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# InfoPlus<sup>+</sup>

June 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.

ISTC Office: Airport House,  
Purley Way, Croydon, Surrey  
CR0 0XZ  
Tel: +44 (0)20 8253 4506  
Fax: +44 (0)20 8253 4510  
Email: [istc@istc.org.uk](mailto:istc@istc.org.uk)  
Web: [www.istc.org.uk](http://www.istc.org.uk)

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 Booking for TCUK 2016

Online booking is now in full swing and early-bird pricing is available until 1st July. This includes an all-inclusive residential package for £620 for members and £770 for non-members. These prices will rise to £680 and £830 respectively after that date.

Early-bird day registration is £180 for members and £245 for non-members rising to £210 and £275 respectively after 1 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.

### About TCUK Technical Communication

UK (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.

## Keynote speakers for TCUK

In addition to Chris West, we are delighted to announce two other keynote speakers for TCUK 2016 – Jack Molisani and Sarah Richards.

### Jack Molisani

Jack will be speaking on “Be The Captain of Your Career” based on his book by the same name.

Drawing from his own experience with corporations both large and small and as a business owner, Jack Molisani has seen every mistake the professional (or not-so-professional) can make in today’s highly competitive job market. This book provides the tools for navigating these choppy waters. Starting with how to escape a dead-end job or an overbearing boss, to advancing one’s career, and finally to achieving a higher standard of living, the book is divided into sections on finding new directions, making things happen, and optimizing the results.



Jack Molisani

While most business guides focus on either job hunting for the unemployed or getting rich for business owners and CEOs, these solutions—including how to get and ace an interview and how to increase job security once hired—cater to real people wanting real advice on how to escape the chains of a recessive economy and create a long-term lifestyle that is both enjoyable and achievable.

### Sarah Richards

Content strategist, digital consultant, and former Head of Content Design for GDS. Sarah has led high-performing, award winning, agile teams, and has a longer and more varied editorial career than she cares to admit.



Sarah Richards

Sarah started in a quiet team of editors and ended up banning Whitehall from using their favourite jargon on GOV.UK. Sarah will explain her journey from having to publish whatever lawyers and policy people said to running an agency that will only take on work if the process is agile and user-centred.

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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

The award-winning quarterly journal from the ISTC.

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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 May, with ISTC President Alison Peck answering questions about the limits of using Microsoft Word to create user assistance, the challenges of working with clients who have very fixed ideas about a project, the pressure on freelance authors to keep up-to-date with different authoring tools, and much 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-alison-peck-anything/](http://www.istc.org.uk/our-community/discussion-forums/topic/ask-alison-peck-anything/). Thank you very much to Alison, and for everyone who contributed to the questions and discussion.

For Monday 6 June, we have Liz Gregory joining us. Liz has a background in chemistry and education, and likes to write about a mixture of hardware and software. She's been a technical author with 3di for four years but is about to make a leap into the unknown as sole author for tvONE. You can ask her about anything you like. Her areas of interest include MadCap Flare and terminology management, which she will speak about at TCUK later this year.

## UK Technical Communication Awards 2016

The UK Technical Communication Awards are open to all technical communicators. Can you win an award for your excellent documentation? Nine categories to choose from.

### Effective communication

- Best conceptual communication
- Best procedural communication
- Best use of video, interaction and multimedia

### Business and process integration

- Best marketing and pre-sales focus
- Best business integration
- Best innovation

### Leveraging technologies

- Best use of single sourcing and multi channel publishing
- Best use of digital technology
- Best product integration



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

<http://uktcawards.wordpress.com>

**Submit your entry by 30 June 2016**



If you would like to ask Liz a question, log on to the Discussion Forums section of the ISTC website on Monday 6 June. You will see a new post, introducing her and inviting questions. Our “Ask Me Anything” sessions are forum posts, rather than live sessions and over the course of the day or even week, Liz will respond to questions posed. There isn’t a closing date or time, but questions added days or weeks later may wait longer for a response.

After Liz’s session, “Ask Me Anything” is 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.



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



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### **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 this year. Make sure you save the date.

