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July 15

Contents	
ISTC news	2
ISTC local area and special interest groups	6
Business Affiliate news.....	9
Industry and general news	10
Blog news.....	12
Training courses	13
Event news	17
Events listings	18

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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Web: www.istc.org.uk

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.

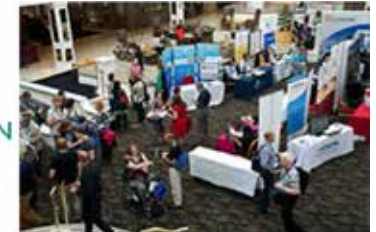
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If you're reading a printed copy of this newsletter, go to www.istc.org.uk/our-publications/infoplus-newsletter/ and open it online to explore the links mentioned.

ISTC news TCUK latest

We're looking forward to another great Technical Communication UK conference in Glasgow at the end of September, and we hope you can join us for the UK's largest annual technical communications event. We have an amazing programme of workshops, presentations and other activities lined up for you and you can find all the details at our [website](#).

Online booking for TCUK 2015 is now in full swing, and our special early-bird prices are available only until 26 June 2015. Discounts are available for ISTC members and members of other technical communication or related professional organisations. Don't forget that our residential rate which includes two nights bed and breakfast accommodation at the conference hotel as



well as three days of workshops and presentations makes TCUK fantastic value for money!

If you're not able to come to the whole conference you can also tailor your own conference package for one or two days. Book your place now using our online [Booking Form](#).

TCUK 2015 Programme online

You can see the [Provisional Programme](#) for TCUK 2015 on the website (some details may be subject to change). Click on the View Details link for each session to find out more about the topic and the presenter. You can even create your own personal schedule (requires registration on a third-party site).

Follow TCUK on social media

You can follow TCUK on social media platforms including Facebook, Twitter, Lanyrd and LinkedIn:

Twitter – [@TCUK_conf](#) (using the hashtags #techcomm, #tcuk15)

Lanyrd – lanyrd.com/cchwtk

Facebook – [Technical Communication UK Conference](#) (Event)

LinkedIn – [Technical Communication UK](#) (Group)

Please use social media to spread the word about TCUK and to tell all your friends that you're going to be there.

We look forward to seeing you in Glasgow!

TCUK interviews Sebastian Göttel, Director of Sales of SCHEMA (Platinum Sponsor of TCUK)

TCUK: Why is Schema returning to TCUK?

SG: TCUK is a good place for meeting Tech Comm professionals in the UK. We do not know of any other event that is comparable to this event.

Personally, I love the way the event combines aspects of a conference with mindful insights into upcoming trends and a social meeting place with other professionals. I have met some very interesting and very amiable persons through TCUK.



Sebastian Göttel

TCUK: Are there ways in which your company's products and services can help technical communicators 'break the boundaries' in their professional work?

SG: We see a shift from focusing on creating technical documentation in the most efficient way to the intelligent distribution of technical content.

The right content must be available for the exact target group, at any given moment, in the needed version and in the adequate format. Editorial processes that end in the creation of a PDF file no longer meet these requirements.

The market for CCMS (component-based content management systems) is growing to include Content Delivery Systems (CDS) that will change the way Tech Comm departments are connected to their recipients, regardless of whether they are the internal service organisation or the customers.

Delivering content to mobile apps, portals or social media is just one aspect.

By controlling the delivery process, Tech Comm departments can even start to systematically and efficiently collect feedback from the field. Content Delivery Systems can be built as a custom-made solution.

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TCUK: What would you say to our members to encourage them to attend this year's conference?

SG: If you are a Tech Comm professional and want to share best practices and discuss upcoming trends without crossing the Sea, this is the place to go!

TCUK: TCUK is going to be in Scotland for the first time. What are you looking forward to at this year's conference?



The UK's Leading Technical Communication Event



TCUK Conference
29 September - 1 October 2015

Beardmore Hotel and Conference Centre, Glasgow



The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), takes place this year at the Beardmore Hotel and Conference Centre, Clydebank, near Glasgow. Join us for three days of workshops, presentations, networking, and more!

