



# DITAWORLD 2019

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# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

July 2019

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

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

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## Welcome!

It's a bumper month for news with opportunities galore to get involved with the ISTC, such as:

- ▶ Taking part in the UK Technical Communication Awards.
- ▶ Joining the ISTC Council.
- ▶ Nominating someone for the Horace Hockley Award.

All of the above have July deadlines, so we'll keep this introduction brief to allow you more time to complete your nomination forms!

## ISTC news

### There's still time to enter the UK Technical Communication Awards

If you would like to nominate someone, or even to nominate yourself, the deadline for entering the UK Technical Communication (UKTC) Awards is **31 July 2019**.

The purpose of the UKTC Awards is to recognise the value of clear, concise and effective information products. Whether online or printed, the impact of highly effective documentation is felt by industry, commerce, academia and most of all, users. Individuals and teams that develop excellent information products deserve to have their efforts recognised, as do the companies that invest in them.



The Awards are open to any individual or team, whether employed, self-employed, contracting, volunteering, permanent, temporary, full-time or part-time. You do NOT have to be a member of the ISTC to nominate someone, and the nominee doesn't have to be to a member of the ISTC either. And yes, you can nominate yourself if you wish; the judges' decisions will be made solely on the merits of the entries, not on who nominated the entries.

We encourage entries of product/process documentation and technical innovation – the “traditional” entries – as well as entries such as blog posts,

books, training material, e-learning and anything that displays, encourages or helps the production of high-quality technical communication.

To find out more and submit an entry visit the [UKTC Awards website](#). There is a discount for ISTC members.

## Excitement is growing within TCUK 2019 team

*By Derek Cooper*

For those of you who are waiting to see what workshops and presentations TCUK offers this year before booking your place as a delegate, the wait is over! The programme is now available on the [TCUK website](#).

Over the coming weeks we will be adding links to the programme page, giving more information about the speakers and their presentations. Please make sure you check the page often because we might be moving some of the slots around.

There is growing excitement within the TCUK organising team as the conference plan develops and as we continue to hatch new ideas to help celebrate its tenth anniversary. **If you haven't booked your place already, please do so soon.**

The conference provides many opportunities to network with your peers, and to develop your knowledge of the many forms of technical communication alongside other professionals, to the benefit both of you and of your employer. If that's not enough to convince your boss, then please visit our [website](#) for more helpful and relevant hints.

Opportunities are still available for companies to sponsor and for individuals to support the conference. Details of the current sponsors and supporters, and a link to join them in supporting TCUK 2019 are available [here](#).

Please continue to check the TCUK website, and to watch the Twitter, Facebook, and LinkedIn social media channels over the coming months for news and updates.

## Would you like to join the ISTC Council?

We are currently looking for new Council members. If you would like to become more actively involved in the work of our Institute this could be the perfect opportunity.

The ISTC Council is the governing body of the Institute and any corporate member (MISTC or FISTC) is eligible for election. The Council sets priorities for the Institute,



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approves the budget, sets the level of subscription fees, and elects the ISTC President. All members of Council, including the President, are volunteers.

Council holds about six web-based conference call meetings each year, as well as at least one in-person meeting. Council members lead various ISTC activities such as Area and Special Interest Groups, publications (*InfoPlus* and *Communicator*), accreditation of third-party courses, CPD, Awards, and TCUK.



While you don't need to be on Council to contribute to the work of the ISTC – for example, most local group leaders aren't Council members – there are activities that the Institute could address more successfully if there were Council members to lead them. Possible activity areas include developing the Institute's relationships with governmental and other organisations, research into relevant educational programmes, or overseeing the establishment of additional industry-specific special interest groups. But these are just suggestions.

If you are interested in joining the ISTC Council, nominations for membership are requested for election at our AGM which will be held on 11 September 2019 during the TCUK conference. Nominees must be of corporate grade (Fellow or Member), proposed and seconded by corporate members and supported by five other members, two of whom may be in non-corporate grades. A nomination form can be found [here](#), and this form should be accompanied by a statement – of no more than 250 words – outlining your background and reasons for wishing to serve on Council.