Wyboston Lakes is situated close to major road networks between Cambridge and Bedford. See our website for further information - [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 now! Early bird pricing ends 1 July 2016**

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

## ISTC local area and special interest groups

### Thames Valley Area Group meeting report

*From Darren Mitcham*

At the May meeting, Rob Pallant shared his knowledge of Agile development, including scrums and burn down, which were new terms to some of us. Some of the group have experience in companies that use Agile, mainly software companies, so they added to the lively and informative session.

### Thames Valley Area Group next meeting

The next meeting will take place on Tuesday 7th June at The Plowden Arms, Shiplake Cross, Henley-on-Thames from 7.30pm. The meeting is all about being a contract technical writer. The highs, the lows, and what you need to do to become a contractor.

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/istc-thames-valley-area-group-meeting-tickets-25509960980>.

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).

### 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 Dunic 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:irishtechicalwriters@istc.org.uk">irishtechicalwriters@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>
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>

Name	Leader	Email Contact Details
West of Scotland	Charles Addison	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
Yorkshire	Nick Tonge	<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

## 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.**

#### 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)



## 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>.

## Business affiliate news

### Firehead launches Adobe FrameMaker 2015 webinar series



Get the lowdown on Adobe® FrameMaker® 2015 Release with a series of Adobe seminars in May/June 2016, being run by trainer Toni Ressaire and Firehead's CJ Walker.

All webinars start at

11 am CEST (UTC +2) and last an hour. You can register for each seminar at the links below.

Also, check out our new Learn FrameMaker 2015 training course, which is adaptable to your needs. Get in touch to find out more about options on course delivery on this Adobe-approved course.

### FrameMaker 2015 webinar series

Here are the dates for the series:

To view all Adobe webinar series, visit: <https://meetus.adobeevents.com/webinars>.

To read the full press release, including more info on each seminar, visit: <http://firehead.net/2016/05/adobe-framemaker-2015-webinar-series/>.

### Capita TI – TCUK 2016 Platinum Sponsor Interview

Below is part of an interview with Sally Haywood, Senior Localisation Engineer at Capita TI. Sally has been working in the translation industry for the past 20 years. She has a degree in German and Russian and a Masters in Machine Translation. She has worked in various positions at ITR as a Senior Project Manager, Localisation Engineer and now as a Business Development Manager for Capita TI.



Sally Haywood

**TCUK:** We are delighted you are joining us as a first-time sponsor this year. Can you tell us what encouraged you to support us?

**SH:** Earlier this year, Capita Translation and Interpreting (Capita TI) acquired International Translation Resources (ITR) which brings together the expertise of both companies to provide the best solutions for our customers. You can read the full story at [www.capitatrtranslationinterpreting.com](http://www.capitatrtranslationinterpreting.com). While ITR has

sponsored and exhibited many times at TCUK, this is the first time that Capita TI will have a presence.

TCUK is great in promoting new trends in technical communication and provides an excellent forum to swap and discuss ideas. It is great to have the opportunity to listen to presentations on case studies from a wide variety of industries, which always gives us food for thought.

**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?**

**SH:** It is clear that, as technical communicators, you need to embrace change and develop new skills that can define your role and help to develop your career.

Technical communicators need to promote their role within their company as they are now no longer responsible for producing the technical manual for a product, but also for eLearning, marketing material, technical support documentation and any other information that enhances a user's experience.

The need to be agile continues to dominate the authoring and translation world. We all know the challenges of creating agile content, but by communicating and collaborating with other stakeholders and embedding content creation as part of the process, your role as a technical writer or content creator will be promoted.

To read the interview in full, visit: <http://technicalcommunicationuk.com/?p=5974>.

## Industry and general news

### The Novice Technical Communicator – Where does my journey begin

*This is the first in a series of articles based on the 2016 theme for TCUK: "From Novice to Expert – Writing Your Career Path as a Technical Communicator".*

For a person entering the world of technical communication, this world may seem exciting and yet daunting. The role of a technical communicator is constantly evolving with the changes in technology and constantly presenting new challenges.

There are many avenues to be travelled

upon – for example, you can choose writing, editing, illustration, designing or publishing. Regardless of the avenue you choose as a technical communicator, you need to be able to understand complex (technical) information and convey this to your audience in a meaningful and appropriate way.

The career opportunities in the field of technical communication are plenty. At this point, you will be asking yourself, where do I begin my journey as a technical communicator?

Here's our take on how you can kickstart your career in technical communication.