This year's special focus theme is *Breaking the Boundaries of Technical Communication*. Find out more and see the provisional programme:

www.technicalcommunicationuk.com

If your company is interested in being a sponsor or exhibiting at TCUK 2015 please contact the ISTC Office: email Elaine Cole istc@istc.org.uk

Book online today!

www.technicalcommunicationuk.com

SG: It is our first official event in Scotland as well. We are looking forward to meeting new people and learning more about the people that form the ISTC.

About SCHEMA

SCHEMA GmbH was founded in 1995 in Nürnberg. Since then, they have continued to develop and strengthen their market position. Today, Schema is one of the leading providers of editing and content management systems. Schema offers standardised software, consulting, and services for the professional management of information.

For more information, visit: www.schema.de/en.

Get involved with ISTC projects

We're still looking for volunteers. It's a good way for you to develop new skills, build your network and extend your professional development portfolio. Below are a couple of opportunities available now. If you're interested in volunteering for any of the tasks, please contact marketing@istc.org.uk.

Day in the life of a technical communicator videos

The ISTC wants to encourage technical communicators to tell their own story.

We've created a 'day in the life' playlist on YouTube for this purpose, and we now need some videos to add to it. These videos will be embedded into the ISTC's website, as well as being on YouTube.

You can help by sharing with others what it's like for you to be a technical communicator.

The videos don't need to be highly polished - recordings from a smartphone would be fine - and we can help with editing and final production if you wish.

They don't need to be very long either. It could be three or four minutes on what your company does, what your role is within the company, what you enjoy about the work, and, (if that's the case) why you are an ISTC member.

The more videos we have, the more representative the playlist will be.

If you can create a video clip, you just need to send it (or a link to it) to the ISTC's main email address, and we'll do the rest. If you want to upload it to your own YouTube account, that's fine, as we can still add it to the playlist.

Introductory primer articles on technical communication

We're looking for volunteers to write some

introductory primer articles for the ISTC website that will help explain different aspects of technical communication.

The topics are:

- What is localisation?
- What is technical illustration?
- Where do technical communicators work?

The intended audience would be managers, students, journalists, and anyone else who is curious about technical communication. Each article should be around 500-800 words.

The ISTC can help in finding subject matter experts you could talk to.

Safety-critical instructions?

1. Use ASD-STE100
2. Use a checker

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Techscribe

ISTC local area and special interest groups

Southern Area Group meeting for 11 August

August's Southern Area Group ISTC Meeting will be given over to practise sessions for TCUK Conference 2015 speakers. The aim is to give those speakers the opportunity to develop their presentation skills with a timed session, in a relaxed environment.

This year's TCUK Conference will be held in Glasgow from 29 September to 1 October 2015, and is entitled Breaking the Boundaries of Technical Communication.

Details can be found at: <http://technicalcommunicationuk.com/>.

Time and venue

We advise that you arrive at 6:45pm to start promptly at 7pm. The event will be held at the offices of Fotech Solutions Ltd, a leading provider of Digital Acoustic Sensing fibre

optics solutions.

Address details can be found at www.fotechsolutions.com and there are car parking facilities for up to 15-20 vehicles. Fotech is based between Junctions 4a and 5 of the M3, in Church Crookham. Nearest railway station is Fleet. Please contact the organiser if you wish to be picked up from the station. You will have to arrive at Fleet railway station though by 6:30pm, latest.

Please register your interest in attending here <https://www.eventbrite.co.uk/e/istc-southern-area-group-meeting-tcuk-preparations-tickets-17242231980> for security and catering purposes.

Meeting format

There will be two speaker sessions and conference facilities will be available for those who wish to join us by webinar. This meeting will also be sponsored by Adrian Steel, Head of Engineering at Fotech Solutions Ltd. If you have any questions about the company and its products, he will be available to answer your queries.

