

# Adobe Tech Comm Customer Experience Survey 2018

Share your experience in this 7-minute survey and stand a chance to win exciting prizes!\*

Take the survey



Here's a range of prizes that you could win.



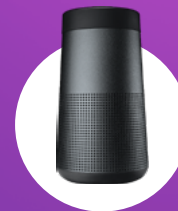
GoPro HERO6



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Apple iPad 9.7-inch,  
32GB



Bose SoundLink Revolve  
Portable Bluetooth 360 Speaker



Echo  
(2nd Generation)



# InfoPlus<sup>+</sup>

June 2018

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The ISTC is the United Kingdom's professional association for scientific and technical communicators, which includes authors, illustrators and information designers.

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This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus<sup>+</sup>* aims to cover anything of interest to the profession. To subscribe, contact the office.

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## ISTC news

### TCUK 2018 – An update

#### Ciaran Dunne announced as third keynote speaker

We are pleased to announce Ciaran Dunne as our third keynote speaker for TCUK 2018.



Ciaran started his career in the electronics and technology industry over 20 years ago having been drawn into the world of engineering from University. He's held a number of different roles that have shaped his knowledge of the industry, spanning engineering, project management, and operations management. He freely admits that when he joined the Partner Enablement Group (PEG) at Arm he knew next to nothing

about technical writing, he now claims to know 'a little bit more' having immersed himself in the discipline by getting to know the 70+ Information Developers in PEG, and leading them through a significant change programme. He took up the position of General Manager of PEG three years ago and it's allowed him to fulfil his passion for creating outstanding customer experiences, and establishing a 'people first' culture in the organisation.

Away from work Ciaran spends as much time as he can with his family and slightly bonkers border terrier.

#### The theme for TCUK 2018

The theme for the 2018 conference: *The Pursuits of a Polymath.*

#### Conference Programme TCUK 2018

We are pleased to announce the programme for TCUK18! We will update it as we receive speaker information, so check back regularly for updates! [http://technicalcommunicationuk.com/?page\\_id=7958](http://technicalcommunicationuk.com/?page_id=7958).



## Volunteer needed – Organiser for ISTC Mentoring Scheme

**Description:** The ISTC Mentoring Scheme pairs Junior Members with experienced volunteer Mentors (Members or Fellows). Mentors provide advice and guidance to people starting out on their technical communication careers in a way that complements and supports any guidance they may be receiving at work. The role of the scheme organiser is to pair up Junior member who want to take part in the scheme with volunteer mentors, and to check in with mentors and Junior members a couple of times each year.

**Time commitment:** 4 hours a month

**Qualifications:** Full member (MISTC or FISTC); any experience of mentoring technical communicators would be an advantage.

**Reports to:** Council Member for Professional Development and Recognition (PD&R), David Farbey

If you would like to find out more about this vacancy, or you want to apply, please email contact David on [education@istc.org.uk](mailto:education@istc.org.uk).

## Maximise your Income – Claim your Tax Deductible ISTC Membership Fees

*By Peter Fountain, ISTC Treasurer*

The end of year tax return and submission isn't much fun, but remembering to claim the tax relief due on ISTC membership fees that you have paid can help a little, and reduce costs accordingly.

These are HM Revenue and Customs (HMRC) allowable deductions if they are amounts you have to pay in order to carry on your profession, or annual subscriptions to certain professional organisations approved by them. If you follow [professional-bodies-approved-for-tax-relief-list](#), ISTC is listed under the letter S as “Scientific and Technical Communicators Institute of” and is therefore included. Note that VAT is not charged on ISTC fees and therefore VAT cannot be reclaimed.

- ▶ *If you run your own business*, the membership fees for the current year can be put through the books as a tax deductible expense, which will reduce the level of Corporation Tax and free individuals from paying their annual subscriptions from taxed income.
- ▶ *If you do not run your own business* but still pay for membership fees, HMRC allows claims for the membership fees for the current year against your tax return. If your claim is for the current tax year, HMRC will usually make any adjustments needed through your tax code as detailed in [tax-relief-for-employees](#).



