



Adobe

Salesbuilder 2

Filter by

Usage

☒ End User

☐ Online

☐ Print

☐ Tip

Countries

☐ Canada

☐ UK

☐ US

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# InfoPlus<sup>+</sup>

July 16

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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<sup>+</sup>* aims to cover anything of interest to the profession. To subscribe, contact the office.

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## ISTC news

### Early-bird booking extended to 15th July!

If you have not already booked your place for TCUK 2016, take advantage of the extended early-bird booking date which covers an all-inclusive residential package for £620 for ISTC members and £770 for non-members. These prices will rise to £680 and £830 respectively after this date.

Early-bird day registration is £180 for members and £245 for non-members rising to £210 and £275 respectively after 15th July.

For full details, visit:  
[http://technicalcommunicationuk.com/?page\\_id=5152](http://technicalcommunicationuk.com/?page_id=5152).

We hope to start announcing programme details very soon, so please bookmark <http://technicalcommunicationuk.com/> and check back often.

## Sponsorship opportunities

We're delighted to have Adobe Technical Communication as our Diamond Sponsor and SCHEMA and Capita TI as Platinum Sponsors. Other sponsors include Semcon, a Gold Sponsor, Silver Sponsors 3di and Edissero and Bronze Sponsors Acrolinx and PleaseTech Ltd. You can find out more about existing sponsors by visiting: [http://technicalcommunicationuk.com/?page\\_id=5550](http://technicalcommunicationuk.com/?page_id=5550).

There are a whole host of opportunities and benefits for sponsoring the leading technical communication conference. If your organisation would like to join us as a sponsor, download the information pack available at: [http://technicalcommunicationuk.com/?page\\_id=5518](http://technicalcommunicationuk.com/?page_id=5518).

Contact the ISTC office to reserve your place.

### 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.



## Communicator wins an APEX Grand Award!

The Institute of Scientific and Technical Communicators is excited to announce that Communicator, its quarterly journal, has won an [APEX 2016 Grand Award](#) in the 28th Annual Awards for Publication Excellence sponsored by Communications Concepts, Inc. This is the first time Communicator has won a Grand Award!

Congratulations to everyone involved including contributors and the production team.

This is fantastic news and the ISTC and Communicator are really delighted with the results. We have been winning Awards of Excellence since 2010.

### What are the APEX Awards?

APEX Awards are based on excellence in graphic design, editorial content and the ability to achieve overall communications excellence. APEX Grand Awards honour the outstanding works in each main category, while APEX Awards of Excellence recognise exceptional entries in each of the individual categories.

The [APEX Awards](#) attracted over 1,600 entries of which 347 were in the Magazines, Journals & Tabloids category

entered by Communicator. A total of 86 APEX Grand Awards were presented in 11 major categories to honour the outstanding works in those categories. [632](#) APEX Awards of Excellence recognise excellence in 100 subcategories.

### Which issue won?

The issue that won a Grand Award was Communicator Spring 2015 and its special supplement on the Value of Technical Communication. This issue also won an [IoIC Award of Excellence in 2015](#).

### APEX Awards feedback

Communicator has received excellent [feedback](#) from the judges of the APEX Awards: *"This clean, appealing layout offers attractive spreads, a crisp, legible type schedule, with effective use of callouts, sidebars and captions. Content is equally exceptional, with fully vetted, well written articles on a wide range of professional topics. And the supplement on the value of technical communication is an effective 'selling tool' for managements and other key audiences. This magazine is precisely the kind of first rate publication you'd expect from a professional association of scientific and technical communicators."*

Thank you to everyone who was involved in this issue! It was an excellent issue.



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Katherine Judge FISTC is Commissioning Editor of Communicator. A role which she's held for over six years. She first joined the ISTC in 2001 and has been on the ISTC Council since 2010. She previously worked in the software industry as a technical author and course developer.



Katherine Judge FISTC, Commissioning Editor of Communicator



# ***The UK's Leading Technical Communication Event***



## **TCUK Conference 13 – 15 September 2016 Wyboston Lakes Hotel and Conference Centre, Bedfordshire**



The UK's largest annual event for technical communicators, the Technical Communication UK Conference (TCUK), will take place at Wyboston Lakes Hotel and Conference Centre in Bedfordshire. Join us for three days of workshops, presentations, networking and more!