Time	Activity
7-7:45pm	Presentation: Source Control Speaker: Marjorie Jones This flows on from Marjorie's presentation last year at TCUK entitled Lessons for Technical Authors from the field of Software Engineering.
8-8:15pm	Light Refreshments provided by Fotech Solutions Ltd, and a chance to network with other attendees.
8:15-9pm	Presentation 2: To be confirmed. If there is no speaker, then there will be a chance to discuss any ideas or issues arising that members need support with.
9-9:15pm	Questions and answers.
9:30pm	Finish.

GOTO Meeting details

Tue, 11 August, 2015 7:00 PM - 10:00 PM

GMT Daylight Time

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/184329933>.

You can also dial in using your phone:

United Kingdom : +44 (0) 20 3713

5028skypec2c://r/204+44 (0) 20 3713 5028

Access Code: 184-329-933

Summary of first meeting of the South West England area group

From Eric Weston

Six ISTC members (myself included) attended our very first meeting, and it seems that our intrepid trail-blazers all had a pleasant evening at The George Inn (Abbots Leigh, near Bristol). Conversation ranged from anecdotes we could all relate to in our work, to some unique experiences, and flitted over such wonders as sharks and oceanography.

As for the venue, it was a very nice modern pub with a friendly atmosphere (at least, I thought so – and the proprietors have clearly taken pride and invested a lot in it). What

I saw of the informal dining looked good – and I can't remember ever being able to get a Scotch egg at the bar, much less such tasty-looking ones! I didn't order this time (leftover sausage casserole wasn't going to eat itself), but I'm partial to a good Scotch egg so I'll be back with or without ISTC friends! I digress...

When we wrapped up a few of us also took a look at the 'Abbot's Retreat' room which we could use for meeting away from background noise in future. It was a comfortable room and would suit up to 12 people or so.

All that said, in the ideal world parking could've been better (not as much on-site as I thought, though streets nearby didn't seem too bad) and if we could find a suitable venue nearer the M5/M4 intersection (or perhaps M32) it might attract more attendees. So, not wishing to put others off if we can help it, we left the door open to the prospect of exploring other venues.

One member mentioned that we may be able to get free use of conferencing facilities (large room, 80" video screens) with his employer in Swindon. SW members may not wish to meet in Swindon regularly (it is quite eastward for the SW), but it seems like a great option to have in case we'd like to run any special events that aren't well suited to

our regular venue.

We agreed that we'd like our meets to be more than just 'chewing the fat', but not formal or demanding of great organisational efforts either. So, to give a little structure we thought that during each meet we'd pick a topic for the next meet. This can be very general just to encourage a little structure and fall-back in our conversations, or more specific for us to dig into (when we know we won't have background noise to contend with). We decided on 'productivity' as the topic for our next meet.

All in all, a good start. We're aiming to make it a monthly thing. I'll set up the next meet soon, aiming to give at least a couple of weeks' notice. So, keep your eyes peeled, and we hope you can join us!

Thames Valley area group: meeting report

From Darren Mitcham

At June's Thames valley local meet we discussed a list of things we would want if we designed our own tech pubs software. In general we agreed on most of the features. It proved very useful to find some exist in the software that we currently use, but we had not realised it. If any retailers of software are reading this, here is our top five: stability,

autosave, spell checks, search and replace including clone case and match case, customisable GUIs with high contrast options for older writers. In July, we will discuss etiquette including formality versus informality in documents, including emails.

Current ISTC local area groups

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

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Central South	Co-ordinator wanted	areagroupsmanager@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	David Farbey	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Claire Wood	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
Yorkshire	Nick Tonge	yorkshire_areagroup@istc.org.uk
South West England	Eric Weston	southwest_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@istc.org.uk
Oil & Gas	Chris Knowles	oilandgas@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?

ISTC group: www.linkedin.com/groups/Institute-Scientific-Technical-Communicators-1858546/about.

