

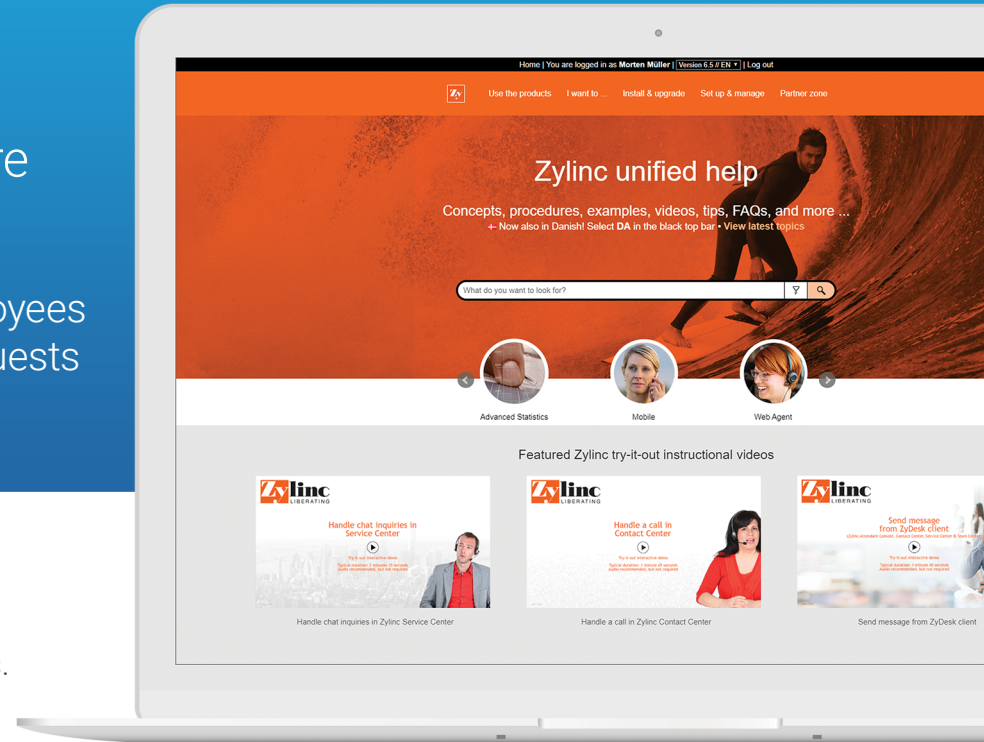
# Zylinec Delivers Self-Support Website, Training and Onboarding, and Product Documentation—All Using MadCap Flare



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**MORTEN MÜLLER** | Documentation and Localization Manager, Zylinec



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# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

December 2019

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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](mailto:istc@istc.org.uk)  
Web: [www.istc.org.uk](http://www.istc.org.uk)

We wish  
you...

A very happy December!

Appreciating that it's still too soon for some people to think about festivities, we hope all our readers enjoy the final month of 2019. May your deadlines be easy to achieve and may the holiday season proffer whatever you desire.



## ISTC news

### Meet Helen Harbord

We were delighted to hear that Helen Harbord has joined the ISTC Council, alongside fellow new members Liz Gregory and Mike Mee. Here's a short interview with her to find out what makes her tick and how she's planning to support the Institute.

*Editor: How would you describe yourself, Helen?*

I'm definitely a thinker, not a loud, running around sort of person but I do love meeting people and hearing about different approaches to life. I don't mean religion and politics etc., more what people do with their time and what their motivations are.



Helen Harbord

*What TechComm experience do you have?*

You've just made me realise I've been in this game for over 20 years. In that time I've worked full time, part time and as a contractor, for small start-ups, medium-sized companies and giant global organisations. Always in software development, which I love. I'm currently working for Elsevier where I develop user assistance for a system that helps clinical researchers develop and run medical trials. It's

a very worthwhile role but every so often I wish I could write for something more frivolous where I could have fun with a quirky tone of voice. I work with video quite a bit and am just branching out into e-learning. My dev team are split between the UK and the US so most of our communication is remote.

The 3di logo consists of the letters '3di' in a white, sans-serif font, enclosed within a white dashed rectangular border.

Complexity made clear

## ● Is your documentation lost in translation?

3di can help you provide effective information to your international customers by managing the translation and localization of your products, processes and services.