### Professional mentors and training

The most difficult part of embarking on a career is breaking into the field. We have highlighted a few steps to guide you.

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### Step one: Research the company you want to work for

Use online and offline resources to find out what you can about the company you would like to work for.

### Step Two: Make contact and get a mentor

In step one, you collected a list of contacts you can approach.

Start off by introducing yourself and let them know who you are and what you are looking for. You could send them a copy of the article you wrote or other pieces of content that showcase your skills to generate interest.

This would give them an opportunity to learn something about you. If they are interested in your work, they will contact you and request you to either contribute to a project that suits your skills or guide you through the hiring process for a role at the company.

### Step Three: Memberships and Training

Become a member of a recognised technical communication organisation or institute.

The [Institute of Scientific and Technical Communicators](#) is the largest (non-profit) body in the UK that represents the technical communication profession. The ISTC offers a range of professional communities, events

and courses for its members. The ISTC has a mentoring programme.

Becoming a member of a professional organisation shows that you are proactive and curious about your field.

### Write your Tech Comm CV

Writing a CV for any profession is a tough task. Being new in the field could mean that you may not have much experience. Use your CV as an opportunity to showcase your skill set and any relevant experience.

From writing the CV to choosing the right format for the content is perhaps the biggest hurdle. The clarity of your CV should indicate the clarity you will bring to the job!

The cover letter for your CV should address the requirements posted in the job advertisement. If you are submitting an unsolicited CV, your cover letter should reflect the insights you gathered in step one.

### Build your network online or offline

When building a new career, how you network with other professionals is key in the progression of your career.

There are many technical communication leaders and experts out there that you can

connect with on social media or even meet at events. You can follow them for regular updates and even post a message to them when you see something of interest from them in your personal feed.

To read this article in full, including hyperlinks, visit: <http://technicalcommunicationuk.com/?p=5810>.

## Blog news

*By Ginny Critcher*

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

We have our first guest blog post on the ISTC web site, from Jennifer Rondeau, Technical Writing Manager at Capital One. It's a beginners guide to API documentation.

[www.istc.org.uk/guest-post-so-you-want-to-learn-about-api-documentation/](http://www.istc.org.uk/guest-post-so-you-want-to-learn-about-api-documentation/).

The Nextweb site looks at Google's Parsey McParseface, a computer program designed to understand the English language.

<http://thenextweb.com/dd/2016/05/12/google-just-open-sourced-something-called-parsey-mcparseface-change-ai-forever/#gref>.

Continued on page 12...



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Learn More at [MadCapSoftware.com/Flare12](http://MadCapSoftware.com/Flare12)

...Continued from page 10

Tom Johnson describes the three types of knowledge he believes every Technical Communicator needs in order to be successful.

<http://idratherbewriting.com/2016/04/27/triangle-for-tech-comm/>.

On the Cherryleaf blog, we look at Microsoft's new, impressive, documentation site.

<https://www.cherryleaf.com/blog/2016/05/microsoft-launches-its-new-documentation-site-and-its-very-good/>.

Mark Baker has been looking at whether we can create a single sourcing algorithm for information design and structured writing techniques.

<http://techwhirl.com/single-sourcing-algorithm/>.

Stephanie Saylor argues why words matter on the User Interface.

<https://medium.com/next-century-user-experience/why-words-matter-on-the-ui-f03b921425e8#.srcmrfmqm>.

On the Gov.uk's Digital Marketplace blog, Roz Strachan explains why great guidance is part of their service.

<https://digitalmarketplace.blog.gov.uk/2016/04/26/great-guidance-is-part-of-the-service/>.

On the Content Wangler blog, Karl Montevirgen looks at the U.S Securities and Exchange Commission's Plain English Handbook, and lists 10 lessons we can all learn from it.

<http://thecontentwrangler.com/2016/05/12/10-lessons-learned-sec-plain-english-handbook/>.

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).

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).