This group has a number of sub groups for:

- ISTC NW Area Group
www.linkedin.com/groups/ISTC-NW-Area-Group-2445779/about
- Southern Area Group
www.linkedin.com/groups?gid=4795279
- Thames Valley Area Group
www.linkedin.com/groups?gid=4805266



- ISTC Midlands Area Group
www.linkedin.com/groups/ISTC-West-Midlands-Area-Group-4835591/about
- South Wales Group
www.linkedin.com/groups?gid=5161265
- West of Scotland Area Group
www.linkedin.com/groups?gid=5081412
- ISTC Oil and Gas
www.linkedin.com/groups?gid=5023918
- South West England
www.linkedin.com/grp/home?gid=8269000

There are other area groups which aren't sub groups of the ISTC one:

- Cambridge Technical Communicators
www.linkedin.com/groups/Cambridge-Technical-Communicators-1805651/about
- Irish Technical Writers – An ISTC Area Group
www.linkedin.com/groups/Irish-Technical-Writers-ISTC-Area-3369559/about
- MadCap UK and Europe Users Group
www.linkedin.com/groups?gid=5081593

Business Affiliate news

Semcon publishes 10 steps to the ultimate user experience

The more things and technology that we surround ourselves with every day and at work, the more important design becomes. UX is the design discipline that completely focuses on the users' experience. Follow Semcon's guide and improve the experience:

1. Involve the user

Good design begins and ends with the users' experience. Designers need to imagine situations where the product is used and actively understand the need. Remember that direct questions don't always provide the whole answer. Ethnographic methods and shadowing provide a better guide in that case.

2. Come up with a vision

What purpose does the product have? What will the user experience when using it? If everyone has a clear vision for the project then everyone works in harmony, providing a story to tell. Also set measurable objectives on route.

3. Do it again and again

A successful design process is nimble, dares to try and moves forwards by taking small steps. An iterative work method that moves forward, follows responses and improves. Over and over again. The catchword in software design is agile, meaning rapid, flexible and nimble.

4. What's the business?

Product development is business development. The user is also a customer, and with insight on how the product can create value designers can create an experience that generates both money and satisfied users. All design provides an experience, the question is which one do we want to achieve?

5. More coordination

Design is more than just colour and shape. To achieve the required experience of a new car, a revolutionary new app or an innovative medical aid, needs teamwork and coordination of specialist expertise.

6. Find the expertise

Users are naturally central to everything, but how do you put together a team to create the experience? Here we need to have both client and practitioner organisations and structure the task at hand to succeed.

7. Don't forget marketing

For the design to reach the customer and user it must go hand in hand with marketing and involve the marketing department at an early stage. They have a wealth of knowledge and understanding about users.

8. Holistic approach

In what context should the design be seen? Are there numerous generations? Is it part of a larger series? Does it have a physical form and digital functions? To optimise the experience you need to have an eye on every component part.

9. Prototypes, prototypes, prototypes

It's only when the design is tangible and you can touch it that it's possible to evaluate the experience and finely tune it towards the end result. Our advice is to start early. Forget perfection and just make simple paper models and 3D printouts. You can never produce too many prototypes.

10. Design the delivery

Presenting and delivering the finished design is part of the user experience. Don't forget to adapt your proposals for target groups in your solution. For recipients it might be crucial that it's in the right format and with the right argument.

About Semcon

Semcon is an international technology company in the engineering services and product information sectors. It has around 3,000 employees with extensive experience from many different industries. Semcon develops technology, products, plant and information solutions along the entire development chain and also provide many services and products in areas such as quality control, training and methodology development. Semcon contribute to our customers' competitive strength by providing innovative solutions, design and solid engineering expertise. The Group had annual sales of SEK 2.7 billion in 2014 with activities at more than 40 sites in Sweden, Germany, the UK, Brazil, China, Hungary, India, Spain and Norway.

For more information, visit: www.semcon.com.