Please contact the [ISTC office](#) if you wish to be nominated for Council membership and require assistance in finding supporters, if

you would like to know more about the work of the Council, or if you are interested in volunteering elsewhere within the Institute. We will be happy to arrange for you to speak with a Council member who can answer your questions.

The last day for the receipt of nominations (either by [email](#) or by post) is **31 July 2019**.

### **Murdered cutlery and halved physalises (or “How joining the local ISTC group changed our lives”)**

*By Robert Pallant*

The Thames Valley ISTC group has existed in its present form for about five years under the benevolent stewardship of our splendid coordinator, Darren Mitcham. A number of local authors have graced our meetings on and off over the years but there is a core group of regulars who have been

coming since the early days. At the behest of *InfoPlus* Copy Editor, Lisa Topping, we spent some time at our last meeting pondering exactly what keeps us turning up.

We started by considering why we each started coming to the meetings in the first place. The founder members had been invited by then ISTC President Paul Ballard who had made the initial efforts to establish the group. Others were recommended to come by their ISTC mentor as part of their CPD. One or two had been attracted by a particular meeting topic that sounded interesting or useful to them in their roles. Another was about to be made redundant and was interested in finding out about the local job market (several potential authors



The Thames Valley group during their latest “life-changing” meeting

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have also come along over the years to find out more about a career in the profession). Yet another mentioned a desire to meet other technical communicators close to home and on a more regular basis than conferences allow.

The discussion then shifted to what we had got out of the group in the years since. This also produced a wide range of responses. Some were perhaps expected and are a testament to the efforts of the group to be relevant to its members. These included meeting expert speakers, learning about the diverse industries in which members work, hearing about the challenges that others face in their roles (especially beneficial as many of us are sole authors), and discussing examples of best practice that each of us have encountered. Advice is often sought on whether something at work is “normal” as the opinions of the group collectively represent a great many years of experience in technical communication. Details of job and contract opportunities are often exchanged. A regular feature that has developed is a session after the TCUK conference each year to discuss what was presented for the benefit of those who were unable to attend, which is always appreciated.

During this discussion it also became clear that, as time has gone by, many regular attendees have also gained some unexpected benefits. The majority of our meetings are quite informal and often revolve around a meal and a lot of laughing and chit-chat before the main subject of the evening is discussed. Food is often a focus for these preliminaries, such as lamenting the use of half a physalis as a garnish (when the other half is discarded!) and discussing the dubious practice of decorating a dessert plate with the outline of a spoon’s “corpse” in icing sugar. In this relaxed atmosphere, some strong friendships have formed and many members are often in regular contact with each other between the monthly meetings. This network has proven valuable in giving non-judgemental support and empathy with issues (both professional and personal).

But it goes further than this. Members often encourage each other to step outside their comfort zones. An example of this is presenting at TCUK, where Thames Valley group members have made several contributions in recent years. We usually set aside a meeting in advance of the conference to allow a member to practice their talk in front of a friendly audience and receive positive, constructive feedback.

One member went so far as to say that they wouldn’t have considered submitting a proposal at all without this support from the group. In a wider context, members said that they have felt more engaged with the ISTC as a whole as a result of coming to the group, and are more likely to participate in online discussions and competitions (such as the short story competition run in *InfoPlus*), and even volunteer to get more involved in the Institute’s activities.

It seems that the benefits of being in a local ISTC group can go far beyond the formal enhancement of one’s professional knowledge, as important as that is. Like most things, you get out what you put in, and for those of us who’ve attended regularly over a prolonged period of time and participated in the meetings as fully as possible, it’s now hard to imagine life without the group!

If this article inspires you to become involved with your local ISTC group, look at page 8 for more details. If your area doesn’t have a group at the moment, we encourage you to set one up. Contact the [ISTC office](#) for ideas about how to successfully run a local group.