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In both of the above, older amounts of unclaimed fees can also be claimed retrospectively - though you must claim within 4 years of the end of the tax year that you spent the money.

It is a good idea to keep a receipt in case you are asked to justify the claim, and this is equally the case for fees claimed for previous years although a bank or credit card statement may suffice (the ISTC office may be able to help as a last resort, in cases where HMRC are seeking proof).

The table below shows the current and previous 4 years that may be claimable, as above:

Grade/Year	2014	2015	2016	2017	2018
Student	38	40	42	45	46
Junior and Associate	76	80	84	90	92
Member and Fellow	90	94	99	105	108

All you have to do after that is plan how to spend your refund!

## GDPR update



As you will be aware, the General Data Protection Regulation (GDPR) is a new, Europe-wide law that replaces the Data Protection Act 1998 in the UK. It came into force on 25 May 2018.

Keeping Members' personal data secure and ensuring it is only used in connection with your membership is of the utmost importance to us.

As part of our work to prepare for the GDPR, we have updated the Privacy Statement on the Institute's website and it can be viewed [here](#). This provides information about why we collect your data and how we use it.

We hope you will take the time to read the updated statement and if you have any questions or comments, please [email](#) us.

## Communicator Summer 2018 is coming soon

By Katherine Judge FISTC, Commissioning Editor of Communicator.

The Summer 2018 issue of Communicator is officially published on 8 June.



This issue also gives you details about how you can vote for your favourite Communicator article from Autumn 2017, Winter 2017, Spring 2018 and Summer 2018.

Here's what you can look forward to:

- **Creating user forms: part 3** — Coding an interface for your Microsoft Word VBA code.
- **How I fought the elements and lost** — Written in 1988, this article shares details of the author's working environment in the 1970s and 1980s.



- **Information 4.0: technologies and issues** — Describing Information 4.0 technologies and their issues through contextualisation, content and output.
- **Open Standards** — Looking at the benefits of working in an open environment.
- **Options for mobile publishing** — Mobile friendly website, Hybrid app, Progressive web app or a Native app? Which option is best for your organisation? This article assists with your decision-making.
- **Service 4.0 and restful sleep** — Can good documentation change your work life? This article describes how the latest technology can help.
- **Seven tips towards effective researching** — Offering some suggestions on effective researching. The author believes the value of learning only enhances when passed on.
- **Technical author or communicator?** — In the age of instant gratification, we need to recognise the way the internet is changing how communicate with the reader.
- **What does the future hold?** — Do we need to widen our skill set? Predicting the future for technical communication.

Catch up with the latest ISTC news and contact information: Area groups, Business affiliates, From the editor, ISTC directory, Member news, President's view, TCUK news and UK Technical Communication award news.

*Communicator* includes regular columns: A day in the life, Adobe tips, Book review, Controlled language, Editing, Ethical dilemmas and MadCap tips.

To receive a copy of *Communicator*, join the [ISTC](#), [subscribe](#) to the quarterly publication or [purchase](#) a PDF of this issue.

We are always looking for new content for *Communicator*. If you're interested in contributing or giving feedback, please send Katherine an [email](#).

Enjoy reading the Summer issue.

## UK Technical Communication Awards

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



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

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

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Receive professional feedback  
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ISTC

Closing date  
31st July 2018

## ISTC local area and special interest groups

The ISTC area groups offer an opportunity for technical communicators to network and share knowledge and expertise. The groups are open to everyone from all industries in the local area (you don't even need to be an ISTC member to attend), and it's free. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Special interest groups give you an opportunity to meet people in your own industry.

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### Thames Valley Area Group

At the May Thames Valley local group meeting, we discussed video communications. It turned into a bit of a retrospective as we fondly recalled AOL, MSN Communicator and other long-gone software.