Industry and general news

Sarah Waters joins judging panel for 2015 Royal Society Winton Prize for Science Books

The [Royal Society Winton Prize for Science Books](http://www.royalsocietypublishing.org/royalsocietypublishing.org/journal/rsos) has announced the judges for this year's Prize. Award-winning author Sarah Waters will be one of six judges chaired by mathematician and Royal Society Fellow Ian Stewart, widely known for the Science of Discworld series, which he co-wrote with Terry Pratchett and Jack Cohen.

They are joined by: Channel 4 anchor Krishnan Guru-Murthy, science journalist and presenter of BBC Radio 4's Inside Science Dr Adam Rutherford, electrical engineer Dr Jo Shien Ng and Guardian Books Editor Claire Armitstead.

The Prize has worked with many eminent judges over its illustrious 28-year history,



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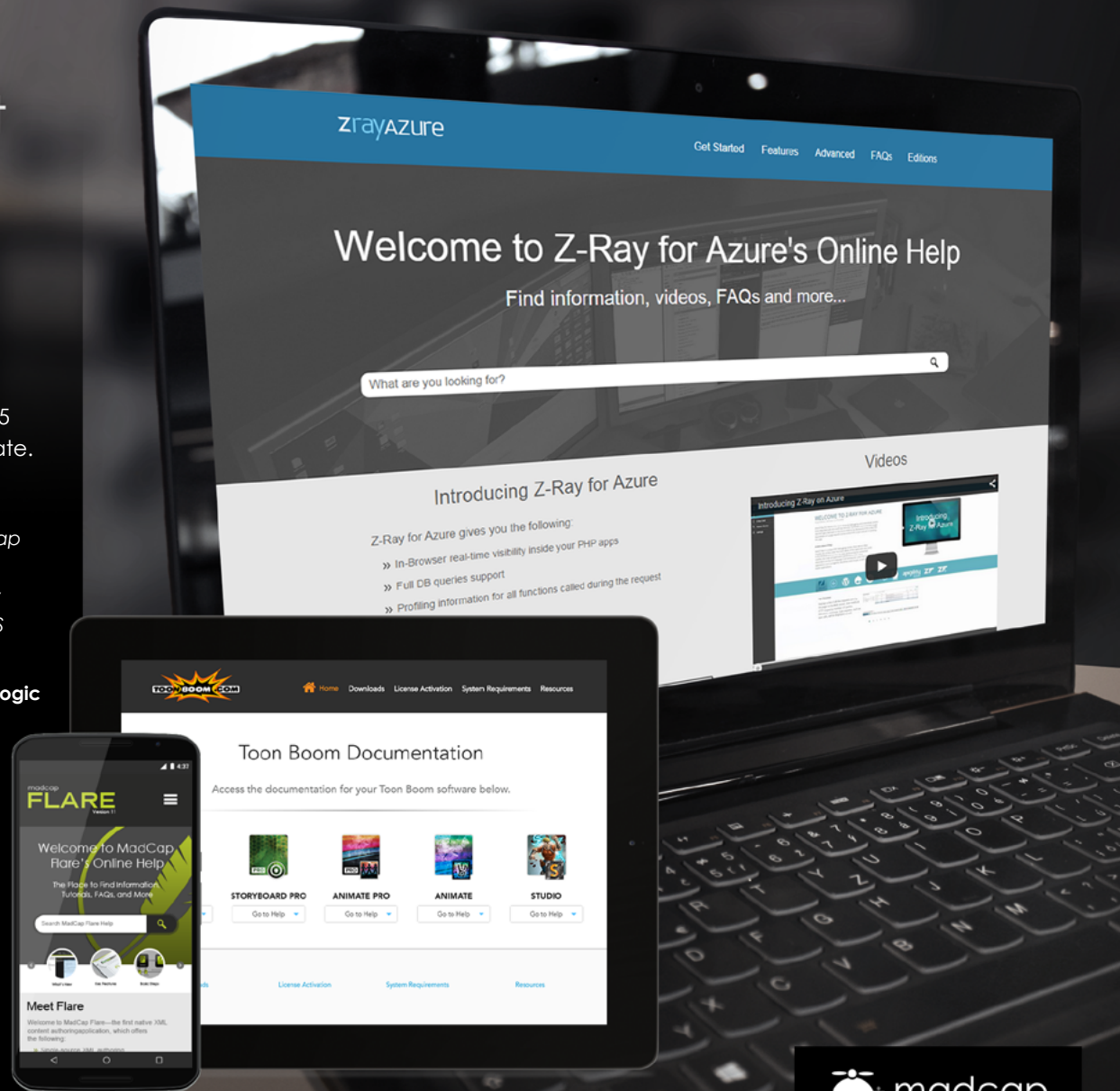
“We are LOVING Flare 11! We have been tinkering with Flarestrap for ages, trying to get a frameless output for our help site. I was thrilled to see that's now an option, out-of-the-box. I'm also really excited about Git integration since that's the only supported VCS at our company. Great work on this release!”