## Horace Hockley Award 2019

There are just a couple more weeks to send in your nomination for this year's Horace Hockley Award.

This award is presented to someone who has made a considerable contribution to the technical communications industry over a long period of time. Any member of the ISTC can nominate someone for the award, and an election is held by the ISTC Council to agree who the recipient will be. More information about the award is available [here](#).

If you would like to nominate someone please let us know the following:

- ▶ The name of the person.
- ▶ A bit about the person being nominated (a link to an online profile is OK, if that holds sufficient detail).
- ▶ Why you think they should receive the award.

Send your nominations to the [ISTC office](#) by **17 July 2019**.

## UK Technical Communication Awards

The UK Technical Communication Awards are open to all technical communicators in the UK and abroad, members and non-members.



[awards@istc.org.uk](mailto:awards@istc.org.uk)

[www.uktcawards.com](http://www.uktcawards.com)

Gain recognition  
Receive professional feedback  
Start planning your 2019 entry now!



## TCUK 2019

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



## Let's communicate

What would you like to see in our newsletter?

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

Email me at any time: [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

*Lisa*



## ISTC local area and special interest groups

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

### Latest news

#### North East England Area Group

##### Next meeting

Our next meeting will be on Wednesday 3 July from 18:00 – 19:30. We will revisit our last meetup's topic: obsolete content. Venue: The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX.

Please register via [Eventbrite](#) if you would like to attend. If you need more information,

have an idea for a future meetup, or would like to suggest a topic for discussion email Joanna Suau: [northeastengland\\_areagroup@istc.org.uk](mailto:northeastengland_areagroup@istc.org.uk).

#### Thames Valley Area Group

In June we held our first meta-meeting and discussed how we felt about our merry Thames Valley band. We found we all get something different from group meetings, but agreed that we all benefit greatly from our friendship and collaboration.

##### Next meeting

We're meeting again on Tuesday 2 July to discuss our ideas for the TCUK 2019 poster competition. Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30. For more information, email Darren Mitcham: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

#### East of Scotland Area Group

##### Next meeting

This quarter, the East of Scotland group's Edinburgh meetup is being hosted by

Craneware. It's going to be at 18:00 on Thursday 25 July at the Craneware office at Tanfield (1 Inverleith Row, Edinburgh, EH3 5DA). Attendees should come in the main door, up to floor 2 and buzz for Craneware. This quarter's topic is "Closing the loop: publishing end-user documentation. File formats, feedback and analytics."

Check the [LinkedIn group](#) or contact Holli Hamilton via [eastscotland\\_areagroup@istc.org.uk](mailto:eastscotland_areagroup@istc.org.uk) for more information.

#### Cambridge Area Group

In our June meeting we discussed visual communications – for example, the challenge when the all technical content, including diagrams and parts of diagrams, is expected to be tightly aligned with engineering test cases.

##### Next meeting

The next meeting will be on Tuesday 16 July, 18:00, at the [Robin Hood pub](#). For more information, email Zsuzsu Nagy: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk).



## Current ISTC groups

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

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuzsanna Nagy	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto: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	Bridget Rooney	<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	Joanna Suau	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>
Southern	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
South Wales	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	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Dee Vincent-Day	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

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

## Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite. Where this is the case, we ask anyone expecting to attend to register online using this event management service. You can see a list of ISTC related events by visiting: [www.eventbrite.com/org/495786380](http://www.eventbrite.com/org/495786380).

*A plea: if you know you're not going to be able to attend a meeting that you've registered for, please contact the organiser, even if it is at short notice.*

## ISTC online groups

### ISTC on LinkedIn

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



- Institute of Scientific and Technical Communicators  
[www.linkedin.com/groups/1858546](http://www.linkedin.com/groups/1858546)

### England

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



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

#### Wales

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

#### Scotland

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

## ISTC on social media

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

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

### Our Facebook presence:

The ISTC page: [www.facebook.com/istccommunity](http://www.facebook.com/istccommunity)

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

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

### Our Twitter presence:

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

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

### Our Instagram presence:

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

### Our YouTube channel:

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



## Business affiliate news

### Morson's accessibility software helps thousands

A post on the [Morson Group blog](#) reviews the successful installation of the Recite Me accessibility software on their website earlier this year.