FIND OUT HOW

● [www.3di-info.com](http://www.3di-info.com)

*When you've not got your TechComm hat on, what other interests do you have?*

Right now, my only interests seem to be paint colours and carpet but I'm sure once I've finished decorating life will open out again. I can't believe how many coats of paint you need on a stairwell. Reading novels is pretty much like breathing to me. I love an escape room, a good TV drama and modern history, especially anything to do with wartime aviation (in the summer a Spitfire flies right over our house most days

and I run out to look EVERY single time). I spend a couple of weeks volunteering at a big air show every summer which is a jet-fuelled, social blast and one of my annual highlights. I enjoy making short films and have done a lot of film extra work which was amazing fun but sadly doesn't fit with my current job. I live in a country cottage with a photographer husband and a couple of cats. But I LOVE the buzz of a big city and really enjoy my weekly visit to the London office.

*What's your favourite word and why?*

I do like "discombobulated", mostly for the look on people's faces whenever it's used.

*What motivated you to join the Council and what would you like to achieve?*

I've nearly always worked as a lone tech writer and membership of the ISTC has been a huge benefit to me. It has enabled me to meet other people who actually understand what I do and has provided me with the professional community that I lacked. By joining the Council, I hope to give something back and help raise awareness of this fantastic resource.

I've taken on the Education section in the Professional Development & Recognition corner. This involves seeking out opportunities for learning and running

the ISTC accreditation scheme which is aimed at providers of courses on technical communication. If you're paying good money for a course you want to be sure it's a good one and will teach you the right things. Accreditation by the ISTC offers this reassurance. It also helps the course provider market their course, and all of this helps raise awareness of our profession and of the ISTC in particular.

If you would like to help out with assessing courses, have any great ideas regarding TechComm education, or just want to say hello then please contact me via [education@istc.org.uk](mailto:education@istc.org.uk).

## Farewell to Elaine Cole

*By Carol Leahy, ISTC President*

As many of our members are aware, Elaine Cole from ASL has just retired. Elaine has been the main point of contact for our members for many years. If you ever rang the office, it was probably Elaine that you dealt with. She has been the



Elaine Cole

backbone of the ISTC; if you needed to know something about our Institute, you could guarantee that Elaine would have the answer.

Many of you probably met Elaine at the TCUK conferences over the last few years and have witnessed first-hand her ability to stay cool and calm under intense pressure. Elaine was always happy to help and there was never a problem that she couldn't solve. With her experience of working with other associations, Elaine was always willing to act as a sounding board and would give you an honest opinion. I speak from experience when I say those of us on Council would have been lost without Elaine's presence. Not only did she bring her get-the-job-done attitude to the table, she has a great sense of humour too.

From my own personal perspective, Elaine has been a rock during my term on Council and as President. I will miss your support and guidance, however, I know we will continue to stay in touch.

From everyone on Council, thank you so much for everything you have done. It has been a pleasure working with you. You will be greatly missed as a colleague.

## Let's talk about our discussion forums

*By Ellis Pratt*



One of the decisions we need to make for the ISTC's new website is whether we keep the discussion forums as they are today, or move to a different platform.

We currently use a WordPress plugin to provide the forums. The benefits of this include:

- ▶ We control the data.
- ▶ You can search all of the previous threads.
- ▶ Access is linked to the ISTC membership list, so members get added/removed automatically when they join/leave the ISTC.

However, members have to log in when they want to use the forum. We'd also need to migrate the existing data to the forums on the new website, which would take some time.

A number of people have suggested we move the forums to a platform that they use for other discussions. The most common platform mentioned is Slack.

The benefits of creating an ISTC channel on Slack could be:

- ▶ It would be easier (certainly for Slack users) to create and join in discussions. As a result, the forum may become more active.
- ▶ Slack channels are mobile-friendly.

However, there are some potential disadvantages:

- ▶ If the platform stopped, we'd lose the forum and the past messages. This was a concern when we were using Yahoo Groups.
- ▶ You can only search the most recent 10,000 messages on Slack's free plan.
- ▶ If the email registered with the ISTC for membership differs from the email address used to log in to the Slack channel, then it would be time consuming to add/remove people from the forum. This was an issue when we were using Yahoo Groups.

Which direction do you think we should take? Please send your feedback to [istc@istc.org.uk](mailto:istc@istc.org.uk).