This year's special focus theme is *From Novice to Expert – Writing Your Career Path as a Technical Communicator*. Find out more by visiting the website: [www.technicalcommunicationuk.com](http://www.technicalcommunicationuk.com)

Contact the ISTC office if your company is interested in being a sponsor or exhibiting at TCUK 2016 – email Elaine Cole [istc@istc.org.uk](mailto:istc@istc.org.uk)

**Book online today!**

**[www.technicalcommunicationuk.com](http://www.technicalcommunicationuk.com)**

# Communicator

The award-winning quarterly journal from the ISTC.

Online

Print

Member

*"Thank you again for letting me be one of your authors. It is a true privilege."*

Maxwell Hoffmann



*"The Spring 2015 issue of Communicator is possibly one of the best I've seen yet."*

Claire Wood

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



## Ask Me Anything

### "Ask Me Anything" sessions

The latest of our "Ask Me Anything" sessions took place in June, with Liz Gregory answering questions on how she ended up in tech comm, highlights and lowlights of her job, the advantages and drawbacks that scientists have in making the move to tech comm, and more! You can read the full session here (if you're an ISTC member and logged in): [www.istc.org.uk/our-community/discussion-forums/topic/ask-liz-gregory-anything/](http://www.istc.org.uk/our-community/discussion-forums/topic/ask-liz-gregory-anything/). Thank you very much to Liz, and for everyone who contributed to the questions and discussion.

"Ask Me Anything" is now on hold for the rest of the summer. However, we will resume again in September. So if you would like to volunteer for one of our future "Ask Me Anything" sessions, you have all summer to think about it! You don't need to be a star of the tech comm world – though stars are welcome too. You can volunteer with a colleague and/or opt for "anything" to be limited to a particular field. Please email [cecily.techauthor@gmail.com](mailto:cecily.techauthor@gmail.com) for more details.

### Volunteering opportunities – leader for the Yorkshire Area Group needed

The ISTC is run by its members for its members, and depends on volunteers for its success. Besides being essential to the success of the organisation, volunteering is a good way for you to develop new skills and build your network.

Job Title	Leader for the Yorkshire Area Group
Job description	We are currently looking for a volunteer to lead the Yorkshire Area Group. Area groups are a great way for technical communicators to keep in touch with each other, share knowledge and hear about the current tech comm trends. Every group is different, but most meet semi-regularly at a location of the organisers choice. It can be daunting to take on such a role, but we do provide you with lots of support, advice and we can help you advertise any events you organise.
If you would like to find out more	If you would like to volunteer for this position or if you would like to find out more about the role, please contact Tom Dunic on <a href="mailto:areagroupsmanager@istc.org.uk">areagroupsmanager@istc.org.uk</a> .

## ISTC local area and special interest groups

### 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](mailto:areagroupsmanager@istc.org.uk).

#### Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Central South	Co-ordinator wanted	<a href="mailto:areagroupsmanager@istc.org.uk">areagroupsmanager@istc.org.uk</a>
East of Scotland	George Lewis	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechnicalwriters@istc.org.uk">irishtechnicalwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	David Farbey	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	John Burns	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Janine Weightman	<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>

Name	Leader	Email Contact Details
Southern	Marjorie Jones	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>
South West	Co-ordinator wanted	<a href="mailto:southwest_areagroup@istc.org.uk">southwest_areagroup@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@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	Charles Addison	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
Yorkshire	Co-ordinator wanted	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

#### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	<a href="mailto:MadSIG@istc.org.uk">MadSIG@istc.org.uk</a>

### 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](http://www.linkedin.com/groups/1858546)
- ISTC Community [www.linkedin.com/groups/8440733](http://www.linkedin.com/groups/8440733)

#### 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)
- Southern Area Group [www.linkedin.com/groups/4795279](http://www.linkedin.com/groups/4795279)
- ISTC South West England [www.linkedin.com/groups/8269000](http://www.linkedin.com/groups/8269000)
- Thames Valley Area Group [www.linkedin.com/groups/4805266](http://www.linkedin.com/groups/4805266)
- Yorkshire – N/A

#### Wales

- South Wales Group [www.linkedin.com/groups/5161265](http://www.linkedin.com/groups/5161265)