Hanni Baatz | Senior Information Developer, Alert Logic

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among them Ian McEwan, Terry Pratchett, Brian Cox, David Attenborough, Tracy Chevalier and Michael Frayn.

Founded in 1988, (and previously known under various banners including the Royal Society Prize for Science Books, Aventis Prize and Rhône-Poulenc Prize), the Prize celebrates outstanding popular science books from around the world and is open to authors of science books written for a non-specialist audience. Over the decades it has championed writers such as Stephen Hawking, Jared Diamond, Stephen Jay Gould and Bill Bryson.

Sarah Waters said: 'Although I was very interested in science as a child, I've been more at home, as an adult, with literature and theatre. So I'm not a traditional science buff by any means, but fundamentally I'm still interested in how things work, in systems and in processes, and I'm keen to reconnect with that. I am awed by the range of knowledge that is being brought to the table by my fellow judges, and I'm looking forward to what's sure to be a lively judging process. The great thing about this Prize is that it celebrates accessibility as well as expertise, and I think my novelist's perspective will be a very useful one.'

Judge Adam Rutherford added: 'Last year

marked the first time a scientist joined the Man Booker judging panel, but by comparison, this Prize has a long history of inviting expertise from non-scientists. This panel has been assembled by The Royal Society precisely because we've all got different interests and talents – a sort of hybrid of the Bloomsbury Set and The Avengers. These books are for everyone, and it's important that we judge not just the science but also the quality, clarity and beauty of the writing.'

Chair of judges Ian Stewart said: 'I'm honoured to have been chosen to chair the [Royal Society Winton Prize for Science Books](#) judging panel. The Prize is a marvellous way to recognise the achievements of authors who write about science for the general public, as well as emphasise the importance of public engagement with science.'

The shortlist for the Prize will be announced in early August, and the winner crowned at an evening ceremony on 24 September. The winner will receive a cheque for £25,000, with £2,500 awarded to each of the five shortlisted authors.

Blog news

By Ginny Critcher

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

Cherryleaf's Ellis Pratt shares some tips for writing in the business world:

www.cherryleaf.com/blog/2015/06/8012/.

Katie Sherwin over at the Nielson Norman Group explains why low contrast text is not the answer:

www.nngroup.com/articles/low-contrast/.

Content strategist Sharon Burton begins a multi-part series discussing measures and KPIs in technical communication:

www.sharonburton.com/what-do-we-measure-in-tech-comm/.

Joe Gollner – The Content Philosopher – defines intelligent content:

www.gollner.ca/2015/03/defining-intelligent-content.html.

Nicole Fenton discusses interface writing:

<http://nicolefenton.com/interface-writing/>.

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).



Jacqui Samuels at TechWhirl also reviews FrameMaker 2015:

<http://techwhirl.com/framemaker-2015-release-review/>.

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. 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. 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.

MadCap training

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

July

6-7

Introduction to Adobe Premiere Pro

Provides a thorough grounding in the key tools Premiere Pro provides for film editing and video post-production. It then goes on to explore further useful techniques including adding video effects, exporting frames, clips and sequences, and managing your projects.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

www.armada.co.uk/premiere-pro-training-course.

