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InfoPlus⁺

November 16

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

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

Advertising: Felicity Davie
Editorial: Newsletter Editor
Letters: Letters Editor
Events: Events Editor
Blogs: Blogs Editor

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

ISTC news October, a recap

By Louise Fahey, InfoPlus⁺ editor

"I'm so glad I live in a world where there are Octobers." - L.M. Montgomery, Anne of Green Gables

October came and went and there is a nice chill in the air since we published the last edition of *InfoPlus⁺*. The leaves have also changed colour which means it's officially my favourite time of year! To recap on some noteworthy events that happened in October: the clocks changed, a new Bake Off champion was crowned, the Nobel Prize in Literature for 2016 was awarded to Bob Dylan, and Liz Gregory won the ISTC's first Halloween short story competition!

I also had a busy month in between picking a Halloween costume and a brief trip to Dublin for a family party. At the start of the month, I completed my first Ask Me



Anything (AMA) session in the ISTC Discussion Forums (more on that later in this edition of *InfoPlus⁺*). If you haven't taken part already, then I'd highly recommend you do! As a volunteer, you're presented with some interesting questions that really get you thinking. Think agony aunt for any tech comms issues the ISTC community has! If volunteering to answer questions isn't your cup of tea, then submitting a question is also a great way of gaining useful information.

In mid-October I also spoke to Carol Leahy, ISTC Community Team Leader, about ideas for *InfoPlus⁺*. We came up with a list of things we'd like to include in *InfoPlus⁺*. I won't give too much away, but in the coming editions of *InfoPlus⁺*, expect to read more updates from ISTC council members on what they've been up to.

Carol and I also discussed some ideas for making the back page of *InfoPlus⁺* a bit more light-hearted. If anyone has suggestions on

what we can do to liven up the back page (maybe by including word games, short stories, etc.), or indeed on anything else they'd like to see in *InfoPlus+*, please drop me an email on newsletter.editor@istc.org.uk.

The month ahead

Don't let the dark evenings put you into hibernation! If you're looking for something to do during the month of November, why not:

- Contact Cecily Roberts to volunteer for an AMA session.
- Contact Emma Sheridan if you'd like to become a deputy event organiser for area group meetings in your local town/city in the Yorkshire area. Emma's contact details appear under the write up for the Yorkshire Area Group meeting in this edition of *InfoPlus+*.
- Take a look at some of the presentations (including one from yours truly!) from this year's TCUK conference.
- Attend a local area group meeting (side note: this is top of my list for November as I missed the October Thames Valley meeting due to a passport issue – not because I needed a valid passport to attend, but rather I was sorting out documents in an attempt to replace my damaged passport!)
- Watch a webinar or read a blog post. As always, Cherryleaf's Ginny Critcher has provided *InfoPlus+* with an extremely useful roundup of tech comms blog posts from the last month.
- Check out MindTouch's list of Content Strategist Influencers for 2016 and see if you know anyone on it. You can find a link to the full list in the "Industry and General News" section of *InfoPlus+*. I met a few people on this list at TCUK16 and was very impressed with their presentations.
- Analyse some Bob Dylan lyrics and decide for yourself whether he, according to the Nobel Prize Committee, "... created new poetic expressions within the great American song tradition".
- Enjoy the Bonfire Night fireworks.
- Replace the "Great British Bake Off" with "I'm A Celebrity... Get Me Out Of Here!" in your viewing schedule.
- Finally, why not send some content my way for *InfoPlus+*? Short and sweet articles of around 600-700 words are always welcome.



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I think that should be enough to fill those dark evenings.

As well as preparing the next edition of *InfoPlus+*, my plans for November include learning to ski (I recently booked my first ever snow holiday for February and am a strong contender to become the next Eddie "The Eagle") and also updating the ISTC Events calendar. More about both activities in the December edition of *InfoPlus+*!

Winner of the ISTC Community Halloween short story competition



By Carol Leahy, ISTC Community Team Leader

ISTC Community is pleased to announce Liz Gregory as the winner of our first ever short story competition. Entitled “The Curse of the Grocers’ Apostrophe”, Liz’s story is available to read online on the ISTC website.