## 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).



<b>June</b>	<b>9-10</b>	<b>20-21</b>
<b>2-3 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.  10% discount for ISTC members. Armada, Bromsgrove. <a href="http://www.armada.co.uk/photoshop-training-course">www.armada.co.uk/photoshop-training-course</a> .	<b>Introduction to Adobe Captivate</b> Learn how to develop web enabled e-learning modules and interactive software simulations.  10% discount for ISTC members. Armada, Milton Keynes. <a href="http://www.armada.co.uk/captivate-training-course">www.armada.co.uk/captivate-training-course</a> .	<b>Introduction to Adobe InDesign</b> 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. <a href="http://www.armada.co.uk/indesign-training-course">www.armada.co.uk/indesign-training-course</a> .
<b>6-7 Introduction to Adobe InDesign</b> 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. <a href="http://www.armada.co.uk/indesign-training-course">www.armada.co.uk/indesign-training-course</a> .	<b>13-14 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.  10% discount for ISTC members. Armada, Bromsgrove. <a href="http://www.armada.co.uk/illustrator-training-course">www.armada.co.uk/illustrator-training-course</a> .	<b>23 Advanced technical writing &amp; new trends in technical communication training</b> Advanced technical writing & new trends in technical communication. Discover the advanced new writing styles emerging in technical communication by attending Cherryleaf's popular training course.  Cherryleaf, Central London (WC2R) <a href="https://www.cherryleaf.com/training/trends-in-technical-communication-workshop-advanced-technical-writing-techniques/">https://www.cherryleaf.com/training/trends-in-technical-communication-workshop-advanced-technical-writing-techniques/</a> .



...June	July	7-8	
<p><b>29-30 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, Milton Keynes.</p> <p><a href="http://www.armada.co.uk/illustrator-training-course">www.armada.co.uk/illustrator-training-course</a>.</p>	<p><b>4-8 Technical Authoring Training Programme</b> ISTC-accredited programme comprising:</p> <ul style="list-style-type: none"> <li>• Introduction to technical authoring (1 day)</li> <li>• Intermediate technical authoring (2 days)</li> <li>• Advanced technical authoring (2 days)</li> </ul> <p>Training in core technical authoring skills for new and experienced technical authors.</p> <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>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, Reading.</p> <p><a href="http://www.armada.co.uk/photoshop-training-course">www.armada.co.uk/photoshop-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>30-31 Introduction to Adobe InDesign</b> Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.</p> <p>10% discount for ISTC members.</p> <p>Armada, Reading.</p> <p><a href="http://www.armada.co.uk/indesign-training-course">www.armada.co.uk/indesign-training-course</a>.</p>			

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...July

**12-13 Introduction to Adobe Captivate**  
Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members.

Armada, Bromsgrove.

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

**18-20 Introduction to Adobe RoboHelp**  
Course for beginners, teaches how to use RoboHelp to create online help in most popular formats.

10% discount for ISTC members.

Armada, Milton Keynes.

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

**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.

10% discount for ISTC members.

Armada, Milton Keynes.

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

**21-22 Introduction to Adobe Captivate**  
Learn how to develop web enabled e-learning modules and interactive software simulations.

10% discount for ISTC members.

Armada, Reading.

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

**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.

10% discount for ISTC members.

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.

10% discount for ISTC members.

Armada, Bromsgrove.

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

### June

31-3

### UXPA

User experience professionals association.

Seattle, WA,  
USA

<http://uxpa2016.org/>.

2-3

### soap! 2016

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

Krakow, Poland

<http://soapconf.com/>.

2-3

### ETC 2016

Innovations in software documentation.

Sofia, Bulgaria

<http://etc-conference.eu/>.

5-7

### LavaCon Europe 2016

14th annual LavaCon Conference on Content Strategy and Technical Communication Management.

Trinity College Conference Centre (Temple Bar),

Dublin, Ireland

<http://lavacon.org/2016/>.

...June

**6-8 The Association for Authentic, Experiential and Evidence-Based Learning (AAEEBL) Conference**

AAEEBL's first conference in the U.K.: don't miss this one. In partnership with the Centre for Recording Achievement, and hosted by the University of Edinburgh, this conference promises to be a notable international portfolio learning and assessment conference.

Edinburgh, UK

[www.aaeebl.org/events/event\\_details.asp?id=654245](http://www.aaeebl.org/events/event_details.asp?id=654245).

**7**

**Thames Valley Area Group Meeting**

The meeting is all about being a contract technical writer. The highs, the lows, and what you need to do to become a contractor. 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/istc-thames-valley-area-group-meeting-tickets-25509960980>.