#### Scotland

- East of Scotland – N/A
- West of Scotland Area Group  
[www.linkedin.com/groups/5081412](http://www.linkedin.com/groups/5081412)

#### 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)

#### 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](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, could you please contact the organiser, even if it is at short notice.**

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

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

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

#### Thames Valley Area Group meeting report

*From Darren Mitcham*

Who knows if it was the warm weather or the interest in becoming a contractor, but the June Thames Valley local group meeting had our biggest crowd ever. Twelve people came along to hear popular life-long contractor Brian talk about becoming a technical writer

contractor. Brian confidently lead the evening and provided an impressive haul of handouts to support the topics that surround the decisions on whether to become a contractor or not. We even had a special guest all the way from Southampton, Marjorie, who runs the southern ISTC group.

### Thames Valley Area Group next meeting

On Tuesday 5 July, after a couple of months of serious technical discussions, we are going much more light-hearted. We'll discuss what makes a good poster. To illustrate the points, we'll pre-prepare a poster for the TCUK conference based on your favourite festival poster of all time.

All are welcome – you don't need to be an ISTC member. If you would like to attend, please register via Eventbrite using the following link: <https://www.eventbrite.co.uk/e/thames-valley-area-group-meeting-tickets-25972865540>.

The organiser for the event is Darren Mitcham who may be contacted by email: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).



Thames Valley Area Group

## Business affiliate news

### 3di Poland team taking shape

We recently held a launch party in our Poland office. Since starting with us in January, Pawel has been focusing on setting up the office and business infrastructure and recruiting the initial team. Pawel has also hired an outstanding initial set of colleagues, who have all joined in the last few weeks (and who have all now joined the ISTC):

Sabina	Lead Technical Writer	Sabina has been working as a Technical Writer for over 5 years at Dassault Systems and Medius in Krakow. She is also co-editor of the respected <a href="http://www.techwriter.pl">www.techwriter.pl</a> blog. She was a Technical Analyst in user support for Capgemini for a couple of years and before that a Translator for five years. She studied English and translation at Jagiellonian University in Krakow.
Michal S	Senior Technical Writer	Michal spent the last four years as a Technical Writer for Dassault Systems and Proximity, and is co-editor of the respected <a href="http://www.techwriter.pl">www.techwriter.pl</a> blog. He previously spent three years in technical support, implementation and English teaching. He graduated in 2009 from Silesia University in Katowice, specialising in English and Arabic translation.



Patrycja	Project Manager	Patrycja has been a Project Manager with Comarch for just over a year, and spent the previous two years as a productivity and problem analyst and co-ordinator with Capgemini. She studied International Business at the University of Economics in Krakow for five years, achieving her Bachelors and Masters Degrees.
Michal B	Senior Technical Writer	Michal has been a Technical Writer and project leader at Motorola for three years, and previously spent ten years as a Translator, Proof-reader and Lecturer. He graduated in 2003 from Jagiellonian University in Krakow having studied English Philology/English Studies, specialising in Linguistics.

Congratulations Pawel on such a well organised and successful start.



3di Poland team

### 3di- Silver Sponsor Interview

Below is part of an interview with Paul Ballard – 3di, Managing Director. 3di has delivered technical communication and localization services to global companies, government organisations, and technology and software businesses since 2002. Our in-house team is based near Guildford. Quite a few of us are attending TCUK as delegates.

**TCUK:** Thank you for returning to sponsor us at TCUK16. Tell us about what motivated you to join us again?

PB: What else would we be doing this time of year? TCUK has always been a crucial part of our efforts to remind technical communicators that we still care a great deal about what's going on in the profession, and what's going on in the industries we all work for. In the context of this year, we are looking forward to sharing some of the recent exciting 3di developments: the opening of our office in Krakow, the continued growth of our in-house UK technical authoring team, and the delivery of a major multi-lingual project for Vodafone. As always, we are on the look-out for interesting stories of how people have solved problems, potential new team members, and potential new customers.

**TCUK:** This year the TCUK event special focus is 'From Novice to Expert - Writing Your Career Path as a Technical Communicator'. Are there any relevant trends in technical communication that apply to both novice and experienced communicators?