## 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

#### East of Scotland Area Group

At the October meetup, the East of Scotland group mostly caught up about the recent conferences. One of our members had presented at both MadWorld and TCUK and it was interesting to hear how the two compared and the different feedback his talks received.

#### Next meeting

Our next official meetup will be at 18:00 on Thursday 30 January at Corero Network Security (Hanover Street, Edinburgh), but keep an eye on our LinkedIn group for a possible date for Christmas drinks.

Check the LinkedIn group – <https://www.linkedin.com/groups/13536907/> – or contact

Holli Hamilton via [eastscotland\\_areagroup@istc.org.uk](mailto:eastscotland_areagroup@istc.org.uk) for more information.

#### Thames Valley Area Group

At the November Thames Valley local meeting, we discussed planning podcasts. We learned that a blog is a web log, a vlog is a video log, and none of us knew how to define a podcast. Some listed their favourite podcasts, which we will go and listen to, including *BrexitCast* and *The Empire Cast*. We wondered about creating a podcast to introduce a typical TechComm person, or one that captures a snapshot of a local meeting. Neither gained unanimous approval. We also debated the merits of various venues to record the podcast and concluded that a dedicated video studio must be best.

### Next meeting

As it is the start of a new year, at our next meeting on Tuesday 7 January we will be looking at our CVs. Everyone welcome!

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](mailto:thamesvalley_areagroup@istc.org.uk).

#### 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.

## 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](mailto: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 Dunic, at [areagroupsmanager@istc.org.uk](mailto:areagroupsmanager@istc.org.uk).

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuzsanna Nagy	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechwriters@istc.org.uk">irishtechwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	Bridget Rooney	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	James Bartley	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Joanna Suau	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>
Southern	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
South Wales	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Dee Vincent-Day	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>

## 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](http://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](http://www.linkedin.com/groups/1858546)

### England

- Cambridge Technical Communicators [www.linkedin.com/groups/1805651](http://www.linkedin.com/groups/1805651)
- London – N/A
- ISTC Midlands Area Group [www.linkedin.com/groups/4835591](http://www.linkedin.com/groups/4835591)
- North East England – N/A
- ISTC NW England [www.linkedin.com/groups/2445779](http://www.linkedin.com/groups/2445779)



■ Thames Valley Area Group  
[www.linkedin.com/groups/4805266](http://www.linkedin.com/groups/4805266)

■ Yorkshire  
[www.linkedin.com/groups/4662452](http://www.linkedin.com/groups/4662452)

#### Scotland

■ East of Scotland  
[www.linkedin.com/groups/13536907](http://www.linkedin.com/groups/13536907)

#### Ireland

■ ISTC Irish Group – N/A

■ Irish Technical Writers – An ISTC Area Group  
[www.linkedin.com/groups/3369559](http://www.linkedin.com/groups/3369559)

#### Special interest group

■ MadCap UK and Europe Users Group  
[www.linkedin.com/groups?gid=5081593](http://www.linkedin.com/groups?gid=5081593)

#### 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](mailto:newsletter.editor@istc.org.uk).

## 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](http://www.facebook.com/istccommunity)



The ISTC group: [www.facebook.com/groups/490570891153888](http://www.facebook.com/groups/490570891153888)

The TCUK page:  
[www.facebook.com/techcommuk/](http://www.facebook.com/techcommuk/)

#### Our Twitter presence:

ISTC: [@ISTC\\_org](https://twitter.com/ISTC_org)

TCUK: [@TCUK\\_conf](https://twitter.com/TCUK_conf)



#### Our Instagram presence:

[ISTC\\_org](https://www.instagram.com/ISTC_org)



#### Our YouTube channel:

[www.youtube.com/user/istctechcomm](http://www.youtube.com/user/istctechcomm)



## Business affiliate news

### Safety Matters

Morson Group have released the latest edition of their Safety Matters magazine, which covers everything from health and safety innovation and project wins to top tips and case studies. You can access the magazine [here](#).



### Best practices for writing policies and procedures



Ginny Critcher, our Blogs Editor and a Director at Cherryleaf, was recently asked to create an article for the MadCap blog.

Ginny explains that while policies and procedures have a reputation for being dry, boring documents that are hard for staff to read and difficult for the organisation to write, it needn't be that way. Her article outlines best practices for creating such documentation; you can read it [here](#).