Congratulations to Liz and thanks to everyone who submitted an entry!



“Ask Me Anything” sessions

By Cecily Roberts

Our “Ask Me Anything” sessions returned in October, with *InfoPlus+* copy editor Louise Fahey answering questions. Louise took questions on what made her switch from

law to tech comms, the difference between technical comms and its perception in the Republic of Ireland and the UK, challenges as copy editor *InfoPlus+*, and much more! You can read the full session here (if you’re an ISTC member and logged on): www.istc.org.uk/our-community/discussion-forums/topic/ama-louise-fahey/. Thank you very much to everyone who contributed to the questions and discussion.

AMA November

We have Mike Unwalla of Tech Scribe joining us on Monday 14 November. In his own words: “I’m happy to answer questions about STE and related topics. By ‘related’, I mean anything that the questioner thinks is related: plain English, terminology, creativity vs. control, writing for people who read English as a second language.”

If you would like to ask Mike a question, log on to the Discussion Forums section of the ISTC website on Monday 14 November. You will see a new post, introducing him 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, Mike 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.

Volunteers wanted

If you would like to volunteer for one of our “Ask Me Anything” sessions, we would love to hear from you! You can volunteer with a colleague and/or opt for “anything” to be limited to a particular field. Please email Cecily Roberts on cecily.techauthor@gmail.com for more details.

TCUK16 presentations

Presentation slides from the TCUK16 conference, by kind permission of the respective presenters, are now available online at the following link:

http://technicalcommunicationuk.com/?page_id=6766.

Stay tuned for updates as the slides come in.



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.

Thames Valley Area Group meeting report

From Darren Mitcham

Once again we had strong support from our regulars and another new member joining the Thames Valley area group. As more than half of our TV members had been to TCUK,

we took the opportunity to discuss the various presentations we had seen. Indeed as TCUK runs three streams, it was even useful to hear about presentations that the attendees had missed.

Thames Valley Area Group next meeting

The November meeting will be held on Tuesday 1st November at the Bird-in-Hand Country Inn, Knowl Hill, near Reading from 19.30 hours when we will be discussing the riveting subject of archiving documents. 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-1st-november-2016-tickets-28650167422>.

The organiser for the event is Darren Mitcham who may be contacted by email: thamesvalley_areaagroup@istc.org.uk.

Yorkshire Area Group meeting report

From Emma Sheridan

The first meeting of the Yorkshire Area Group since 2014 was held on 29th September. It was also the first meeting organised by the new coordinator, Emma. The meeting was an opportunity for Emma to meet the rest of the group (attendees included Mike Mee, Mike Unwalla, Alistair Murphy & Nick Tonge) and to discuss ways in which we could get the group more active again.

The meetup was held in The Old Queen's Head in Sheffield which is the oldest public building in the city. Although a little busy, the group were able to get some great conversations going. Mostly focussed on moving the group forward and increasing interaction.

Future activities

It was noted, that members of the group are widely spread around the Yorkshire county.

Yorkshire is the largest county in the UK and as such there are people who live on the opposite side of Yorkshire to Sheffield and would need to travel 60-100 miles to attend. It was clear that we needed to consider hosting face to face meetups in other cities throughout the region.

We are therefore looking for 2-3 members of the Yorkshire technical communication community to volunteer as deputy event organisers and to host meetups in their city. Anyone interested should email Emma at yorkshire_areagroup@istc.org.uk.

It was also clear that there was a desire to regularly communicate with each other outside of the face to face get together and that the LinkedIn group did not support this well enough. We talked through a number of ways to make use of modern technology and the Internet to build a more 'online' community aspect to the group.

Emma has set up and invites technical communicators in Yorkshire to join our new Closed Facebook Group [<https://www.facebook.com/groups/1857848667770545/>]. We hope this will allow community members to interact socially, share ideas, problems, news items and job opportunities more regularly.

The group also felt it would be useful to have a mixture of events. There is a strong desire for social events where people can get together in an informal setting to chat and have a drink. However, there was also a desire for more formal and structured meetings; providing value to the members of the group through sharing of knowledge/experience and input from outside experts.