7-8

Simplified Technical English Course

A practical introduction for those who will use Simplified Technical English (formerly AECMA Simplified English).

10% discount to ISTC members

www.aerospace-defence.com/index.php/pages/training/asd-simplified-technical-english-specification/t-standards.

Tom Johnson at I'd rather be writing discusses how technical writers can de-code complex technical jargon:

http://idratherbewriting.com/2015/06/08/strategies-for-decoding-complexity/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Writi ng%29.

William van Weeldon at Iconlogic's blog takes a look at RoboHelp 2015:

<http://iconlogic.blogs.com/weblog/2015/06/adobe-robohelp-2015-first-look.html>.

Rant of the Humanist Nerd takes a look at Adobe FrameMaker 2015:

<http://humanistnerd.culturecom.net/2015/06/09/adobe-framemaker-2015-traditional-future-2/>.

...July

9-10 Introduction to Adobe InDesign
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www.mekon-creatives.com/courses.cfm?course=indesign_introduction&type=all.

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15-17 <oXygen/> Author for DITA Course
Designed to help technical communicators become productive using <oXygen/> Author to create, edit and manage content through DITA topics and maps.
10% discount to ISTC members
www.mekon.com/index.php/pages/services/oXygen-XML-for-DITA-authors/training.

16-17 Website creation essentials with Adobe Dreamweaver
Course for new or novice website designers, and anyone who is responsible for creating or updating web pages. Teaches how to design, develop and maintain a professional website using Dreamweaver. During the course, delegates create a fully functioning website, and receive a copy of their files to take away.
10% discount for ISTC members.
Armada, Bromsgrove, Midlands.
www.armada.co.uk/dreamweaver-training-course.

...July

20-21 HTML5 2 Day Course

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10% discount to ISTC members

www.mekon-creatives.com/courses.cfm?course=HTML5-introduction&type=all.

20-21 Adobe FrameMaker Structured

For those who need to prepare documents and manuals to a high standard within Structured Framemaker.

10% discount to ISTC members

www.mekon-creatives.com/courses.cfm?course=framemaker_structured&type=adobe.

22-24 Introduction to Adobe FrameMaker

Provides a thorough grounding in FrameMaker in unstructured (standard) mode, covering the essential techniques for generating high standard printed documents. Includes the generation multi-document books, table of contents, index and cross-references.

10% discount for ISTC members.

Armada, Milton Keynes.

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

23-24 Introduction to Adobe Captivate

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

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

27-28 Introduction to Adobe Photoshop

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

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

29-30 Introduction to Adobe Illustrator

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

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

August

- 6-7 Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
10% discount for ISTC members
Armada, Milton Keynes.
www.armada.co.uk/indesign-training-course.
- 10-11 Introduction to Adobe Photoshop**
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.
10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/photoshop-training-course.

- 10-11 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, Midlands.
www.armada.co.uk/indesign-training-course.
- 12-13 Introduction to Adobe Illustrator**
Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.
10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/illustrator-training-course.

- 24-28 Technical Authoring Training Programme**
ISTC-accredited programme comprising:
- Introduction to technical authoring (1 day)
 - Intermediate technical authoring (2 days)
 - Advanced technical authoring (2 days)
- Training in core technical authoring skills for new and experienced technical authors. Attend the complete programme, or just the module(s) relevant to your experience.
10% discount for ISTC members.
Armada, Milton Keynes.
www.armada.co.uk/technical-author-training-course.

Event news

Call for papers for STVY Fall Seminar in Tampere, Finland

The Finnish Technical Communications Society (STVY) is organising a seminar in Tampere on 19–20 October and invites you to submit proposals for presentations. The seminar theme is *User and Dynamic Information Management*.