### Thames Valley Area Group next meeting

On 5th June, the group will be meeting at the usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7pm. We are going to look at a tech comm super hero. Think about a super hero's name, their outfit, their super power, their nemesis, possible mode of transport and alter ego. All welcome!

The Thames Valley group will also be visiting Bletchley Park on Saturday 9th June from 11am. You and guests are welcome to join us. Please would you register your

interest via Eventbrite here: <https://www.eventbrite.co.uk/e/istc-bletchley-park-visit-tickets-45641889119>.

The organiser for both events is Darren Mitcham and he may be contacted via email: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

### Hyperlinks disclaimer

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

## Current ISTC local area groups

If you're interested in attending please contact the local organiser or email [istc@istc.org.uk](mailto:istc@istc.org.uk). If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dumic at: [areagroupsmanager@istc.org.uk](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>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechwriters@istc.org.uk">irishtechwriters@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	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	Jennifer van den Broek	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Charles Addison	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Area group leader wanted	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	<a href="mailto:MadSIG@istc.org.uk">MadSIG@istc.org.uk</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.**

## 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)

### 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 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).

## Business affiliate news



### Introducing MadCap Flare 2018: Cloud-Based Editing, Elasticsearch, MadCap Analyzer Functionality, and More

*This article originally appeared on the [MadCap blog](#).*

We're excited to announce the new release of [MadCap Flare 2018](#), introducing a number of significant features that provide users

with enhanced functionality and flexibility. In this new release, we're empowering entire documentation teams with features such as cloud-based editing and review capabilities, extended search options for HTML5 outputs, integrated MadCap Analyzer functionality, and much more.

Here's a look at what's new with MadCap Flare 2018:

#### New cloud-based, platform-independent editing for streamlined SME contribution and review

A lot of users have been asking for this particular feature, and we're excited to announce a streamlined entirely cloud-based contribution and review workflow between Flare and MadCap Central. With the integration between MadCap Flare and MadCap Central's new cloud-based editor, anyone in your organization can now contribute and review Flare content – whether they're a Flare user or not. This feature is a great opportunity to enhance team collaboration, as subject matter experts, authors, and other non-Flare users can easily review and annotate content regardless of platform (Mac or Windows) by simply using a web browser.

With this new workflow, everything is cloud-based, meaning that non-Flare users such



as subject matter experts don't need to install any additional software to review content. Since contribution and review completely takes place in the cloud, all they need to do is log in and access MadCap Central. Subject matter experts have access to the lightweight web editor for a simplified interface, and can only view options and features that are relevant to the contribution and review process. Changes are saved automatically, and multiple SMEs and authors can edit and add comments simultaneously.

### **Extend search functionality for HTML5 outputs with Elasticsearch**

Elasticsearch is an open-source, RESTful, distributed search and analytics engine that enhances the way that your users search and find the information they need. This new search option can now be added to HTML5 Top Navigation, Side Navigation (new with this release), and Skinless websites. Elasticsearch improves the search experience by offering your readers predictive results, auto-completion of search terms, and more.

### **MadCap Analyzer functionality is now built into MadCap Flare**

MadCap Analyzer's features and functionality are now included and built into Flare. MadCap Analyzer offers powerful project analytics and reporting features not available by any other vendor/tool in the industry. For those not familiar with MadCap Analyzer, these features include:

- ▶ Quickly find and fix critical issues
- ▶ Cross reference suggestions
- ▶ Suggestions for snippets and variables, and the ability to convert text to these reusable object quickly
- ▶ Management of unused content
- ▶ Style suggestions
- ▶ And more

### **New Side Navigation HTML5 output now available**

Want to display topic navigation on the left or right side of your outputs? Flare now includes a side navigation HTML5 output, in addition to the previously released and popular Top Navigation output (to take a look at examples of Top Navigation outputs, view the [Customer Showcase](#)). This new output lets you take advantage of traditional

side navigation elements of tripane-style Help sites, with the benefits of improved SEO and user experience of frameless Top Nav outputs.