In the first instance, meetings will be run either as a:

- Social Meetup (Drinks and potentially food around Christmas and in the summer)
- Lean Coffee (An agenda-less and interactive structured meeting 2 times per year)
- Presentation/Talk (From either a member of the area group, a member of another area group or an outside speaker)

We are looking for volunteers to give presentations to the group. If you are interested in presenting to the group, please email Emma on yorkshire_areagroup@istc.org.uk.

Yorkshire Area Group next meeting

The date for the next meeting, which will be our Christmas Meetup will be on Thursday 1st December. More details to follow.

Thank you to all those group members who came along to our September meeting, I look forward to meeting you again both online and in person soon.

We also welcome more members to join in with both our face to face and online get togethers, please join the Facebook Group [<https://www.facebook.com/groups/1857848667770545/>] , LinkedIn Group [<https://www.linkedin.com/groups/4662452>] or email Emma on yorkshire_areagroup@istc.org.uk.

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Current ISTC local area groups

If you're interested in attending please contact the local organiser or email 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.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Northern Ireland	Alex Mansell	nireland_areagroup@istc.org.uk
Southern	Marjorie Jones	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
Yorkshire	Emma Sheridan	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@istc.org.uk

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
- ISTC Community www.linkedin.com/groups/8440733

England

- Cambridge Technical Communicators www.linkedin.com/groups/1805651
- London – N/A
- ISTC Midlands Area Group www.linkedin.com/groups/4835591
- North East England – N/A
- ISTC NW England www.linkedin.com/groups/2445779
- Southern Area Group www.linkedin.com/groups/4795279
- ISTC South West England www.linkedin.com/groups/8269000
- Thames Valley Area Group www.linkedin.com/groups/4805266
- Yorkshire www.linkedin.com/groups/4662452

Wales

- South Wales Group www.linkedin.com/groups/5161265

Scotland

- East of Scotland – N/A
- West of Scotland Area Group www.linkedin.com/groups/5081412

Ireland

- ISTC Irish Group – N/A
- Irish Technical Writers – An ISTC Area Group
www.linkedin.com/groups/3369559

Special interest group

- MadCap UK and Europe Users Group
www.linkedin.com/groups?gid=5081593

Using Eventbrite to register attendance at area group meetings

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

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

ISTC Community online

The ISTC Community has its own digital presence in social media networks including Twitter, Facebook and LinkedIn. Following these networks you'll be able to keep up to date with news, events, area group developments and other community activities.

Facebook: www.facebook.com/istccommunity.

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

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

Business affiliate news

Save the date for Adobe DITA World 2016

The following information appears on the Adobe website at: <https://2016-adobe-dita-world.meetus.adobeevents.com/>.

From November 2 to November 4 we're going to host the first Adobe DITA World 2016 Online Conference. We will offer a comprehensive program with the world's leading Technical Communication, Marketing, DITA®, Content Management and Translation Experts experts about DITA, Adobe FrameMaker, Adobe's new DITA CCMS (XML Documentation Add-on for Adobe Experience Manager) and many additional solutions in the content ecosystem.

The program will offer a wide range of topics, from high-level strategic approaches to very practical sessions. We will discuss how Adobe is helping to connect the dots between Technical Communication and Marketing Communication. We will talk about moving from Word or classic FrameMaker to DITA with FrameMaker, authoring DITA, enhancing the authoring experience and improving content quality, managing DITA, translating DITA and publishing DITA across multiple channels.

MadWorld 2017 Conference: Full schedule and speaker line up now available



The MadWorld 2017 conference returns April 2-5, 2017 to the Hard Rock Hotel in downtown San Diego's iconic Gaslamp Quarter.

With 40 sessions, more than 20 expert speakers and hundreds of passionate users, MadWorld is a technical communication and content strategy conference like no other. Add three special networking events, a Hospitality Lounge for one-on-one technical support, and a full-day advanced workshop following the main conference, MadWorld is a conference you don't want to miss.

To view the MadWorld 2017 Conference Schedule, see: www.madcapsoftware.com/events/madworld/schedule/.

Semcon announces new facility in Germany



Semcon is building a new facility in Ingolstadt to provide even better service for the local car manufacturers and suppliers. With a total surface area of 5,400 m², Semcon will have the capacity to perform a wide variety of engineering and advanced testing in one place while improving efficiency. The new site opens in July 2017.