As the article explains, "Recite Me is an innovative cloud-based web tool that works across all devices. It supports the needs of the one in five people in the UK who have a disability and the one in ten people who don't speak English as their first language."

By adding the software to their recruitment website, Morson believe they are creating a more inclusive experience for job candidates which in turn is widening and diversifying their talent pool.

#### About the ISTC's Business Affiliates

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

A full list of our current Business Affiliates is found [here](#).

# Industry and general news

## The story of handwriting in 12 objects

An exhibition at the British Library, in London, called [Writing: Making Your Mark](#) explores the evolution of writing across the world over a 5,000-year span and through more than 40 systems.

From Mesopotamian clay tablets inscribed with cuneiform from around 3000 BC to the digital communication of the present, the exhibition includes around 100 objects. This [BBC Culture article](#) chooses 12 highlights.

The exhibition is open until 27 August 2019.



## Back to the future

The article to the left covers the past and the present. What about the future? It's rare for a day to go by without hearing about developments in the realm of **artificial intelligence (AI)**. Is it perhaps already creating its own publicity?

### Which industries will AI impact most?

This recent [Forbes article](#) predicts that AI will most significantly impact the marketing, security, health care and automotive industries during the next five years.

### The gender diversity crisis in AI

According to this [LinkedIn article](#), women make up just 17% of the tech workforce. This situation needs to be tackled for multiple reasons, but this piece specifically discusses the problems such a lack of diversity could pose for the development of AI. Possible solutions are also suggested.

### A rubbish article

Meanwhile, an article on [Virgin.com](#) asks:

“How many times have you stood frozen in the kitchen, holding a container from last night's Pad Thai in one hand and an old blueberry yoghurt pot in the other? Which one goes where? Can you recycle the foil

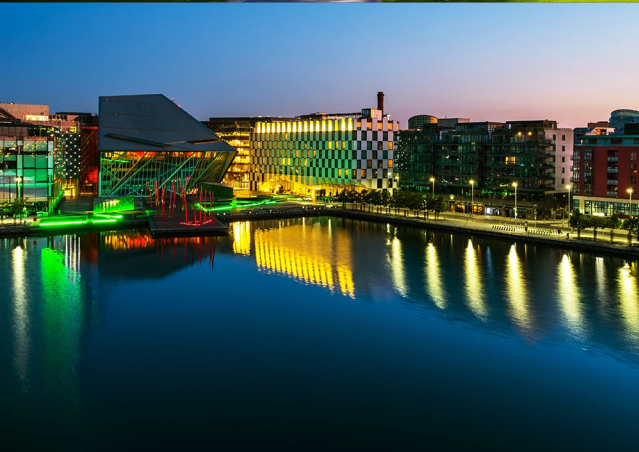
lid? Do you think it's socially acceptable to chuck the yoghurt pot in with the regular trash, and do you have to be at work in three minutes so you're losing the will to care?”

We've probably all found ourselves in a similar situation at times! However, AI might be able to rescue us by helping to support more effective recycling. Finding ways to live more sustainably and protect the natural environment is of vital importance. Here's hoping that the robots can help us to do this.



## Training and event reviews

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



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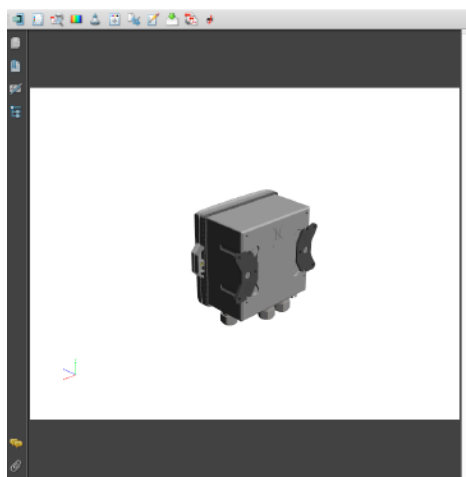