### **Additional new features, bug fixes, and enhancements**

Additional new features include:

- ▶ Enhancements to Salesforce Connect add support for multiple languages and the latest platform, Salesforce Lightning.
- ▶ Automatically synchronized tables of contents (TOCs) highlight the topic that is open as a user navigates from one topic to the next in HTML5 output.
- ▶ Microsoft product versions now supported include SharePoint 2016, SharePoint 365 and Team Foundation Server 2018.
- ▶ Two multimedia products that are tightly integrated with MadCap Flare are now bundled in at no extra cost: MadCap Capture for image capture and editing, and MadCap Mimic for creating videos and software simulation movies.

Flare 2018 also comes with a number of bug fixes, performance enhancements, and more. Take a look at our [What's New topic](#) to see the full rundown of all the changes.

## Adobe Tech Comm Customer Experience Survey 2018



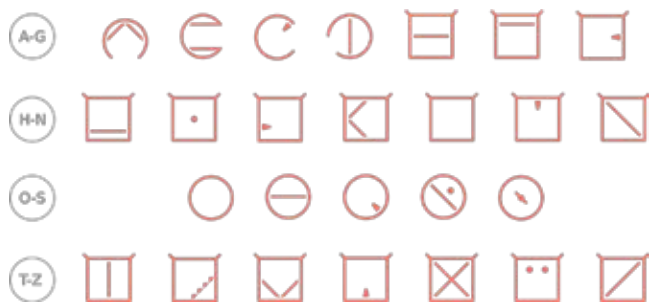
If you haven't done so already, don't forget to take the [Adobe Tech Comm Customer Experience Survey 2018](#).

At Adobe, we continuously strive to give our customers the best experience. Share your experience with us in this 7-minute survey and stand a chance to **win fabulous prizes!**

## Industry and general news

### Could this easy-to-learn tactile typeface replace braille?

The article below was written by Like Dormehl and originally appeared on the [Digital Trends website](#).



Braille, the tactile writing system used by people who are visually impaired, helps transform life for people who are unable to see. It allows them to read information in books and magazines and, thanks to technologies like [refreshable braille displays](#), on computers. However, not everyone is able to learn braille. Originated in 1824, the language wasn't designed for ease of use, but rather around the technological capabilities of the tools of its day.

Entrepreneur Andrew Chepaitis discovered just how difficult braille can be when his grandmother lost her vision and was unable to pick up the new language. Working with his mother, a student of human factors design, Chepaitis went on to develop a new font which, he claims, is significantly easier to learn. Rather than taking months at a time to learn, Chepaitis' ELIA Frames font can reportedly be learned in just a few hours. According to Chepaitis, after 5 to 11 years of learning braille, readers have an average reading speed of 23 words per minute. With ELIA, a person can achieve 25 words per minute after just 60 hours of study.

"We customized the standard alphabet for tactile reading," he told Digital Trends. "It is raised print, optimized for a specific use case. We set about applying best practices

from the field of human factors design to the standard alphabet. But standard alphabet letters weren't made for tactile reading, so we pushed the basic elements of each letter to the edges of a given space by using a frame. We then added the core elements of the letters to the interior of the frame, and iteratively tested letter designs to identify what is easiest to feel."

Chepaitis said that his ELIA Frames font could be used to help the roughly 8.4 million people in the U.S. and 284 million people worldwide who have a visual impairment. The ELIA Frames font can be added to a computer font library like Times New Roman, Helvetica or Arial. Going forward, the plan is to develop a commercial printer that can print ELIA Frames documents.

To raise money, the team is currently hosting a [Kickstarter campaign](#). While we offer [all our usual warnings](#) about the risks of crowdfunding campaigns, if you do want to get involved, a \$25 pledge will (hopefully) secure you an ELIA Frames silicone overlay for your keyboard. Larger amounts will get you a learning starter kit or classroom kit. Shipping is set for September 2018.