"The new facility gives us an important platform for the future. Instead of four different sites in the Ingolstadt region, we are now gathering our operations into one large capacity facility," says Udo Glenewinkel, President for the Engineering Services Germany business area.

"This means we can offer complete engineering solutions to our customers and help them to perfect their products for the end-user," he adds.

The new site will be built in the highly expansive Interpark area in Ingolstadt, with good transport connections to many of Semcon's customers. The total capacity

comprises office space of 1,800 m² for 125 workplaces and workshop space of 3,600 m². Construction will begin in the autumn of 2016 and the building will be open for business from 1st July 2017.

Semcon is consolidating the various pieces of test equipment from the former project locations into the new site, and therefore will be able to test both full vehicles and components in one facility with improved efficiency. Together with top modern workplaces, generous parking and other conveniences, the building is designed to attract both new customers and employees.

To read this press release in full, see: <http://mb.cision.com/Main/1934/2101072/574827.pdf>.

Clifford Sells Ltd. ringing the changes with updated website

After six years we thought it was about time for a change, so welcome to our new website.

We think it's much clearer, less cluttered, and certainly less verbose, than before. We like it and hope you do too.



Constructive feedback is always welcome. If you have comments you'd like to share please feel free to send them to info@cliffordsells.com.

You may also notice there's a blog page at last. We're encouraging guest bloggers so, again, feel free to submit your content/blog post for our monthly guest blogger spot.

To see our new website, please go to: www.cliffordsells.com/.

Industry and general news

Motivations for studying CIT's MSc in Information Design and Development

By Philip Large

In the [October edition of InfoPlus⁺](#), we heard from the course directors of Cork Institute of Technology's new MSc in Information Design and Development. This month, Philip Large,



Philip Large, student on CIT's MSc in Information Design and Development

a student on the programme, discusses his motivation for taking the MSc and his experience on it so far.

Making the decision to study Information Design and Development

Actually, my decision was quite spontaneous to enrol in this course, as I wasn't aware it existed until recently. I had previously investigated courses in instructional design and tech writing but couldn't find any suitable since a lot of them were based in the US and I was looking more for a qualification that was in Ireland or the UK. I have been a life-long learner having gained all my qualifications part-time (BSc. In Information Systems, Master of Business) and by distance (PG Diploma in HR and PG Cert in Research) so I saw the MSc in Information Design and Development as a good opportunity to move a different direction in my career.

My background over the last 12 years has been in the academic area, having taught at college level in Vietnam and in the UAE. As part of being an academic, I have had to design curriculums, design slides presentations and create assessments. My audience has been second-language learners so I often have to simplify difficult business and IT concepts. Previous to

my academic career, I worked in IT/admin roles in Ireland for about 10 years so I was looking to consolidate my experience which attracted me to the area of technical communication.

After doing some online research I saw that there were numerous job prospects in technical writing but also that this skill may serve as a stepping stone to other roles such as professional training and/or instructional design.



Why study at CIT?

Through a Google search I found that CIT (Cork Institute of Technology) in Ireland offered an online Masters course in Information Design and Development which suited me as I currently live in the UAE. From my knowledge, CIT has a good reputation for providing job-ready graduates to the job market. They provided very comprehensive details about each of the courses they

offered on the program. I had some knowledge about HTML/XML and the other courses seemed interesting and challenging. I also saw that the lecturers had solid educational backgrounds, with all holding PhDs in technical areas.

From looking at the job descriptions for Technical Writers, I could see the jobs advertised were very closely aligned with the contents of the program for example XML, DITA and information analytics.

My knowledge of Technical Communication is still quite limited as we have just started the course. At this moment, I am just focusing on the course content and trying to read as much as possible, both kindle e-books and the recommended readings. Of the two mandatory courses offered in the first semester, I can see that XML is more practical and the other course, "Information Design and Development" is more theoretical giving a comprehensive background to the subject area. We are now into Week 3 of the program and so far my experience has been positive. Lectures are run once a week (through Adobe Connect) with an extra lab (if needed by students) for the XML course. We use Blackboard for course materials as well as Google groups to collaborate.

