



Fm Adobe FrameMaker (2017 release)

“

We selected Adobe FrameMaker because it easily handles large documents and simplifies style, template, layout, and graphics management for print publishing.

”

Isabella Adornato,

Documentation Manager, Distech Controls Inc.

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InfoPlus⁺

February 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: Call for proposals

You have the dates:
25th – 27th September 2018.

You have the venue:
[The De Vere Staverton Estate,
Daventry, Northamptonshire.](#)

And now we can give you the theme:
The Pursuits of a Polymath.

The theme concentrates on the many different skills that technical communicators bring to the profession, so as to support the needs of a diverse and growing clientele. Increasingly, technical communicators are being called upon to deliver online video, animation, and audio content in addition to the more traditional forms of written information. We're expected to make presentations, run training courses, creating



online tutorials, maintain intranet sites, test software, manage translation projects, and often to provide some measure of technical support too.

What do you see as the future trends and demands in our profession? Will we need to introduce mandatory training and qualification? You must surely have some strong ideas and opinions on this subject.

Call for proposals

This is an enormously wide theme, and we can be sure there will be plenty to discuss on all its aspects. So if you've ever looked for an opportunity or an excuse to submit your ideas for a TCUK conference presentation, or for a practical workshop of 90 minutes or 3 hours, now's your chance.

Please apply online through the webpage [here](#). The deadline for proposals is 30th March 2018. We look forward to hearing from you.

Return of our short story competition

We are pleased to announce that ISTC Community is running its short story competition again this spring. The theme is “It was spring 2018 when I first realised I could...”. You are not limited to writing about tech comms related topics (though if this inspires you then we would love to read it too) so feel free to get as creative as you would like!

The winner will receive a copy of Stephen Crabbe’s excellent book “Current Practices and Trends in Technical and Professional Communication.”

Entries must be a maximum of 2,200 words and must be received by midnight Friday 6th of April 2018. Entries cost £3 for ISTC members (please quote your ISTC membership number on entry) and £5 for non-ISTC members.

Apply [here](#).

See adjacent for the full set of rules.

Rules for ISTC Community short story competition

- ▶ Maximum of 2,200 words
- ▶ Must be an original story and must be written in English
- ▶ Submitted in word doc via the online form
- ▶ Theme is “It was spring 2018 when I first realised”
- ▶ Deadline is midnight Friday 6th April 2018
- ▶ No limit on the entries but a fee of £5 (non-ISTC member rate) or £3 (ISTC member) for each story submitted (please quote your ISTC membership number on entry).
- ▶ The fee is payable when you submit the story online
- ▶ Once you have paid the fee, there will be no refunds
- ▶ Judged anonymously therefore do not include personal details of the author in the story
- ▶ Judges have the final say
- ▶ Winner will be notified via email and the winning story will be published on the ISTC website.

- ▶ On winning the competition you allow the ISTC to publish this story on the site
- ▶ Entrants do not have to be ISTC members, but they must be aged 18 years and over

Past short story competition

Back in October 2016 Liz Gregory took the crown for her short story entitled “The Curse of the Grocers’ Apostrophe.” You can view Liz’s story [here](#).



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ISTC Discussion Forums

During January, we discussed our resolutions for 2018. Hopefully they are still going strong in February! You can view the discussion in full [here](#).



February's topic

In keeping with the Valentine's spirit of February, we will be discussing the things we love most about working in tech comms. Help spread the love by dropping by the forums and telling us some of your favourite things about your job!

Accessing the discussion forums

On the ISTC homepage, you will see a Discussion Forums tab in the main menu. Ensure you are logged in to the ISTC website as an ISTC member before going to

Contributions

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

the Discussion Forums tab.

If you get the "Oh bother! No forums were found here!" message, it means you aren't logged in to as an ISTC member. You can log in [here](#) and try again.

Attention ISTC Members!

Membership subscriptions are now overdue. If you haven't renewed, please do so as soon as possible and continue to receive the benefits reserved for members. Please contact the ISTC office on istc@istc.org.uk to discuss your payment options.