Among other topics, submissions on the following are welcome:

- What is dynamic delivery and when is it a viable option?
- Gathering user requirements and feedback for information management
- Minimalism and dynamic information management
- Social media and dynamic information management
- Technical communication success stories and best practices: what works in information management?
- What are the implications of electronic publishing (for instance, EPUB) and other new delivery formats on information architecture?

As in the past, other presentations on technical communication theory and practice are also welcome.

The section papers should be 20 minutes long, and are followed by a 10 minute discussion period. In addition, we will organise workshops on topics related to the seminar theme. We welcome proposals on topics and volunteers to serve as workshop facilitators. This year, we will also have a new presentation format, the lightning talk: a 10-minute dive into a topic. This can be an idea for research, a workplace initiative, or a tools pitch, for example.

Send your proposal (max 400 words) or idea for a workshop or a lightning talk by 16 August 2015 to puheenjohtaja@stvy.fi. Also include a short biographical introduction of the speaker in English. Notification of acceptance will be sent by the end of August. Presentation proposals will be published on the seminar web site before the seminar. Final presentations are due at the same address by 30 September 2015. Presentations will be published in the members' section of the conference web site after the seminar.

Finnish and English are the working languages of the seminar. Information on registration, payment, accommodation and

other practicalities will be posted on the society website and mailing list in August 2015.

Please forward this call for papers to those who you think would be interested in submitting a proposal.

For more information about the seminar, email puheenjohtaja@stvy.fi or visit STVY's website at www.stvy.fi.

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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/2015-05/.

You can view previous events listings on the ISTC website's Newsletter archive at www.istc.org.uk/Publications/Newsletter/newsletter.htm.

July

12-15 Procomm 2015

IEEE International Professional Communication Conference for professional engineers, technical communicators, and academics to meet, share ideas, and be inspired by one another.

Limerick, Ireland

<http://pcs.ieee.org/procomm2015/>.

20 - 24 Sydney Usability Week

Get up to speed on user experience best practices. Includes 6 days of in-depth full-day courses, which can be applied towards UX Certification.

Sydney Australia

www.nngroup.com/training/sydney/.

25 - 28 UX Week

Design professionals from all over the world gather for four days of community, inspiration and skills building.

San Francisco, California, USA

<http://uxweek.com/>.

August

11 Southern Area Group meeting

August's Southern Area Group ISTC Meeting will be given over to practise sessions for TCUK Conference 2015 speakers. The aim is to give those speakers the opportunity to develop their presentation skills with a timed session, in a relaxed environment.

For full details, refer to the article in the ISTC local area and special interest groups section of this newsletter.

31 - 1 Write the Docs

Brings everyone who writes the docs together in the same room: Writers, Developers, Designers and Support.

Prague, Czech Republic

www.writethedocs.org.

...August

31 - 2 Confab Intensive

Confab Intensive delivers three days of hands-on workshops on topics spanning UX, CMS, editorial, workflow, and governance.

Portland, Oregon, USA

<http://confabevents.com/events/intensive>.

31 - 4 Vancouver Usability Week

Get up to speed on user experience best practices. Includes 6 days of in-depth full-day courses, which can be applied towards UX Certification.

Vancouver, Canada

www.nngroup.com/training/vancouver/.

September

24 - 26 EuroIA 2015

Information Architecture and User Experience conference. This year, the theme is "The Quality of IA".

Madrid, Spain

www.euroia.org/.

29 - 1 TCUK 2015

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

Glasgow, Scotland

www.technicalcommunicationuk.com/

30 - 2 Information Development World

Helps organizations rethink the way they create, manage, and deliver content experiences. For content strategists, content marketers, information architects, community managers, experience designers, data scientists, translators, taxonomists, usability pros, content engineers, technical writers, medical writers, editors, indexers, videographers, storytellers, and more.

San Jose, California, USA

<https://www.etches.com/ehome/113382>.

October

7 - 9 soap!

Learn, share knowledge, and be part of the Central European technical communication community at the third annual technical writing conference organised by soap!

Krakow, Poland

<http://soapconf.com/>