My previous experiences of distance education were a lot more simplified/dissatisfactory with more of a one-way communication approach, however, with this course it seems they have incorporated more tools to allow for 2-way communication and provided more of an online classroom environment.

I can see that there are a few people in the class who have years of experience in technical writing already and it seems their aim is to gain a formal qualification but hopefully this will allow the inexperienced tech writers (like me) to collaborate and gain some insights.

My experience so far

At this point, we have completed about 6 weeks of the course, and my opinion is still very positive about its content. Personally I have enrolled in the first two modules which are 'XML in Technical Communication' and 'Information Design and Development'.

The online lectures have been thought-provoking and our first assessment for XML has been submitted where we applied our knowledge of DTDs/XML and built output via XSLT sheets. The course in Information Design and Development has so far covered background theory in

Technical Communication through assigned readings. At this stage, there seems to be a good balance between practical hands-on and theory-based courses in Technical Communication.

For more information on the MSc in Information Design and Development, see: <http://computing.cit.ie/msc-in-information-design.programme-overview1>.

Calling all Master's students!

Are you interested in completing a master thesis project that lets you work on an established Open Source software with more than 100,000 users per month? Your work will be Open Source too, and you'll be part of our developer community.



If so, the developers of LanguageTool have a student placement. 'Master thesis job: development of a machine learning approach to detect grammar errors in English text'.

For more information, see: <https://languagetool.org/job/master-thesis.php>.

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Announcing the Top 25 Content Strategist Influencers for 2016

By Ari Hoffman.



This article originally appeared on the MindTouch blog. To view the article in full, including a link to the full list, see: <https://mindtouch.com/resources/announcing-top-25-content-strategist-influencers-2016>.

So whose problem is content?! The answer is everybody's (tech writers, engineers, marketers, support reps, etc.) and the reality is, it's an opportunity not a problem. All the evidence points to product content acting as the bridge to engage customers the way they want to connect, controlling how they positively experience your brand.

With Google in our pockets, information will be found one way or the other. It's better you control that conversation and not some YouTube video, blog site, community forum, or worse—your competitor. The time is at hand to plot a course and use your product

manuals and how-to's to create a journey that leads your potential customers from the research phase to reaffirming the buy, to succeeding with your product or service.

To quickly ramp up your company's content, learn from the masterminds of content strategy. We have identified today's leading Content Strategist Influencers (those active in the public eye) within the industry.

In order to do this, we evaluated thousands of members within this community and created a measurement that took into account a wide range of metrics including internet presence, influence, and community engagement and participation (including conference appearances). We then had three judges, all recognized for their industry insights, vote on the top 25 finalists from the list of influencers.

We compiled the list of 2016's top 25 Content Strategists who are well-known and reputable influencers around the world so that you can:

- Easily visualize a community of thought leaders
- Follow them online to get the latest insights on industry trends
- Engage in valuable conversations within the community

- Target them at LavaCon or a conference near you to deepen your connection.

And [here](#) they are!

Blog news

By Ginny Critcher

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

Jake Campbell explains when you're looking at going from DITA to InDesign, there's a lot that you need to take into consideration before you jump in.

www.scriptorium.com/2016/10/dita-to-indesign-the-gruesome-details/.

Tom Johnson suggests Kanban may be a better fit than scrum when you support large numbers of engineers.

<http://idratherbewriting.com/2016/09/23/playing-content-curation-publishing-roles/>.

Kristen Womack describes how to create amazing API documentation.

<https://blog.hitchhq.com/how-to-create-amazing-api-documentation-bc4f55361378#.Igb0rr366>.

Cherryleaf looks at documentation as an API – the docsbot.

<https://www.cherryleaf.com/blog/2016/09/documentation-as-an-api-the-docbot/>.

Val Swisher demystifies taxonomy and terminology. Be confused no more!

<http://contentrules.com/taxonomy-terminology-controlled-vocabulary/>.

Rackspace's Alexandra Settle explains her three keys to great technical documentation.

<http://blog.rackspace.com/3-keys-great-technical-documentation>.

István Zoltán Szabó describes his methods for becoming a better writer in English.