ISTC survey reminder

We have extended the deadline for our annual survey of Technical Communicators. You can access the survey [here](#).

The survey is open to members of the ISTC and to non-members. Results will be made available to ISTC members through the ISTC's publications. If you are not an ISTC member and would like to receive a copy of the survey results, please contact the ISTC office on istc@istc.org.uk.

UK Technical Communication Awards

With nine categories to choose from, the UK Technical Communication Awards are open to all technical communicators in the UK and abroad, members and non-members.



awards@istc.org.uk

www.uktcawards.com



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

From Darren Mitcham

At the Thames Valley local group January meeting we discussed benefits. It became quickly apparent that benefits cover much more than health insurance, bonuses and company cars.

Our top five: receiving personal mail, car or bike parking, working from home, free food, company discounts.

If you couldn't join us on the night, you can get an idea of what we discussed from the ISTC Discussion Forum here (please note that this link is only available for ISTC members who are logged in): <http://www.istc.org.uk/our-community/discussion-forums/topic/benefits-in-tech-comm-jobs/>.

Thames Valley Area Group next meeting

The Thames Valley Group will meet on Tuesday 6th February at the Bird in Hand, Bath Road, Knowl Hill, RG10 9UP when we will be looking at communicating with social media.

All are welcome, and you don't need to be an ISTC member. However, if you would like to attend please register via Eventbrite here: <https://www.eventbrite.co.uk/e/istc-thames-valley-group-tickets-42228167586>.

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

InfoPlus⁺ submission deadlines

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

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

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 Dumic 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	irishtechicalwriters@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

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.

ISTC groups on LinkedIn

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



- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546
- ISTC Community www.linkedin.com/groups/8440733

England

- Cambridge Technical Communicators www.linkedin.com/groups/1805651
- London – N/A
- ISTC Midlands Area Group www.linkedin.com/groups/4835591
- North East England – N/A
- ISTC NW England www.linkedin.com/groups/2445779
- Southern Area Group www.linkedin.com/groups/4795279

- **ISTC South West England**
www.linkedin.com/groups/8269000
- **Thames Valley Area Group**
www.linkedin.com/groups/4805266
- **Yorkshire**
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 Community online

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

Facebook:
www.facebook.com/istccommunity.

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

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

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Business affiliate news

Adobe Worldwide Tech Comm Survey 2017-2018



We are pleased to announce the launch of [Adobe Tech Comm Survey 2017-18](https://www.adobe.com/techcomm/survey).

It's our constant endeavor to improve our products in order to meet your ever-changing requirements. For this, we would love to hear your feedback and understand the key developments that are influencing the way you work with technical content. This survey is conducted annually in order to build on the existing trends and draw insights from the same. The purpose of this year's survey is to understand how you create, publish, and distribute content, engage with end users and measure your content effectiveness. We want to

understand which tools you use, how you use them and how they can be improved. Which are the new trends in technical communication industry which will impact how you work with technical content in future?

You can take the survey here: <https://www.adobetechcomm.com/annual-survey-2017-18>.

It does not matter if you use Adobe products or not. As long as you are a Tech Comm professional and want your voice to be heard, here is your chance. Please spare 10 minutes of your precious time to fill out the survey and stand a chance to win one of the 25 exciting prizes!

Survey Logistics

- The survey should take approximately 10 minutes of your time.
- Once started, you can go back to modify your answers.
- If you accidentally close the survey, you can resume the survey on the same page where you left (if cookies are enabled in your browser).

Here is your opportunity to share your opinions, influence the direction of Adobe TechComm products and win some cool prizes. We are definitely listening!

Industry and general news

W3C Releases HTML 5.2 As Official Recommendation

This article was written by Kevin Ball and originally appeared in full on the InfoQ.com website.

The W3C released the HTML 5.2 update to the HTML specification as an official recommendation on December 14, 2017. This update adds new features like the dialog element, deprecates old ones like the HTML plugins system, and integrates work from other W3C committees such as support for the Payments Request API and the Presentation API.