PB: One of the hardest challenges for experienced technical communicators is being able to adapt in response to whatever new requirements or expectations might well be influencing their work. One of the hardest challenges for new technical communicators is

working out what their specialism might be. One of the challenges they have in common is the increasing need (though certainly not new) to communicate their value in terms that make sense to their employer. In some cases it means changing what they do or how they do it so that the value is easier to understand. At 3di we have to justify the value of our services every day so it's something we have honed to a fine art!

**TCUK: As an experienced sponsor - what words of advice do you have to encourage technical communicators to attend this year's conference?**

**PB:** Stop thinking about it and book! It'll be your (or your boss's) best investment this year. The reliable quality of the TCUK content is only part of it. Read the "Convince your boss" letter template on the TCUK website. If you don't have a boss to convince, still read it, and get clear in your own mind what you stand to gain from attending.

To read the interview in full, visit: <http://technicalcommunicationuk.com/?p=6356>.

## **Adobe Creative Cloud Innovations Take Creativity From Blank Page to Brilliant**

*This press release was issued by Adobe Systems Incorporated on 21 June.*

Taking aim at inefficiencies that slow down the creation process, Adobe (Nasdaq:ADBE) today launched major updates to its flagship Creative Cloud tools and services. The release includes dramatic new features in Adobe's flagship applications, performance enhancements across Creative Cloud (CC) and exciting updates to Adobe Stock – including deeper integration within CC and the addition of an all-new Premium collection of high-quality stock content. Spanning across virtually all of the Creative Cloud portfolio, updates in this new release target many of the pain points that designers, photographers and filmmakers face every day.

"We have two key goals with this release: saving our customers time and helping them jumpstart their creative engines," said Bryan Lamkin, executive vice president and general manager, Digital Media at Adobe. "Every creative project starts with a blank page and ends with a vision coming to life. Today's release of Creative Cloud will help make that journey as fast and productive as

possible. From deeper integration of Adobe Stock into the CC experience, to amazing new features like Content-Aware Crop in Adobe Photoshop, this release will expedite the creative process for millions of our customers."

Today's updates mark another step forward in establishing Creative Cloud as the one-stop shop for creative people – providing the best in desktop tools, mobile applications, training and a vibrant marketplace featuring services like Adobe Stock, as well as access to the Behance community that's now over 7 million strong.

To read this press release in full, including hyperlinks, visit: <http://news.adobe.com/press-release/creative-cloud/adobe-creative-cloud-innovations-take-creativity-blank-page#sthash.Rn9dJn9E.dpuf>.

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# Industry and general news

## Six Emerging Trends within the Technical Communication Industry

*This article originally appeared on the UK Technical Communication Awards blog. The purpose of the UK Technical Communication Awards is to recognise the value of clear, concise and effective information products.*

We recently asked two of our UK Technical Communication Awards judges, Alison Peck (Director of Clearly Stated Ltd and current President of the ISTC) and Ellis Pratt (Director of Cherryleaf), for their thoughts on the emerging trends within the Technical Communication Industry, also drawing on insights from recent UKTC Awards entries. They have noticed six key emerging trends – here they are:

### 1. Growth of Application Programme Interface (API) Documentation

The growth of APIs has seen a corresponding growth in the need for API documentation and interactive document environments. Ellis Pratt says “Without the documentation, it’s virtually impossible

to use an API, as developers need to know what resources are available, where they are, and what parameters they will accept.”

### 2. Increase in Use of Agile Methodologies

Agile methodologies are a set of principles for software development in which requirements and solutions evolve through collaboration between self-organising, cross-functional teams. Alison Peck says “The biggest impacts on [technical communicators] are in the working practices and products of our customer base. For example, there is a steady increase in the percentage of software development teams adopting agile methodologies, which affects technical communicators specifically working in the documentation of software.”

### 3. Increased Use of Mobile Technology

Alison goes on to say “the increased use of mobile technology has made changes to our work, as has the (general) improvement to user interface design. Rather than having to give detailed instructions, I’m more likely to explain the outcome of an action or give guidance on when it should be done. People using products and services also expect them to

be more tailored to their requirements, so being able to create supporting products (help, tutorials, guidance) that can be tailored to those same requirements is becoming more important. A one-size-fits-all approach is much less acceptable now than it was a few years ago.”