## Micro content authoring in MadCap Flare



MadCap Software have announced a new patent pending micro content feature for MadCap Flare which can help to create a better search experience for users. With micro content you can:

- Improve your search results with featured snippets.
- Feed chatbots and other machine-ready and AI applications.
- Enhance VR and AR applications.
- Add call-outs for field-level help.
- Create FAQ databases.

More information about this, and other features within MadCap Flare 2019 r2, is available [here](#).

## Industry and general news

### Online retailers urged to improve website accessibility for all abilities in light of Purple Tuesday

Purple Tuesday (12 November 2019) was launched to raise awareness of disabled accessibility as many customers are still unable to access websites due to inconsiderate design.



Web design experts are calling for online retailers to improve their website accessibility, as customer experience for disabled people still lags behind progress made in physical stores.

The accessibility onus has now shifted to the online retail sector following efforts from high street retailers, such as introducing a weekly “quiet hour” to provide a welcoming environment for shoppers with autism.

However, not all retailers have welcomed change and are willing to facilitate users of different abilities. Domino’s Pizza is involved in an ongoing legal battle, in the United

States, as a visually impaired user claims he is unable to access the company’s app or website, which is against the country’s disability legislation. Domino’s argues that the laws were written before the advent of the internet and therefore should not apply to a digital business.

[Purple Tuesday](#), a day dedicated to the awareness of the purple pound – the spending power of disabled people – triggered a user experience (UX) and digital agency, [Sigma](#), to call for greater consideration in the design and functionality of websites.

Hilary Stephenson, Managing Director at Sigma, said: “There has been a step change in recent years as retailers welcome those of all abilities in-store, however there’s still lots to be done when it comes to online accessibility.

#### 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](#).



“The responsibility is on all businesses, whatever their size or sector, to ensure their services are accessible – as nearly one in five people in the UK has a disability or impairment. Better accessibility should not be an option, or consideration in hindsight, it should be a central customer experience consideration from the start.”

Research by disability charity, Purple, revealed that 75% of disabled people have had to leave a physical store or website because they were unable to finish a purchase due to their disability.

Some of the most common examples of inaccessible websites and bad UX design practice include:

- ▶ Cluttered layouts, excessive pop-ups and intrusive adverts.
- ▶ Hard to find, and the small print of, returns policies or delivery options.
- ▶ Confusing and long-winded terms and conditions.
- ▶ Checkout time pressures, time-limited discounts and scarcity.
- ▶ Poor colour contrast on important calls to action, links or buttons, resulting in missed content or functionality.

- ▶ Videos without audio descriptions or audio without subtitles on product descriptions.
- ▶ 360° videos, options to change the product colour, fabric or pattern, and other interactive customisation features that don't work with assistive technology.

Hilary continued: “Retailers that make their websites more accessible to disabled consumers, for social and ethical reasons, will also benefit commercially as they enable more people to purchase their products and services. The ‘purple pound’ is estimated to be worth £249 billion, per year, however less than one in ten business have plans in place to cater for those with disabilities.

“Implementing online accessibility measures like audio descriptions of what is happening on-screen will improve the user experience immensely. Apple's VoiceOver or Google's TalkBack software will help to guide those with visual impairments through the online experience. There are also many ways to improve life for those with motor impairment and hearing issues online too.

“One-day initiatives such as Purple Tuesday are great for driving awareness campaigns, but inclusion has to occur all year round. There has to be an effort to apply these

practices year-round. We are calling for people to look at the web inclusivity directive and embed inclusion into their processes as standard.”

## Introduction to cyber security

Our lives depend on online services. A free course from FutureLearn, starting in January, has been created to help you gain essential cyber security skills and protect your digital life, whether at home or work.

The course was supported by the UK Government's National Cyber Security Programme, and is GCHQ Certified Training and IISP accredited. You can enrol [here](#).

## BSI helps boost the manufacturing industry with guide to digital technology adoption

[BSI](#), the business improvement company, has released a new document which provides practical guidance for UK manufacturing industries adopting digital technology.

[PAS 1040:2019 Digital readiness – Adopting](#)



[digital technologies in manufacturing – Guide](#) provides organisations with the information needed to assess and improve their readiness to adopt digital technologies such as artificial intelligence, robotics, and the internet of things.