The new version of the specification adds key attributes to iframes for supporting new JavaScript APIs. It adds the `allowpaymentrequest` property to allow iframes to control access to the Payment Requests API. This means that pages



embedding third party content will be able to control whether or not that content can request payment credentials from the user, allowing embeddable shopping cart tools to utilize the new API.

The HTML 5.2 specification also adds the `allowpresentation` property to allow iframes access to the Presentation API, allowing pages to embed third party presentations that have access to devices like projectors, attached monitors, and network-attached TVs. The Presentation API is a W3C candidate recommendation, and so far only available in Chrome.

The specification also pays increasing attention to security. It integrates multiple recommendations from the Content Security Policy Level 3 draft. The `<link>` now officially supports a `nonce` property, and `<style>` and `<script>` inline behavior can be blocked a priori by a Content Security Policy. These tools allow developers more flexibility in locking down what resources their web applications are allowed to load, mitigating the damage possible from cross-site scripting attacks. To learn how to begin using CSP to protect their applications, developers can find [guides and documentation](#) on MDM.

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HTML 5.2 is the second major revision to the HTML5 specification, following up on a 2014 W3C commitment to release revisions to the specification roughly once a year. It includes substantial cleanup and bug fixes, major security updates, integration of progress from other committees, and other work to keep the spec up to date with the way the web is being used in the wild. Developers wanting to see everything that has changed can consult [the changelog published as a part of the specification](#).

Interested developers can read all about these changes and much more in the [official HTML 5.2 recommendation](#). The committee has already started work on the HTML 5.3 specification, releasing a [working draft](#) at the same time as the HTML 5.2 recommendation was released.

Bitesize STE – Essentials 8: Conjunctions

Bitesize STE is written by Mekon's Simplified Technical English trainer Ciaran Dodd. This article originally appeared on the Mekon website [here](#).

As part of our two-day Introduction to STE course, we review some essentials of grammar that you have to know to understand the rules of STE. In the last few issues of Bitesize, we've explained the

different parts of speech and why you need to know them in order to write well in STE.

What is a conjunction?

"A word or phrase that connects words, phrases and clauses." (2-0-4, ASD-STE100, 2017)
Common examples used in STE are: 'but', 'and', 'until', 'if'.

The STE definition says that conjunctions connect words, phrases and clauses. These two sentences from the specification illustrate how 'and' performs these functions.

*"Complex sentence structure **and**¹ the large number of meanings **and**² synonyms that many English words have can cause confusion."*

*"On June 30, 1983, in Amsterdam, the AECMA Simplified English Working Group was founded **and**³ the AECMA Simplified English project started." (Both sentences from page i, ASD-STE100, 2017).*

and¹ connects the phrase about meanings to the opening phrase about complex sentences.

and² connects the words 'meanings' and 'synonyms'.

and³ connects the two clauses that describe two actions that took place on 30 June 1983.

Phrases and clauses are both groups of words but a clause contains a verb and a noun and can be a complete, simple sentence:

"Tighten the nuts." (2-1-B9, ASD-STE100, 2107).

There are two types of conjunctions: coordinating and subordinating conjunctions. A coordinating conjunction joins two clauses that are simple sentences that could each stand alone as separate sentences:

"Tighten the nuts. Do not torque them at this time." (2-1-B9, ASD-STE100, 2107).

The full sentence (in the approved example for 'but') reads: *"Tighten the nuts **but** do not torque them at this time."* While the separate clauses make sense as separate sentences, they better express the writer's emphasis with the conjunction, 'but'.

A subordinating conjunction, for example 'if', occurs where you have a main clause (that can stand by itself as a sentence) with a dependent clause or subordinate clause (that cannot stand by itself as a sentence.)

"If you use a replacement fairing plate [the dependent clause], cut the fairing plate to get the correct dimension. [the main clause]" (2-1-I1, ASD-STE100, 2017).