### 4. Move towards a less formal tone

Ellis states “As technology becomes more part of our daily lives, we’ve seen a move towards a less formal tone in some types of documentation. This is a consequence of documentation being part of the pre-sales process, and users are generally less scared of technology than they used to be.”

### 5. Embedding User Assistance

Ellis adds “We’re also seeing a move toward embedding user assistance into the application itself, without the need to go to the docs. We’ll be seeing more developments with Conversational User Interfaces, on-boarding screens and micro-content. This is a consequence of users being reluctant to admit they’re stuck and going to the Help.”

## 6. Navigating via Search

Ellis has also spotted a trend within the ISTC's annual UK Technical Communication Awards entries: "The awards entries have reflected the trend towards navigating via Search, rather than via hyperlinks. I've also noticed a move towards content in Responsive Web format, which can be viewed on mobile phones, tablets and laptops."

To read the article in full, visit: <https://uktcawards.com/2016/06/17/six-emerging-trends-within-the-technical-communication-industry/>.

## The London Underground Font Has Just Been Updated

*This article originally appeared on the Londonist website.*

Transport for London has placed itself firmly in the 21st century by unveiling a new version of its iconic typeface.

Johnston100 features subtle changes to the original Johnston Sans font, including extra-thin weights, as well as @ and # symbols for the first time.

The Johnston typeface has been used across the transport network on signs and maps since it was introduced in 1916.

Commissioned by London Transport's then managing director, Frank Pick, it was famously designed by calligrapher Edward Johnston, who gave the typeface its name.

Subtle updates have been made to the typeface in the intervening years, particularly



in the 1970s. Now, 100 years after it was rolled out, the updates have been made by font experts Monotype to facilitate TfL's communications on digital mediums such as apps and social media.

The update coincides with TfL's Transported by Design programme, a series of events which celebrate the iconography of London's transport network.

Claire Williamson, assistant director for London Transport Museum, said: "It's

fantastic that the Johnston typeface has been updated for our digital age. His enduring influence on London is the mark of great timeless design."

The updated design will start appearing on the network later this year.

To read the article in full, visit: <http://londonist.com/2016/06/tfl-typeface>.

## Blog news

*By Ginny Critcher*

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

Sarah Maddox posts a summary about Write the docs NA 2016:

<https://ffeathers.wordpress.com/2016/05/25/write-the-docs-na-2016-wrapup/>.

Scott Abel at the Content Wrangler posts on balancing the desire for standardization with the demand for localization:

<http://thecontentwrangler.com/2016/06/06/15201/>

Tom Johnson talks through advanced formatting with Markdown using Jekyll and Includes:

[http://idratherbewriting.com/2016/06/06/extending-markdown-in-jekyll-with-includes/?utm\\_source=feedburner&utm](http://idratherbewriting.com/2016/06/06/extending-markdown-in-jekyll-with-includes/?utm_source=feedburner&utm)

[medium=feed&utm\\_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Writi ng%29.](#)

Sarah O'Keefe at Scriptorium looks at factors affecting strategy decisions:

[www.scriptorium.com/2016/06/content-strategy-patterns-in-the-enterprise/](http://www.scriptorium.com/2016/06/content-strategy-patterns-in-the-enterprise/).

This post from Adrian Zumbrunnen about the technical and social challenges of conversational design:

<https://uxdesign.cc/my-website-is-now-conversational-here-is-what-i-learned-7e943cc6ace0#.fdo6xsxwo>.

Tim Carmody argues that Facebook is wrong, text is deathless:

<http://kottke.org/16/06/facebook-is-wrong-text-is-deathless>.

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).



The Alfresco Developer Blog explains how Alfresco identified areas for improvement and published a set of guidelines covering all aspects of product language:

<https://www.alfresco.com/blogs/developer/2016/06/14/writing-for-alfresco/>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email [ginny@cherryleaf.com](mailto: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](mailto:newsletter.editor@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*<sup>+</sup> 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](mailto: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*<sup>+</sup> will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged. Armada, MadCap and Cherryleaf are ISTC Business Affiliates.

## MadCap training

For details of the latest MadCap Software Training Schedule (Web- and On-site): [www.madcapsoftware.com/services/training/](http://www.madcapsoftware.com/services/training/).

## Upcoming Webinars

[www.madcapsoftware.com/resources/livewebinars.aspx](http://www.madcapsoftware.com/resources/livewebinars.aspx).