**8-10**

**LocWorld31 Dublin**

A conference for international business, translation, localization and global website management.

Dublin, Ireland

<http://locworld.com/events/locworld31-dublin-2016/>.

**8-9**

**Information Energy 2016**

IEn2016 is all about designing information – by implication, all processes that lead to usable information.

Utrecht, Netherlands

[www.informationenergy.org/](http://www.informationenergy.org/).

**7-8**

**FEISGILTT 2016**

(5th FEISGILTT – 7th XLIFF Symposium – Federated Interoperability)

Dublin, Ireland

<http://locworld.com/feisgiltt2016-cfp/>.

**9-10**

**UA Europe Annual Conference**

At the conference you'll learn the critical factors that contribute to effective user assistance, which in turn results in more successful software.

Budapest, Hungary

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



<b>...June</b>		<b>14-15</b>	<b>SCHEMA Conference 2016</b> We expect about 400 attendees from Germany, Switzerland, Austria, France, Scandinavia, UK, Japan, Italy and USA. Nuremberg, Germany <a href="http://www.schema.de/conference/en/">www.schema.de/conference/en/</a> .	<b>29-2</b>	<b>The Writing Development in Higher Education (WDHE) 2016</b> The theme for this year's conference is 'Spaces and Places to Write'. Each of the conference streams focus on aspects of our pedagogical practice which support engaged learning and student success in (academic) writing. Plymouth University, UK <a href="https://www.plymouth.ac.uk/whats-on/wdhe-2016">https://www.plymouth.ac.uk/whats-on/wdhe-2016</a> .
<b>9-10</b>	<b>TOTh 2016</b> Terminology and Ontology: Theories and applications. Chambéry, Savoie, France <a href="http://porphyre.org/toth/toth-2016-en">http://porphyre.org/toth/toth-2016-en</a> .	<b>17</b>	<b>UX Lausanne 2016</b> UX Lausanne is the first Western Switzerland event dedicated to User Experience Design and surrounding fields. Lausanne, Switzerland <a href="http://2016.uxlausanne.com/">http://2016.uxlausanne.com/</a> .	<b>29-2</b>	<b>EDM 2016 (The 9th International Conference on Education Data Mining)</b> The EDM conference is a leading international forum for high-quality research that mines large data sets in order to answer educational research questions that shed light on the learning processes. Raleigh, NC, USA <a href="http://educationaldatamining.org/EDM2016/">http://educationaldatamining.org/EDM2016/</a> .
<b>10-12</b>	<b>mLearnCon</b> mLearnCon focuses on the management strategies, technology alternatives, and design and development considerations for mobile learning. Austin, TX, USA <a href="http://www.elearningguild.com/mLearnCon/content/3885/mlearncon-2015--mobile-learning-conference--expo--registration-closed/">www.elearningguild.com/mLearnCon/content/3885/mlearncon-2015--mobile-learning-conference--expo--registration-closed/</a> .	<b>19-21</b>	<b>9th EATAW conference 2016</b> European Association for the Teaching of Academic Writing. Royal Holloway, University of London <a href="http://www.eataw.eu/conferences.html">www.eataw.eu/conferences.html</a> .		
<b>10-12</b>	<b>2016 EAC International Conference: A Correction Connection</b> Vancouver, Canada <a href="http://www.editors.ca/conference/2016">www.editors.ca/conference/2016</a> .	<b>23-26</b>	<b>International Writing Across the Curriculum Conference 2016</b> "Writing Across Difference". Ann Arbor, MI, USA <a href="https://iwac2016.org/">https://iwac2016.org/</a> .		