# Tricks of the trade

## Extracting embedded 3D files from PDFs

By Bob Hewitt

Don't you just love getting those clever 3D files embedded in your PDFs? You spin them around and can look at them from any angle. Great isn't it? Problems start when you'd like to use them to make new graphics. Acrobat stores them in a certain format and they're locked. If you do want to use them to create a new graphic or just use information contained in the PDF as a guide, you're stuck and have to create new graphics from scratch, which is time consuming, expensive and frustrating.



3D PDF

At one time I was receiving these files on a regular basis and I spent a lot of time trying to export and reuse them. Many online sources tell you to use this or that software but, personally, the only reliable solution I found was to use a piece of software called [SimLab composer](#). You can download the trial and use it for 21 days and there are many versions for sale. The Pro version is reasonably priced and does the trick, extracting the 3D file in various formats which are then fully editable.



Preview of an exported 3D .dae file

If anyone has a better way of extracting a 3D model from a PDF, please share!

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



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

## Blog news

By Ginny Critcher

Hello again! Here's the latest blog round up.

Cherryleaf's Ellis Pratt posts on using AsciiDoc to create reports and proposals more efficiently:

<https://www.cherryleaf.com/2019/06/writing-reports-and-proposals-more-efficiently-using-the-asciidoc-lightweight-markup-language/>.



Laura Bosco, on the krit blog, describes making an app using a no code tool:  
<https://builtbykrit.com/blog/whats-it-really-like-for-a-non-technical-person-to-build-an-app-without-code>.

Tom Johnson shares his project plan template on his I'd Rather Be Writing blog:  
<https://idratherbewriting.com/blog/documentation-project-plan-template/>.

The Government Digital Services blog has a post by Anthony Ilona updating us on new regulations which mean that public sector websites and mobile apps will soon have a legal duty to meet accessibility requirements:

<https://gds.blog.gov.uk/2019/05/21/accessibility-update-sample-accessibility-statement-monitoring-and-enforcement/>.

Sixteen benefits of structured data are outlined in this post by Martha van Berkel:

<https://www.schemaapp.com/tips/benefits-of-structured-data-today-and-in-the-future/>.

Deborah Bosley posts on The Content Wrangler about the need for plain language in "terms and conditions":

<https://thecontentwrangler.com/2019/04/27/need-plain-language-terms-conditions/#>.

Do you have a blog? Seen an interesting post? Let me know so I can include it in my monthly review. Email [ginny@cherryleaf.com](mailto:ginny@cherryleaf.com).

Ginny has a background as a skilled trainer and information designer, and is responsible for the development of Cherryleaf's training courses. In addition to her skills in information design, she has over twenty years' experience in teaching and training throughout the world. She is Cherryleaf's representative to the ISTC.



## Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk). If you would like to promote your course or event, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email [istc@istc.org.uk](mailto:istc@istc.org.uk). Please note that listings are a service to members; a listing does not imply ISTC endorsement.



Courses run by ISTC Business Affiliates\* that are notified to us by the copy deadline will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.

\*Armada, Cherryleaf, ESTON Training, Firehead, and MadCap Software.

## Armada

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

### July

#### 18-19 Introduction to Adobe Captivate

This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.

Armada, Bristol.

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

Armada, Bromsgrove.

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

...Armada  
...July

- 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.  
Armada, Milton Keynes.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).
- 24 Advanced Adobe InDesign**  
Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:
- Handling colour with confidence.
  - Harnessing the power of stylesheets.
  - Streamlining your workflow and improving productivity, to get a greater return on investment.
- Armada, Bromsgrove.  
[www.armada.co.uk/course/advanced-adobe-indesign-training](http://www.armada.co.uk/course/advanced-adobe-indesign-training).

**25-26 Introduction to Adobe Photoshop August**

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

Armada, Milton Keynes.