Flare 12 Reviews and Customer Reaction

[www.madcapsoftware.com/flare12/reviews-testimonials.aspx](http://www.madcapsoftware.com/flare12/reviews-testimonials.aspx).

## July

### 4-8 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.



...July	<p>Attend the complete programme, or just the module(s) relevant to your experience.</p> <p>10% discount for ISTC members.</p> <p>Armada, Bromsgrove.</p> <p><a href="http://www.armada.co.uk/technical-author-training-course">www.armada.co.uk/technical-author-training-course</a>.</p>	<p><b>11-12 Introduction to Adobe Illustrator</b> 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.</p> <p>10% discount for ISTC members.</p> <p>Armada, Reading.</p> <p><a href="http://www.armada.co.uk/illustrator-training-course">www.armada.co.uk/illustrator-training-course</a>.</p>	<p><b>21-22 Introduction to Adobe Photoshop</b> 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.</p> <p>10% discount for ISTC members.</p> <p>Armada, Milton Keynes.</p> <p><a href="http://www.armada.co.uk/photoshop-training-course">www.armada.co.uk/photoshop-training-course</a>.</p>
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		<p><b>18-20 Introduction to Adobe RoboHelp</b> Course for beginners, teaches how to use RoboHelp to create online help in most popular formats.</p> <p>10% discount for ISTC members.</p> <p>Armada, Milton Keynes.</p> <p><a href="http://www.armada.co.uk/robohelp-training-course">www.armada.co.uk/robohelp-training-course</a>.</p>	

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...July

**21-22 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.

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Armada, Bromsgrove.

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

**25-26 Introduction to Adobe InDesign**

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

**27-28 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.

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Armada, Bromsgrove.

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**August**

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Attend the complete programme, or just the module(s) relevant to your experience.

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Armada, Milton Keynes.

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Armada, Reading.

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

**15-16 Introduction to Adobe Photoshop**

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

10% discount for ISTC members.

Armada, Reading.

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

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## ...August

**17-18 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, Reading.

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

**25-26 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](http://www.armada.co.uk/illustrator-training-course).

## September

**6-7 Introduction to Adobe InDesign**  
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members.

Armada, Bromsgrove.

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

**9-10 Introduction to Adobe Captivate**  
Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members.

Armada, Milton Keynes.

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

**13-14 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.

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

**20-21 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](http://www.armada.co.uk/indesign-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, Milton Keynes.

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

## 30-31 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.

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Armada, Reading.

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

## Online training courses

### Cherryleaf

Technical Author/Technical Writing online training course <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 course

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

## Firehead

### Learn FrameMaker 2015

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

## 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](mailto:events@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for InfoPlus<sup>+</sup> is 24th of the month preceding publication.

You can also find information using the online event calendar at: [www.istc.org.uk/calendar/](http://www.istc.org.uk/calendar/)

## July

### 1-3 10th International Conference on e-Learning

The e-Learning 2016 conference aims to address the main issues of concern within e-Learning. This conference covers both technical as well as the non-technical aspects of e-Learning.

Pestana Casino Park Hotel,  
Funchal, Madeira, Portugal

<http://elearning-conf.org/>.

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...July

**2-6 SIG Writing Conference (International Conference on Writing Research)**  
The conference will be preceded by a two-day research school (registration 1st July 2016) in Liverpool Hope University's new Science facilities  
Liverpool Hope University, Liverpool  
[www.hope.ac.uk/sigwriting2016/](http://www.hope.ac.uk/sigwriting2016/).

**5 Thames Valley Area Group Meeting**  
We'll discuss what makes a good poster. To illustrate the points we'll pre-prepare a poster for the TCUK conference based on your favourite festival poster of all time. All are welcome and if you would like to attend, please register via Eventbrite.  
The Plowden Arms, Shiplake Cross, Henley-on-Thames from 7.30pm.  
<https://www.eventbrite.co.uk/e/thames-valley-area-group-meeting-tickets-25972865540>.

**8-10 European Writing Centers Association (EWCA 2016)**  
Speakers are invited to ponder on the (he)art of success(ful) writing centers.  
University of Łódź, Łódź, Poland  
[www.writingcenters.eu/](http://www.writingcenters.eu/).