<b>July</b>	<p><b>1-3 10th International Conference on e-Learning</b>  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.</p> <p>Pestana Casino Park Hotel,  Funchal, Madeira, Portugal  <a href="http://elearning-conf.org/">http://elearning-conf.org/</a>.</p> <p>Call of Papers: <a href="http://www.conf-system.org/confman_el2016/author_new.asp">www.conf-system.org/confman_el2016/author_new.asp</a>.</p> <p><b>2-6 SIG Writing Conference (International Conference on Writing Research)</b>  The conference will be preceded by a two-day research school (registration 1st July 2016) in Liverpool Hope University's new Science facilities</p> <p>Liverpool Hope University, Liverpool  <a href="http://www.hope.ac.uk/sigwriting2016/">www.hope.ac.uk/sigwriting2016/</a>.</p>	<p><b>6-9 ICON9 The Illustration Conference</b>  Over 60 speakers will take to the stage over four days at the beautiful Hilton Austin Hotel to inform, inspire and entertain YOU.</p> <p>Austin, TX, USA  <a href="http://theillustrationconference.tumblr.com/">http://theillustrationconference.tumblr.com/</a>.</p> <p><b>8-10 European Writing Centers Association (EWCA 2016)</b>  Speakers are invited to ponder on the (he)art of success(ful) writing centers.</p> <p>University of Łódź, Łódź, Poland  <a href="http://www.writingcenters.eu/">www.writingcenters.eu/</a>.</p> <p><b>10-17 Council of Writing Program Administrators (CWPA 2016) Conference,</b>  Look for the CFP in about a week, and more information about the conference coming soon!</p> <p>Raleigh, NC, USA  <a href="http://wpacouncil.org/node/7027">http://wpacouncil.org/node/7027</a>.</p>	<p><b>13-15 23rd International Conference on Learning (The Learner Knowledge Community)</b>  2016 Special Focus: 'Education in the Age of the Anthropocene.'</p> <p>University of British Columbia,  Vancouver, Canada  <a href="http://thelearner.com/2016-conference">http://thelearner.com/2016-conference</a>.</p> <p><b>17-22 HCI International 2016</b>  18th International Conference on Human-Computer Interaction.</p> <p>Toronto,  Canada  <a href="http://2016.hci.international/">http://2016.hci.international/</a>.</p> <p><b>17-22 DUXU 2016</b>  5th International Conference on Design, User Experience, and Usability.</p> <p>Toronto,  Canada  <a href="http://2016.hci.international/duxu">http://2016.hci.international/duxu</a>.</p>
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## 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

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.

## June

- 1**      **FrameMaker 2015: Setting Up and Installing Mobile Apps**  
In this webinar, you will see how you can also publish your content to an Android or iOS phone using the same Publish pod, and the built-in connection to Adobe's PhoneGap Build service.  
Online (Adobe)  
<https://2016-06-01-sullivan.meetus.adobeevents.com/>.

- 2**      **A New Perspective on Migrating from FrameMaker® to Flare**  
Presented by former Adobe® FrameMaker® Product Manager and industry expert Maxwell Hoffmann, this webinar will cover some of the high-level benefits of developing and managing content in MadCap Flare from a FrameMaker® user's perspective.  
Online (MadCap)

<https://www.madcapsoftware.com/demos/signup.aspx?id=1146299445818345198>.

- 2**      **Creating “Unbreakable Links” with FrameMaker 2015**  
In this third webinar in the “Jang’s F.M. Circus” series, you will learn about a technique that has none of the above disadvantages. Inserting cross-references can be made much more user-friendly and the links can be practically impossible to break. Also, a method to create cross-document links for both PDFs and HTML output is shown.  
Online (Adobe)  
<https://2016-06-02-fm-xref.meetus.adobeevents.com/>.

- 2**      **Understanding Skills Based Learning for Business**  
Join Dr. Allen Partridge, Adobe eLearning Evangelist as he shares an overview of a skills-based approach to learning content development for business.  
Online (Adobe)  
<https://astdwebinar06022016.meetus.adobeevents.com/>.

- 3**      **FrameMaker 2015 – The power of automated Table of Contents**  
Do you need to generate one TOC for multiple documents? No problem. You'll learn how to use Adobe FrameMaker (2015 Release) to generate lists from one document, or 500 docs, in minutes. You can change the text on your headings as often as you like and let FrameMaker keep up with your changes. You'll learn how to quickly update the TOC to reflect your changes.  
Online (Adobe)  
<https://2016-06-03-fm-course.meetus.adobeevents.com/>.

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...June

**7 Customize All the Things! Creating a Unique Help Experience Using MadCap Flare**

In this webinar, hosted by Mike Kelley of InContact, he discusses the different customizations that inContact has implemented to extend the functionality of their Flare outputs. This webinar was adapted from a presentation originally presented during MadWorld 2016.

Online (MadCap)

<https://www.madcapsoftware.com/demos/signup.aspx?id=1146306965706449143>.