*Introducing*



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## New version of the Roadmap of Web Applications on Mobile

*This article originally appeared on the [w3.org blog](http://w3.org/blog).*

W3C has published a new version of [its Roadmap of Web Applications on Mobile](#), an overview of the various technologies developed in W3C that increase the capabilities of Web applications, and how they apply more specifically to the mobile context.

The contents of the roadmap have been updated to follow the evolution of the Web platform in the past few months, as well as to address feedback received on the January 2018 version. See the [Change history](#) for details. Among other changes, the new roadmap describes on-going exploratory work on:

- ▶ The Web Share API and Web Share Target API in [Application Lifecycle](#),
- ▶ Requesting/Revoking permissions and Feature Policy in [Security and Privacy](#), and
- ▶ Element Queries in [Device Adaptation](#).

It also features useful technologies for mobile devices that were missing from the previous version, such as:

- ▶ CSS Grid Layout and the CSS font-display property in [Graphics and Layout](#),
- ▶ the Streams specification in [Network and Communications](#), and
- ▶ the passive flag for event listeners in [Performance and Tuning](#).

Last but not least, accessibility aspects are better covered in the [User Interaction section](#).

Implementation information now describes status on mobile browsers when known, and warns when a prefix is required or when a flag must be set to use a feature. The implementation info also links to the Web Platform status source from which it was gathered (Can I use?, Chrome Platform Status, Microsoft Edge web platform features status and roadmap, WebKit Feature Status).

## Blog news

*By Ginny Critcher*

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

Scriptorium's Sarah O'Keefe tells us why single sourcing is dead and how shared pipes are the future:

<https://www.scriptorium.com/2018/04/>

[single-sourcing-dead-long-live-shared-pipes/](#).

Sarah Maddox on the Ffeathers blog gives her thoughts on the highs (and technical glitches) of the recent Write the docs Australia group meeting held entirely in cyberspace:

<https://ffeathers.wordpress.com/2018/05/03/thoughts-on-a-remote-write-the-docs-meetup/>.

Tom Johnson's blog I'd rather be writing, ponders whether you have to relocate to an urban tech hub to find a technical writing job in the States:

<http://idratherbewriting.com/2018/04/27/tech-dystopia-and-where-the-tech-comm-jobs-are/>.

A useful page listing Camtasia shortcuts on Iconlogic's Logical blog:

<http://iconlogic.blogs.com/weblog/>.

Pradeep Kumar on Hellbound Bloggers gives tips on writing blog content that people will actually want to read:

<https://hellboundbloggers.com/writing-blog-content-that-people-will-actually-want-read/65998/>.



Jennifer Allum, Nick Tait and Alan Wright on the Government Digital Service blog explain how Agile is used to build and run GOV.UK

<https://gds.blog.gov.uk/2018/04/26/gov-uk-a-journey-in-scaling-agile/>.

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, Eston and Cherryleaf are ISTC Business Affiliates.

### MadCap training

For details of the latest MadCap Software Training Schedule visit: [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 – Customer Reaction and Testimonials

<https://www.madcapsoftware.com/customers/reviews-testimonials/madcap-flare/>.

## June

14

### Policies and procedures writing training course

Cherryleaf's policies and procedures course teaches your staff how to write clear and effective policies and procedures, in a straightforward and efficient way.

Cherryleaf, London

<https://www.cherryleaf.com/training/procedures-writing-courses-beginner-and-advanced/>.

14-15

### Introduction to Adobe Captivate

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

10% discount for ISTC members.

Armada, Reading.

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

## ...June

### 25-26 Introduction to Adobe FrameMaker

Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features.

10% discount for ISTC members.

Armada, Newbury.

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

### 25-29 Technical Authoring Training Programme

ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Training in core technical authoring

skills for new and experienced technical authors.