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

**5-6 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.

Armada, Newbury.

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

**29-30 Advanced Adobe FrameMaker**

Teaches everything you need to be able to:

- Create and maintain FrameMaker templates.
- Build and maintain multi-chapter books with cross-references, table of contents and an index.

Armada, Newbury.

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

**5-6 Introduction to Adobe Photoshop**

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

Armada, Bromsgrove.

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

...Armada  
...August

**7-8 Introduction to Adobe InDesign**  
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.  
Armada, Sheffield.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

**12-13 Introduction to Adobe InDesign**  
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.  
Armada, Bristol.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

**22-23 Authoring structured FrameMaker documents**  
Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates.  
Armada, Newbury.  
[www.armada.co.uk/course/authoring-structured-framemaker-documents-training](http://www.armada.co.uk/course/authoring-structured-framemaker-documents-training).

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

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

Armada, Newbury.  
[www.armada.co.uk/course/creating-element-definition-documents-edds-training](http://www.armada.co.uk/course/creating-element-definition-documents-edds-training).

**Cherryleaf**

We offer online training courses in:



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

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

**Training and events – discounts for ISTC members**

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

### ...Cherryleaf

**Advanced Technical Communication:**  
<https://cherryleaf.teachable.com/p/advanced-technical-communication>.

Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low-cost monthly subscription plan. Each module is self-contained, so you can choose to take just a single module, if you wish.

It contains:

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

### ESTON Training



**Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2):**

<http://www.estontrg.com/technicalcommercial-authorship/>.

A £50 discount is offered to ISTC members for this course.

**Simplified English:**

<http://www.estontrg.com/english-language-courses/>.

**Standard Generalised Mark-up Language (SGML):**

<http://www.estontrg.com/standard-generalised-mark-language-sgml-course/>.

**Editing and Publishing Magazines:**

<http://www.estontrg.com/editing-publishing-magazine-course/>.

**Report Writing:**

<http://www.estontrg.com/report-writing-course/>.

**Business English:**

<http://www.estontrg.com/business-english-course/>.

### Firehead

**Learn FrameMaker 2019:**

<https://firehead.net/course/framemaker-2019-training-technical-authors/>.

**Learn Adaptive Content Modelling:**

<http://firehead.net/training/learn-adaptive-content-modelling/>.

**Creating Mobile Apps without Coding:**

<http://firehead.net/training/creating-mobile-apps-without-coding/>.

**Customer Journey Mapping:**

<http://firehead.net/training/customer-journey-mapping/>.

### MadCap Software

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



## Events listings

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

ISTC events are highlighted.

### July

- 2 ISTC Thames Valley Area Group Meeting**  
This month, we'll be discussing our ideas for the TCUK 2019 poster competition. For more information email Darren Mitcham: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).  
Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30.

- 3 ISTC North East England Area Group Meeting**  
We will revisit our last meetup's topic: obsolete content. Please register via [Eventbrite](https://www.eventbrite.com) if you would like to attend. Email Joanna Suau for more information: [northeastengland\\_areagroup@istc.org.uk](mailto:northeastengland_areagroup@istc.org.uk).  
The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX from 18:00 – 19:30.

- 16 ISTC Cambridge Area Group Meeting**  
We will be meeting at the [Robin Hood pub](https://www.robinhoodpub.co.uk) at 18:00. For more information, email Zsuzsu Nagy: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk).

- 25 ISTC East of Scotland Area Group Meeting**  
This quarter's topic is "Closing the loop: publishing end-user documentation. File formats, feedback and analytics." For more information email Holli Hamilton: [eastscotland\\_areagroup@istc.org.uk](mailto:eastscotland_areagroup@istc.org.uk).  
Craneware office at Tanfield (1 Inverleith Row, Edinburgh, EH3 5DA) at 18:00.

### August

- 20-22 Conex: The Content Experience**  
A week-long intensive focus on information design with lectures, group work, critiquing and discussion.  
Toronto, Canada.  
<https://conex.uberflip.com>.