The UK's [Industrial Strategy](#) and the [Made Smarter Review](#) set out to boost productivity and create new businesses, jobs and export opportunities through innovation and the adoption of industrial digital technologies (IDTs) in manufacturing. PAS 1040:2019 supports this strategy by helping businesses to assess their digital readiness and understand the areas they need to develop in order to increase value from the adoption of IDTs. The potential prize is substantial, estimated at as much as £455 billion for UK manufacturing over the next decade (according to the Made Smarter Review, page 8).

The PAS provides guidance on identifying and understanding the business factors, including leadership, culture, integration and process that should be taken into consideration in planning and implementing the digital journey. It includes standardised methodology for assessing the readiness of a business to adopt digital technologies in manufacturing and assess progress along a digital journey.

The PAS is for all manufacturers, suppliers, and related service providers who are looking to increase business efficiencies and competitiveness. It can also benefit developers and providers of digital readiness diagnostic tools.

Ben Sheridan, Manufacturing Sector Lead at BSI, said: “The digital readiness gap can be closed by the UK manufacturing sector. It has the opportunity to adopt digital technology and make a change that will help to grow productivity and drive innovation. PAS 1040:2019 gives guidance intended to inspire business leaders to kick start their digital transformation journey.

Robin Wilson, Head of Manufacturing and Materials at Innovate UK, said: “The route to boosting productivity and creating new businesses, jobs and export opportunities in the UK manufacturing sector is the adoption of industrial digital technologies (IDTs). PAS 1040:2019 supports this strategy by helping businesses to assess their digital readiness and understand the areas they need to develop.”

PAS 1040:2019 was developed by a steering committee and underwent a peer and public review as is normal practice with such a consensus document.

Further details about PAS 1040:2019, which is free to download, can be found [here](#).

## Tricks of the trade

### Password protected PDFs

*By Mike Mee*

Got a PDF with a password protection?

Open it with Chrome and then Print it to PDF and it's now sans password!

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](mailto: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.

Laurie Clarke on the Wired blog discusses whether dark mode is as good for your eyes as many claim:

<https://www.wired.co.uk/article/dark-mode-chrome-android-ios-science>.

Sarah Maddox recently ran an open source doc fixit at Write the Docs Australia. Here are the results:

<https://ffeathers.wordpress.com/2019/11/16/open-source-doc-fixit-at-write-the-docs-australia-2019/>.

Two posts from Tom Johnson on his blog I'd Rather Be Writing. The first is about an experiment with multiple choice tests to filter technical writing candidates; the second post relates to the comments Tom received to that first post and how his view on these tests has changed:

<https://idratherbewriting.com/blog/technical-writing-tests-for-screening-candidates/>.

<https://idratherbewriting.com/blog/follow-up-to-technical-writing-tests-post/>.

Guiseppe Getto has a new book outlining the current state of content strategy:

<https://www.guiseppegetto.com/2019/11/01/content-strategy-in-technical-communication/>.

Chelsea Lee welcomes singular “they” on the Apa Style blog:

<https://apastyle.apa.org/blog/singular-they>.

Ginny Critcher and Ellis Pratt, have collaborated on this post outlining best practices for policy and procedure writing on the Madcap blog:

<https://www.madcapsoftware.com/blog/best-practices-for-writing-policies-and-procedures/>.

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](mailto: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](mailto: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](mailto: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 (coupon code ISTC10).

### December

#### 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](http://www.armada.co.uk/course/captivate-training).

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**...Armada**  
**...December**

**5-6 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, Sheffield.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

**12-13 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 & Bristol.  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**19-20 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](http://www.armada.co.uk/course/creating-element-definition-documents-edds-training).

**January 2020**

**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.  
Armada, Bristol.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-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, Bromsgrove.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

**23-24 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](http://www.armada.co.uk/course/indesign-training).



...Armada  
...January 2020

**27-31 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](http://www.armada.co.uk/course/technical-author-training).

**30-31 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, Bromsgrove.

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**27-28 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](http://www.armada.co.uk/course/creating-element-definition-documents-edds-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.

**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](mailto:newsletter.editor@istc.org.uk).

**Join the ISTC**



Discover the five benefits of being an ISTC member:

What the ISTC offers

## ...Cherryleaf

### 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.

### 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 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/](http://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](http://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](mailto:newsletter.editor@istc.org.uk).