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

### 28-29 Authoring structured FrameMaker documents

Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates. 10% discount for ISTC members.

Armada, Newbury.

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

## July

### 2-3 Introduction to Adobe FrameMaker

Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features.

10% discount for ISTC members.

Armada, Newbury.

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

10% discount for ISTC members.

Armada, Bromsgrove.

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



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...July

**5-6 Introduction to Adobe Captivate**

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

**5-6 Introduction to Adobe InDesign**

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

10% discount for ISTC members.

Armada, Reading.

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

**9-10 Creating Element Definition Documents (EDDs)**

Teaches how to:

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

10% discount for ISTC members.

Armada, Newbury.

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

**17-18 FrameMaker Template Creation**

Teaches everything you need to be able to:

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

10% discount for ISTC members.

Armada, Newbury.

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

**19-20 Introduction to Adobe InDesign**

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

**19-20 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/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

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## Online training courses

### Cherryleaf

WriteLessons, our new training product, provides you with access to a range of online courses in technical communication <http://cherryleaf.teachable.com/>.

We also offer online training courses in:

#### **Technical Author/Technical Writing**

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

#### **Advanced technical communication**

<https://www.cherryleaf.com/training/writelessons/>.

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 training course

- Introduction to Content Strategy course
- Documenting REST APIs
- Managing Software Documentation Projects
- Writing and designing embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

### Firehead

#### **Learn FrameMaker 2017**

<http://firehead.net/training/learn-framemaker-2017/>.

#### **Learn adaptive content modelling**

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

#### **Creating mobile apps without coding**

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

#### **Customer journey mapping**

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

### ESTON Training

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

[www.estontrg.com/technicalcommercial-authorship/](http://www.estontrg.com/technicalcommercial-authorship/).

#### **Simplified English Course**

[www.estontrg.com/english-language-courses/](http://www.estontrg.com/english-language-courses/).

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

[www.estontrg.com/standard-generalised-mark-language-sgml-course/](http://www.estontrg.com/standard-generalised-mark-language-sgml-course/).

#### **Editing and Publishing Magazines Course**

[www.estontrg.com/editing-publishing-magazine-course/](http://www.estontrg.com/editing-publishing-magazine-course/).

#### **Report Writing Course**

[www.estontrg.com/report-writing-course/](http://www.estontrg.com/report-writing-course/).

#### **Business English Course**

[www.estontrg.com/business-english-course/](http://www.estontrg.com/business-english-course/).



# Events listings

If you know of an event that will be of interest to readers, please let us know. You can send details by email to [events@istc.org.uk](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

- 1 CSSconf EU**  
CSSconf EU is a one-day, one-track community conference that unites world-class speakers, top-notch engineers & web designers, and many more with an affinity for CSS.  
Berlin, Germany  
<https://2018.cssconf.eu/>.

- 3-6 MadWorld 2018**  
With 40 main conference sessions, 8 advanced training workshops, more than 20 expert speakers, and an ever-expanding community of passionate users, MadWorld is a must-attend event designed to maximize your learning and professional development.  
Hotel del Coronado, San Diego, CA, USA  
<https://www.madcapsoftware.com/conference/madworld-2018/>.

- 5 Thames Valley Area Group Meeting**  
We are going to look at a tech comm super hero. Think about a super hero's name, their outfit, their super power, their nemesis, possible mode of transport and alter ego.  
Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 19:00.

- 5 Build your Docs career: All-Day Event**  
At this day-long conference, organised by Write the Docs London in collaboration with GDS, we will hear from those who have gained new skills, and discuss how to manage and develop your career in documentation.  
Government Digital Service (GDS), Whitechapel Building, 10 Whitechapel High St, London E1 8DX  
<https://www.meetup.com/Write-The-Docs-London/events/248304896/>.
- 6-8 LocWorld37 Warsaw**  
The theme is "Digital Transformation".  
Warsaw, Poland  
<https://locworld.com/events/locworld37-warsaw-2018/>.