Conjunctions are most important in STE in descriptive writing, best described in here:

“You can use connecting words and phrases to help the reader understand the progression of ideas in the text. They function as traffic signs and they tell the reader if the information is new, or different, or a conclusion based on preceding facts.” (1-6-2, ASD-STE100, 2017).

The worked examples in the specification that explain this concept are excellent explanations of how any writing, not just technical, can be well-structured for readers. Descriptive writing in STE is particularly challenging because the writer must create the structure using carefully constructed sentences and paragraphs. Procedural writing is easier to construct because the task that you are describing gives structure to the steps that you write. This is why STE carefully explains how to write well-structured sentences and paragraphs that use connecting words, including conjunctions, to help the reader to follow the logic of the writer's thoughts.

There is also a mention of the conjunction ‘that’ in the general recommendations in section 9. ‘That’ is a subordinating conjunction that adds additional information, particularly after words like:

- ‘make sure’
- ‘show’
- ‘recommend’

Consider this sentence: *“Make sure that the work area is clean.”*

We could write this sentence without ‘that’. It would be acceptable but it is clearer to include the conjunction, particularly for non-native speakers of English. Thus, the general recommendation is to use the conjunction ‘that’ when you write these sentences. (1-9-9, ASD-STE100, 2017).

View all Bitesize STE

And that brings us to the end of our series on the essentials of grammar. If there is anything you'd like to read about STE, please email susanne.berg@mekon.com with your suggestions.

Looking for Simplified Technical English (STE) Training?

Book your place on one of our [Simplified Technical English training courses](#). Find out more call +44(0)20 87228400 or email susanne.berg@mekon.com.

Blog news

By Ginny Critcher

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

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).



Tom Johnson's I'd rather be writing blog kicks off 2018 by detailing some unexpected realizations after a review of his 2017 metrics:

http://idratherbewriting.com/2018/01/11/comprehensive-metrics-for-idratherbewriting-in-2017/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Wri+ting%29.

Content related new year resolutions are discussed on the Scriptorium blog:

<https://www.scriptorium.com/2018/01/new-years-resolutions-content-podcast/>.

Wylie Communications looks at writing creative headlines for the web:

https://www.wyliecomm.com/2018/01/four-ways-to-write-creative-headlines-for-the-web/?utm_source=rss&utm_medium=rss&utm_campaign=four-ways-to-write-creative-headlines-for-the-web.

Ben Davis on the Econsultancy blog posts about why we should remove waffle from content to avoid failure in voice search:

<https://www.econsultancy.com/blog/69717-remove-the-waffle-from-your-content-or-risk-failure-in-voice-search/>.

The TermCoord blog has a round-up of their 10 most popular translation, interpretation and multilingualism articles of 2017:

<http://termcoord.eu/2018/01/top-10-articles-of-the-year-2/>.

On Cherryleaf's blog, Ellis Pratt, looks at equipment you can use to create e-learning content:

https://www.cherryleaf.com/blog/2018/01/equipped-for-elearning/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+CherryleafTechnicalAuthorsBlog+%28Cherryleaf+Technical+Authors+Blog%29.

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: Web-based and On-site Training, visit: www.madcapsoftware.com/services/training/.

Upcoming Webinars

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

Flare 12 Reviews and Customer Reaction

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

February

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.

10% discount for ISTC members.

Armada, Bromsgrove.

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

...February

21-22 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, Reading.

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

22-23 Introduction to Adobe InDesign

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

10% discount for ISTC members.

Armada, Milton Keynes.

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

26-27 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/formatting-structured-documents-in-framemaker-training/.

March

5-6 FrameMaker Template Creation

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.

<https://www.armada.co.uk/course/framemaker-template-creation-training/>.

8-9 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.

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

8-9 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.

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

...March

12-13 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.

<https://www.armada.co.uk/course/framemaker-training/>.

12-16 Technical Authoring Training Programme

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- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

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Armada, Bromsgrove.

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

15-16 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.

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

26-27 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

10% discount for ISTC members.

Armada, Newbury.

<https://www.armada.co.uk/?s=frame+maker+training>.