ISTC events are highlighted.

## December

- 7 Small Business Saturday**  
Supporting small businesses throughout the UK.  
<https://smallbusinesssaturdayuk.com/>.
- 9-11 An Event Apart San Francisco 2019**  
The web design conference for UX and front-end experts. Three days of design, code, and content for interaction designers and developers.  
San Francisco, USA.  
<https://aneventapart.com/event/san-francisco-2019>.

- 10 API The Docs Paris**  
Full-day API The Docs track at APIdays Paris 2019. An event for tech writers, API developers, product owners and developer evangelists who embrace documentation as a crucial aspect of a great developer experience. Discover the latest best practices, strategies and new trends relevant to API documentation and developer portals.  
Paris, France.  
<https://apithedocs.org/docs-track-2019>.

## January 2020

- 7 ISTC Thames Valley Area Group Meeting**  
We'll be looking at our CVs this month. Everyone welcome!  
For more information email Darren Mitcham: [thamesvalleyareagroup@istc.org.uk](mailto:thamesvalleyareagroup@istc.org.uk).  
Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30.

- 28-29 IDEAS Winter 2020 Online Conference**  
A two-day industry conference that you can attend virtually from the comfort of your own office, and which offers information and ideas designed to appeal to information-development professionals at all skill levels.  
Online.  
<https://ideas.infomanagementcenter.com>.

- 30 ISTC East of Scotland Area Group Meeting**  
Join us for tech writing chats and a few drinks in the pub after! For more information email Holli Hamilton: [eastscotlandareagroup@istc.org.uk](mailto:eastscotlandareagroup@istc.org.uk).  
Corero Network Security, 53 Hanover Street, Edinburgh at 18:00.

## Upcoming webinars

If you know of a webinar that will be of interest to readers, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

### December

#### 11 **The Right (and Wrong) Way to Bring Documentation into Your Knowledge Base**

Your company has invested in purchasing a Customer Relationship Management (CRM) platform, and your colleagues are expecting to add documentation to its knowledge base. But knowledge bases were built for standalone support articles, not complex publications and hierarchical task-based content. So how can you use a CRM to publish your product documentation?

Join Scott Abel, The Content Wrangler, and Lawrence Orin, Product Evangelist & Customer Implementation Expert at Zoomin, to learn how these two types of content can work well together.

<https://www.brighttalk.com/webcast/9273/378500>.

#### 12 **Generating Responsive HTML5 with FrameMaker (2019 Release)**

In this webinar, Amitoj Singh and Bhavyaa Bansal will show you how easy it is to customise and create Responsive HTML5 and other output types with FrameMaker (2019 release). As part of the webinar, we will also touch upon plans for FMNEXT release and enhancements planned for HTML output.

<https://2019-12-12-generating-responsive-html5-with-framemaker.meetus.adobeevents.com>.

#### **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 January edition of *InfoPlus*, please email your copy to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) by **19 December 2020**.

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.

#### **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](mailto:newsletter.editor@istc.org.uk).

Lisa





# ComParrot®

by Bonnie J. Malcolm

## Can you spot 12 differences between these pictures?



Solution: 1. Tree in background is missing. 2. Point on girl's hat is missing. 3. Lace on skate is missing. 4. Mouth on bunny is missing. 5. Corner of gift is colored in. 6. Tag on gift is colored in. 7. Chimney has moved. 8. Tail on piggy has moved. 9. Pocket missing. 10. Ribbon on sleigh is longer. 11. Arm opening on shirt is lower. 12. Design on Santa's mitten is different.

### Cheesy crackers

Just in case your Christmas cracker jokes aren't cheesy enough, here are a few TechComm-themed ones to have up your sleeve:

- A dangling participle walks into a bar. Enjoying a cocktail and chatting with the bartender, the evening passes pleasantly.
- A bar was walked into by the passive voice.
- An oxymoron walked into a bar, and the silence was deafening.

- A malapropism walks into a bar, looking for all intensive purposes like a wolf in cheap clothing, muttering epitaphs and casting dispersions on his magnificent other, who takes him for granite.
- A non sequitur walks into a bar. In a strong wind, even turkeys can fly.
- An Oxford comma walks into a bar, where it spends the evening watching the television, getting drunk, and smoking cigars.
- Hyperbole totally rips into this insane bar and absolutely destroys everything.