**10 FrameMaker 2015 – Creating ePUB and Kindle books**

If you've ever created an ebook WITHOUT using Adobe FrameMaker (2015 Release), you're in for a treat. You can create EPUBs and Kindle files from one source document. In fact, you can use the same source document that you've used to create PDFs and Web Help. You'll learn how to turn your content

into ebooks that can be read on all devices, how to make images in your ebooks responsive, and how to embed metadata without ever opening the HTML files. You just tell FrameMaker what you want, and FrameMaker does it all for you.

Online (Adobe)

<https://2016-06-10-fm-course.meetus.adobeevents.com/>.

**14 Manufacturing Medical Device Content**

This webinar is designed to teach you how you can address the challenges of medical device content with an intelligent content strategy. You'll learn how adopting intelligent content can help you increase regulatory compliance and significantly reduce cost and potential for error.

Online (BrightTALK, presented by Scott Abel.The Content Wrangler, and Ann Rockley, The Rockley Group)

<http://tinyurl.com/z6jybok>.

**16 Responsive Content in MadCap Flare 12: How to Create Responsive Content in Minutes, Not Hours**

In this webinar, Paul Stoecklein will demo this new window pane, showing some concrete examples of how and where it can be used to quickly create responsive content. This webinar was adapted from a presentation originally presented during MadWorld 2016.

Online (MadCap)

<https://www.madcapsoftware.com/demos/signup.aspx?id=1146306991176636648>.

**21 FrameMaker 2015 – Topic-based authoring**

In this webinar you'll learn how to accelerate your productivity with topic-based authoring using Adobe FrameMaker (2015 Release). Warning: This productivity tool may improve your ROI dramatically.

Online (Adobe)

<https://2016-06-21-fm-course.meetus.adobeevents.com/>.

...June	30	30
<p><b>23 WYSIWYN with FrameMaker 2015 – What You See Is What You Need</b></p> <p>In this fourth webinar in the “Jang’s F.M. Circus” series, you will see some examples of WYWIWYN environments. You will learn about the basic techniques required to optimize both the editability and the usability of your content.</p> <p>Online (Adobe)</p> <p><a href="https://2016-06-23-wysiwyn.meetus.adobeevents.com/">https://2016-06-23-wysiwyn.meetus.adobeevents.com/</a>.</p>	<p><b>Handling SVGs inside FrameMaker 2015</b></p> <p>In this fifth webinar in the “Jang’s F.M. Circus” series, you will learn how shapes and texts from SVGs can be made editable in FrameMaker and how hotspots can be created without ever needing an SVG editing application. Also, you will learn how layers in SVGs can be used to create modular technical drawings.</p> <p>Online (Adobe)</p> <p><a href="https://2016-06-30-fm-svg.meetus.adobeevents.com/">https://2016-06-30-fm-svg.meetus.adobeevents.com/</a>.</p>	<p><b>Copyright Demystified</b></p> <p>Copyright is a valuable asset for all of us authors. We ought to be careful about giving these rights away through contracts with publishers or other firms that want to exploit our work. Authors who assigned their rights years ago may be able to get back those rights if the work is no longer being exploited. Join this free one-hour webinar about copyright and how it affects the world you live in.</p> <p>Online (BrightTALK, presented by Scott Abel, The Content Wrangler, and Pam Samuleson)</p> <p><a href="http://tinyurl.com/zr3q3k2">http://tinyurl.com/zr3q3k2</a>.</p>
<p><b>30 Automatic for the Numbers: Understanding and Using Flare’s Autonumbering Capabilities</b></p> <p>In this webinar, Daniel Ferguson of Write Degree Communications, he dives into the details of Flare autonumbering. This webinar was adapted from a presentation originally presented during MadWorld 2016.</p> <p>Online (MadCap)</p> <p><a href="https://www.madcapsoftware.com/demos/signup.aspx?id=1146306999174614351">https://www.madcapsoftware.com/demos/signup.aspx?id=1146306999174614351</a>.</p>		<p><b>Contributions</b></p> <p>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 <i>InfoPlus</i><sup>+</sup>. If you have something you’d like included or any ideas for features and regular sections, please email <a href="mailto:newsletter.editor@istc.org.uk">newsletter.editor@istc.org.uk</a>.</p>