**10-17 Council of Writing Program Administrators (CWPA 2016) Conference,**  
Look for the CFP in about a week, and more information about the conference coming soon!  
Raleigh, NC, USA  
<http://wpacouncil.org/node/7027>.

**6-9 ICON9 The Illustration Conference**  
Over 60 speakers will take to the stage over four days at the beautiful Hilton Austin Hotel to inform, inspire and entertain YOU.  
Austin, TX, USA  
<http://theillustrationconference.tumblr.com/>.

**13-15 23rd International Conference on Learning (The Learner Knowledge Community)**  
2016 Special Focus: 'Education in the Age of the Anthropocene.'  
University of British Columbia, Vancouver, Canada  
<http://thelearner.com/2016-conference>.

**17-22 HCI International 2016**  
18th International Conference on Human-Computer Interaction.  
Toronto,  
Canada  
<http://2016.hci.international/>.

**17-22 DUXU 2016**  
5th International Conference on Design, User Experience, and Usability.  
Toronto,  
Canada  
<http://2016.hci.international/duxu>.

## September

**5-9 The Information Design Summer School (The Simplification Centre)**  
Week-long immersion in information design, with lectures, group work, critiquing and discussion.  
Sion Hill Campus, Bath School of Art and Design, Lansdown, Bath BA1 5SF England  
[www.simplificationcentre.org.uk/events/schools/](http://www.simplificationcentre.org.uk/events/schools/).

**6-9 Content Marketing World**  
What better way to learn about great content than to hear from leading content marketing practitioners? With over 150 sessions from over 100 speakers, CMWorld 2016 will have something for everyone, including workshops.  
Cleveland, Ohio, USA  
[www.contentmarketingworld.com/](http://www.contentmarketingworld.com/).

**12-14 Best Practices Conference (CDIM) – for managers of information development, training and support**  
Best Practices is the premier annual conference for managers of information development, training, and support.  
Santa Fe, New Mexico, USA  
[www.infomanagementcenter.com/events/conferences/](http://www.infomanagementcenter.com/events/conferences/).

**18-20 Write The Docs Europe**  
Write the Docs brings everyone who writes the docs together in the same room: Writers, Developers, Support Folks. We all have things to learn from each other, and there's

no better way than sitting together and talking.  
Prague, Czech Republic  
[www.writethedocs.org/conf/eu/2016/](http://www.writethedocs.org/conf/eu/2016/).

**19-21 Confab Intensive**  
Looking for deep-dive workshops spanning UX, CMS, editorial, workflow, and governance? There's no other conference that offers this depth and breadth of content strategy material.  
Seattle, Washington, USA  
<http://confabevents.com/events/central/2016>.

**22-24 EuroIA 2016**  
The EuroIA summit is Europe's leading Information Architecture (IA) and User Experience (UX) conference.  
Amsterdam, The Netherlands  
[www.euroia.org/](http://www.euroia.org/).



## Upcoming webinars

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### July

#### 13 **Get a Grip – DITA 1.3 Customization and Constraints in FrameMaker 2015**

In this sixth webinar in the “Jang’s F.M. Circus” series, you will learn how to easily switch domains on and off, how to suppress individual elements, and how to make your own constrained templates available to your authors.

Online (Adobe)

<https://2016-07-13-dita.meetus.adobeevents.com/>.

20

#### **Attribute-based Conditions Management in FrameMaker 2015**

In this seventh and last webinar in the “Jang’s F.M. Circus” series, you will learn how to get the best of both conditional worlds, using ExtendScript to reflect the attribute changes in FrameMaker’s conditional text settings and an easy user interface to decide which content should be shown at any time.

Online (Adobe)

<https://2016-07-20-xml.meetus.adobeevents.com/>.

20

#### **Advanced CSS: Best Practices for Formatting Notes, Tips, Cautions and Warnings in MadCap Flare**

Notes, tips, cautions, and warnings are extremely common in technical content, and there are numerous options for formatting these related content types. Join Scott DeLoach, certified Flare trainer/consultant and author of MadCap Flare Developer’s Guide, for an in-depth look at formatting notes in Flare.

Online (MadCap)

<http://www.madcapsoftware.com/resources/live-webinars.aspx>.

### 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<sup>+</sup>. If you have something you’d like included or any ideas for features and regular sections, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).