22-23 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.

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

Hyperlinks disclaimer

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

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/>.

DITA fundamentals

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

Single sourcing and content reuse training course

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

Introduction to Content Strategy

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

Writing skills for developers

<https://cherryleaf.teachable.com/p/writing-techniques-for-developers>.

Advanced technical writing techniques

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

Managing Software Documentation Projects

<https://cherryleaf.teachable.com/p/managing-technical-documentation>.

Revising and Editing Content

<https://cherryleaf.teachable.com/p/revising-and-editing-content/>.

Firehead

Learn FrameMaker 2017

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

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/

February 2018

6 Thames Valley Area Group Meeting
We will be looking at communicating with social media.
Bird in Hand Hotel, Bath Road,
Knowl Hill, RG10 9UP, Reading at 19:00.
<https://www.eventbrite.co.uk/e/istc-thames-valley-group-tickets-42228167586>.

8–10 XML Prague 2018
A conference on markup languages and data on the web featuring topics such as: web markup, semantic visions and reality, publishing for the 21th century, XML

databases and big data, and the state of the XML union.

University of Economics, W.
Churchilla 4, Prague, Czech Republic

www.xmlprague.cz/.

15 Part-of-speech disambiguation using patterns in text
Mike Unwalla presents on the controlled language ASD-STE100 is used for safety-critical maintenance documentation. Although the presentation is primarily about part-of-speech disambiguation, Mike includes an overview of how the patterns are implemented in XML in a customized version of the open-source software LanguageTool.
5.30pm – 7.30pm in Room 9130 (Buffet to be served in Room 9020a), Cantor Building, City Campus, Sheffield Hallam University S1 2ND
<http://www.bcs.org/content/ConWebDoc/58464>.

18 World IA Day
World Information Architecture Day is a one-day annual celebration hosted by the Information Architecture Institute and held in dozens of locations across the globe.

Global
<http://iainstitute.org/>.

18 World IA Day – Manchester
The theme of this year's World Information Architecture Day is Information Architecture for Good. Manchester Metropolitan University Business School, All Saints Campus, Oxford Road, Manchester, M15 6BH
<https://2018.worldiaday.org/location/manchester-united-kingdom>.

20 MadSIG/Southern Group Meeting
We will have a social meeting at The Sovereigns pub in Woking in February.
The Sovereigns pub, Guildford Rd, Woking GU22 7QQ.

26-28	Localization Project Managers Round Table This round table will promote a better understanding of the localization project management environment on both sides of the industry, as well as develop a clear image through discussion of the dynamics of localization activities on the client and vendor sides. Qube Hotel, Heidelberg, Germany www.localizationinstitute.com/event/heidelberg-pm-round-table-18 .	8	UXinsight Join us at UXinsight 2018. An international conference dedicated to User Experience Research. The Fabrique, Westkanaaldijk 7, 3542 DA Utrecht https://uxinsightevent.com/ .	21	Technical Communication Day Topic: "Competences in Education and Practice for Technical Communicators" Aarhus, Denmark www.technical-communication.org/dk/events-and-activities/upcoming-events/workshop-competences-in-education-and-practice-for-technical-communicators.html .	
			8-9	tcworld India 2018 India's number 1 event in technical communication and information development. ITPB, Whitefield Bangalore, Karnataka 560 066 http://tcworld-india.com/ .	25-27	Spectrum 2018 Organised by STC Rochester, Spectrum 2018 will be held Sunday, March 25 through Tuesday, March 27 at the Rochester Institute of Technology. Rochester Institute of Technology, CIMS Building, 111 Lomb Memorial Drive, Rochester, NY, USA http://stc-rochester.org/event/spectrum-2018/ .
March						
2	Needs in TC all over Europe – fit for the new trends A joint event by COM&TEC and tekcom Europe Verona, Italy www.comtec-italia.org/index.php/2-uncategorised/337-evento-com-tec-tekcom-europe-assemblea-dei-delegati .	14	ATTW 2018 Conference Association of Teachers of Technical Writing. Please join us in Kansas City, Kansas for ATTW 2018 where we will be celebrating 45 Years! Kansas City, Kansas, USA www.attw.org .			

