (2019 release). Choose between UI based scheduling or setting up publishing on the go using REST based APIs.
https://automate-publishing-with-framemaker-publishing-server.meetus.adobeevents.com.

22 **Adobe RoboHelp (2019 release) – Scripting Support**
In this free webinar, you will learn how to get started with scripting in RoboHelp (2019 release), the steps required for configuration, and how to run scripts.
https://2019-08-22-robohelp-2019-scripting-support.meetus.adobeevents.com.

September

12 **Adobe Technical Communication Suite (2019 release) – Collaborate with Authors and Subject Matter Experts with Online Review**
Amitoj Singh and Pulkit Nagpal from the Adobe Technical Communication product team will show you how easy it is to collaborate with subject matter experts and authors using the new "Online Review" functionality in the FrameMaker (2019 release).
https://2019-09-12-adobe-technical-communication-suite.meetus.adobeevents.com.

19 **Adobe RoboHelp (2019 release) – Importing Word documents and Export to .docx Format**
In this session you will learn how easy it is to import Word document-based content into RoboHelp (2019 release) and some of the export options for output including word-based export.
https://2019-09-19-robohelp-2019-importing-word-documents-and-export.meetus.adobeevents.com.

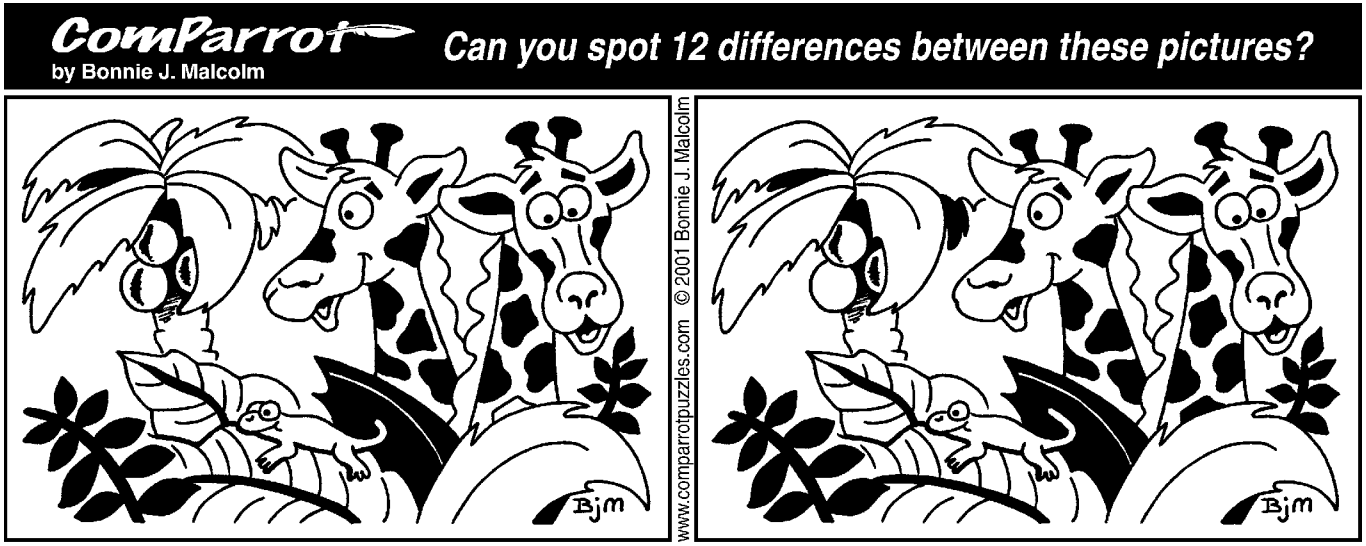
24 **Creating Simplified Graphics with Snagit!**
Simplified User Interface (SUI) graphics are a modern approach for technical writers to explain user interfaces or concepts visually, while avoiding some of the pitfalls of typical screenshots. This webinar will cover the advantages of SUI, how these graphics are being used to save companies time and money, and how you can easily create these innovative graphics with Snagit.
https://www.brighttalk.com/webcast/9273/349659.

Back page

Spot the difference

Childish? Definitely. But irresistible nevertheless? Almost certainly!

Even if you don't fancy doing this yourself (go on, nobody will know), you can share it with a favourite young person. After all, we need to train up the next generation of TechComm experts and this is a great way to develop an eye for detail.



Solution: 1. Top tree leaf removed. 2. Nose line on left giraffe removed. 3. Shadow on lower left coconut removed. 4. Leaf vein below gecko removed. 5. Ear line on left giraffe removed. 6. Bottom spot on right giraffe colored in. 7. Small leaf at right of tree colored in. 8. Horn on right giraffe moved. 9. Spot on left giraffe moved. 10. Branch on left side shorter. 11. Gecko tail longer. 12. Gecko eye missing.

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 editorial control over the information you may find at these locations so cannot be responsible for changes to content. The ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

Don't forget our neologism contest

An opportunity to make up a new word, expression or definition is not be sneezed at.

Here are a few favourites from *The Washington Post* to inspire you:

Giraffiti • n. vandalism spray-painted very, very high.

Decafalon • n. the gruelling event of getting through the day consuming only things that are good for you.

Hipatitis • n. terminal coolness.

Send your entries to newsletter.editor@istc.org.uk.

Feedback and contributions

This newsletter is produced for the benefit of both ISTC members and technical communicators in the wider community. We are always pleased to hear from our readers. Send your feedback and any ideas for articles, new features or regular sections to newsletter.editor@istc.org.uk.