...June	14-15 ContentEd	July
<p><b>8 Pixel Pioneers Bristol</b> A one-day conference of practical and inspiring talks, featuring eight world-class speakers, preceded by a choice of two full-day workshops, plus side events. M Shed, Museum St, Bristol BS1 <a href="https://pixelpioneers.co/events/bristol-2018">https://pixelpioneers.co/events/bristol-2018</a>.</p>	<p>Europe's only content strategy conference for the education sector. London <a href="http://contentedlive.com">http://contentedlive.com</a>.</p>	<p><b>4 Panel discussion: Agile and technical writing</b> Hosted by Bristol Technical Writers Meetup, join us to listen to a senior technical writer and a Certified Scrum Master in conversation. Bristol <a href="https://www.meetup.com/Bristol-Technical-Writers-Meetup/events/250585634/">https://www.meetup.com/Bristol-Technical-Writers-Meetup/events/250585634/</a>.</p>
<p><b>9 Thames Valley Area Group Day Trip</b> The Thames Valley group will also be visiting Bletchley Park on Saturday 9th June from 11am. You and guests are welcome to join us. Please would you register your interest via Eventbrite here: <a href="https://www.eventbrite.co.uk/e/istc-bletchley-park-visit-tickets-45641889119">https://www.eventbrite.co.uk/e/istc-bletchley-park-visit-tickets-45641889119</a>.</p>	<p><b>14-15 CSS Day</b> On Thursday 14th and Friday 15th of June, 2018, CSS Day is returning with two conference days: a UX Special on Thursday, and a regular CSS Day on Friday. Amsterdam, The Netherlands <a href="https://cssday.nl/2018">https://cssday.nl/2018</a>.</p>	<p><b>24-25 Judicious Editing</b> On the heels of the IDEAS Winter 2018 conference, Writing Well, comes Judicious Editing, the IDEAS Summer 2018 conference. It doesn't matter how good your writing skills are, you can always benefit from another set of eyes. Online <a href="https://ideas.infomanagementcenter.com/">https://ideas.infomanagementcenter.com/</a>.</p>
	<p><b>17-18 Digital Summit</b> The definitive digital marketing gathering. Denver, CO, USA <a href="https://denver.digitalsummit.com/">https://denver.digitalsummit.com/</a>.</p>	
	<p><b>29 Collaborate Bristol 2018</b> The definitive digital marketing gathering. Watershed, 1 Canon's Road, Bristol, BS1 5TX <a href="https://www.eventbrite.co.uk/e/collaborate-bristol-2018-tickets-41871207910">https://www.eventbrite.co.uk/e/collaborate-bristol-2018-tickets-41871207910</a>.</p>	

# 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+* is 24th of the month preceding publication.

## June

### 14 **Building all kinds of learning interactions without programming in Adobe Captivate**

During this session, you will learn simple ways to add interactivity in your eLearning courses using interactive objects, multi-state objects, drag and drops, and simple actions in Adobe Captivate.

Adobe

<https://elgwebinar06142018.meetus.adobeevents.com/>.

20

### **Madcap Flare and Madcap Central**

Looking to learn about all of the exciting new features and enhancements available now in MadCap Flare and MadCap Central? Over the course of an hour we'll take a look at the new streamlined contributed and review workflow in the cloud, the powerful new Elasticsearch option for HTML5 output, project analysis functionality now built into Flare, a new Side Navigation HTML5 output for tripane-style Help and support sites, and much more.

Join product evangelist Jennifer Morse and sales engineer Justin Bondoc for a webinar session new and experienced Flare and Central users alike will appreciate. We'll even have time at the end of the webinar to answer a few questions from attendees.

8:00-9:00 am (Pacific Time) Online Webinar

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

### ***InfoPlus+* submission deadlines**

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

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

### **Contributions**

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