### InfoPlus copy deadline

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

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

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## September

- 2-6 Information Design Summer School**  
A week-long intensive focus on information design, with lectures, group work, critiquing and discussion.  
University of Bath, UK.  
<https://www.simplificationcentre.org.uk/events/summer-school>.
- 10-12 Technical Communication UK (TCUK) Conference**  
The ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information.  
Kenilworth, Warwickshire, UK.  
<http://technicalcommunicationuk.com>.
- 15-17 Write the Docs Prague**  
Write the Docs brings everyone who writes the docs together: programmers, tech writers, support, designers, developer advocates, and more. We all have things to learn from each other, and there's

no better way than sitting together and talking.

Prague, Czech Republic.

[www.writethedocs.org/conf/prague/2019/](http://www.writethedocs.org/conf/prague/2019/).

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

Heidelberg, Germany.

<https://www.localizationinstitute.com/event/heidelberg-translation-tech-roundtable-2019>.

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

Copenhagen, Denmark.

<https://nordic-techkomm.com>.

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

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

- 26-27 Intra.NET Reloaded**  
The intra.NET Reloaded London event is for anyone involved in the internal communications and digital workplace scene in the UK, Scandinavia and the rest of Europe.  
London, UK.  
<https://www.intranet-reloaded-london.com>.

## ...September

### 26-28 EuroIA 2019

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

Riga, Latvia.

<https://euroia.org>.

## October

### 8-11 MadWorld 2019 Dublin

The premier technical communication and content strategy conference for the MadCap Software user community.

Dublin, Ireland.

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

### 9-11 Adobe DITA World 2019

The world's biggest DITA online conference for marketing and TechComm professionals.

Online.

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

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### Copywriting Conference

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

London, UK.

<https://www.copywritingconference.com>.

## November

### 12-14 tcworld conference 2019

At tcworld, experts from the entire process of information development present their knowledge and experience to an interactive global audience.

Stuttgart, Germany.

<https://conferences.tekom.de/tcworld19/>.

## Upcoming webinars

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

## July

### 23 Win in Business with Content Intelligence

Make smarter content decisions for better business results with content intelligence. That sounds great, but how? Join Scott Abel, The Content Wrangler, for this free, one-hour webinar with Colleen Jones, CEO of Content Science, and learn why content decisions are like playing poker.

<https://www.brighttalk.com/webcast/9273/349649>.

### Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise editorial control over the information you may find at these locations so cannot be responsible for changes to content. The ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

## Back page

### Neologism contest



**Neologism** • n. a new word or expression, or a new meaning for an existing word.

There has been a trickle of entries into our neologism contest in recent months. Hopefully, after all the rain in June, the trickle will grow into a stream over summer. Brains have an opportunity to be creative during a holiday, and when we relax ideas often pop into our head from seemingly nowhere.

If your brain dreams up a neologism while you're lying on your sunbed, hiking up a hill, crawling out of your tent, or floating in a boat, be sure to send it to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

Here are some of the recent entries to inspire your grey matter:

Simon Harrison shared his favourite neologism from *Sorry I Haven't a Clue*:

**Monkey** • adj. a bit like a monk.

Russell King is on a roll. Here are just some of his entries:

**Mahogany** • n. how Scottish dyslexics celebrate New Year.

**Kindred** • n. a pathological fear of one's own relatives.

**Excavator** • n. a retired dentist.

**Idiomatic** • n. a poorly made washing machine.

**Candidate** • n. a refreshingly honest romantic encounter.

**Pomegranate** • adj. how an Australian describes an English road surface.

### Just like that, again



Upon seeing last month's Tommy Cooper feature, William Waddilove wrote in to suggest that others of Mr Cooper's following may wish to visit the "[Smoke and Mirrors: The Psychology of Magic](#)" exhibition at

the Wellcome Collection in London. William says, "There amongst all the magic trickery is a short film of Tommy demonstrating a trick. You are invited to watch it and work out how it is done. There are also some other artefacts from his shows."

### Feedback and contributions

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