April

- 3-5 Loc World 36 - Tokyo**
Main topic: "Digital Transformation".
English is the working language of the conference.
Tokyo, Japan
<https://locworld.com/events/locworld36-tokyo-2018/>.
- 5-6 Future of Information and Communication Conference (FICC) 2018**
FICC 2018 aims to provide a forum for researchers from both academia and industry to share their latest research contributions and exchange knowledge with the common goal of shaping the future of Information and Communication.
Singapore
<http://saiconference.com/FICC>.
- 11-12 COMTecnica**
Main topic: Methods, tools, and processes for delivering smart content.
Bologna, Italy
<http://comtecnica.it/>.

- 19-20 tekomp Spring Conference**
This conference presents lectures in German only
Koblenz, Germany
<http://tagungen.tekom.de/f18/startseite/>.
- 23-25 CMS/DITA North America**
Join the Center for Information-Development Management for the Twentieth Annual Content Management Strategies/DITA North America Conference.
Denver, CO, USA
<https://cm-strategies.com/>.
- 26-28 ACES: The Society for Editing National Conference**
Join us at one of Chicago's classic hotels, just off Lake Michigan, for ACES' 2018 National Conference.
This year, we're meeting a little later in the spring with hopes of getting some of Chicago's better weather.
Chicago, IL, USA
<https://aceseditors.org/conference/2018>.

- 26-27 European Academic Colloquium on Technical Communication**
The European Academic Colloquium is an annual event that focuses on scientific contents with respect to technical communication.
Limerick, Ireland
<https://www.teccom-frame.eu/index.php?id=152>.

Upcoming webinars

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February

- 15 Maximizing Re-use Within MadCap Flare**
Learn how to be more efficient and to reduce maintenance time by re-using your information in a variety of powerful ways. In this webinar, Matthew Ellison will take a look at Snippets and Variables, and we'll see how these items can be shared

	between multiple projects. MadCap Software https://www.madcapsoftware.com/demos/signup.aspx?id=1151673215317003709 .	receive a worksheet and checklists to get you started. SDL www.sdl.com/event/language/webinars/02-2018/5-steps-for-translators-to-find-direct-clients-in-2018.html .	challenge, everything is possible if you have a team of dedicated writers and a plan. tekompolska www.technical-communication.org/webinars/upcoming-webinars/february.html .		
15	Using Text Corpora in Technical Writing In this webinar, you will get a state-of-the-art overview of what text corpora are and how you can use them in your daily work. tekompolska www.technical-communication.org/webinars/upcoming-webinars/february.html .	19	Terminology basics part 1 – how to build a termbase Join the first of a two part webinar on terminology basics to learn how to go about building your very own termbase from scratch. SDL www.sdl.com/event/language/webinars/02-2018/terminology-basics-part-1-how-to-build-a-termbase.html .	27	Demystifying Responsive HTML5 in RoboHelp 2017 From generating vs. publishing to understanding how to configure multiple layouts, some people find using Responsive HTML5 somewhat confusing. In this presentation, Adobe RoboHelp specialist Lin Laurie will discuss these and other topics to help you go from novice to expert user when it comes to using Responsive HTML5 as your layout of choice. Adobe https://2018-02-27-robohelp-html5.meetus.adobeevents.com/ .
15	5 steps for translators to find direct clients in 2018 Many freelance translators want to know how to find direct clients. In this webinar, we will go through a 5 step process to define, find and market to your ideal direct clients. You will also receive tips on the marketing methods that seem to work best, and how to use them (warm email prospecting, LinkedIn, Website and Twitter). This is a hands on webinar and you will	22	What the Tag? From Confluence to DITA CMS in Less Than 80 Days We will present the transition from creating and publishing documentation using Atlassian Confluence to working with DITA CMS as our main documentation tool. We will prove that even though moving to a new tool can be a		