<https://pronovix.com/blog/writing-non-native-speaker>.

Eric Holscher looks at the value of semantic markup for authoring documents.

<http://ericholscher.com/blog/2016/oct/6/authoring-documentation-with-semantic-meaning/>.

Liz Stinsen reported Google announced one of the biggest typography projects, Noto. The font family covers more than 800 languages and 100 writing scripts.

<https://www.wired.com/2016/10/meet-noto-googles-free-font-800-languages/>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email 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).



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.

Training courses

If you know of a training course that will be of interest to readers, please let us know. You can send details by email to newsletter.editor@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*⁺ is 24th of the month preceding publication. 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. Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.



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

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/.

Upcoming Webinars

www.madcapsoftware.com/resources/livewebinars.aspx.

Flare 12 Reviews and Customer Reaction

www.madcapsoftware.com/flare12/reviews-testimonials.aspx.

November

7-8 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.

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

7-8 Introduction to Adobe InDesign

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

10% discount for ISTC members.

Armada, Reading.

armada.co.uk/indesign-training-course.

9-10 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.

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

9-10 Introduction to Adobe Photoshop

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

10% discount for ISTC members.

Armada, Reading.

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

21-25 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, Reading.

armada.co.uk/technical-author-training-course.



...November

- 24-25 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.
armada.co.uk/photoshop-training-course.

December

- 1-2 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.
armada.co.uk/captivate-training-course.

- 5-7 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, Bromsgrove.
armada.co.uk/robohelp-training-course.

- 8-9 Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
10% discount for ISTC members.
Armada, Milton Keynes.
armada.co.uk/indesign-training-course.

- 8-9 Introduction to Adobe Illustrator**
Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.
10% discount for ISTC members.
Armada, Reading.
armada.co.uk/illustrator-training-course.

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

...December

14-15 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.

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

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 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 re-use 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/>.

ESTON Training

Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2)
www.estontrg.com/technicalcommercial-authorship/.

Events listings

If you know of an event that will be of interest to readers, please let us know. You can send details by email to events@istc.org.uk. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*⁺ is 24th of the month preceding publication.

You can also find information using the online event calendar at: www.istc.org.uk/calendar/

November

1 Thames Valley Area Group Meeting

We will be discussing the riveting subject of archiving documents. All are welcome and if you would like to attend, please register via Eventbrite.

The Bird in Hand Country Inn, Knowl Hill, Reading at 19.30.

<https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-1st-november-2016-tickets-28650167422>.

...November

1 Cambridge tech writer meetup
Calling technical writers, information developers, content designers, and anyone else who's interested!

There are plenty of us in Cambridge, so I thought it was high time we got together and said hello. This'll be an informal gathering where we can chat about things that interest us. Any questions? Get in touch with me ([@baitman](#)) on Twitter.

The Salisbury Arms, 76 Tenison Road, Cambridge, CB1 2DW
<https://www.eventbrite.com/e/cambridge-tech-writer-meetup-tickets-28304643952>.

2-4 Adobe DITA World 2016 – The DITA Online Conference
The first Adobe DITA World 2016 Online Conference. Registration is free.
Online
https://2016-adobe-dita-world.meetus.adobeevents.com/?utm_source=keycontent.org&utm_medium=calendar.

2-4 Adobe MAX—The Creativity Conference

The world's premier creativity conference, MAX is an awe-inspiring mashup of over 9,000 of the world's top creatives and best-in-the-business experts who come together to learn, share, create, connect and play.

San Diego, CA (USA)

<https://max.adobe.com/>.

2-5 American Translators Association (ATA) 57TH Annual Conference

Whatever your role in the translation and interpreting industry, ATA57 is the place where dedicated professionals come together to expand their knowledge and their network.

San Francisco, CA (USA)

<http://www.atanet.org/conf/2016>.

7-10 Web Summit

Web Summit has become “Europe's largest and most important technology marketplace”, a crossroads for the world's largest buyers and sellers of technology, alongside many of the world's most disruptive emerging technology companies.

Lisbon, Portugal

<https://websummit.net>.

8-10 tcworld Conference 2016

The tekcom annual conference together with the tcworld conference and tekcom fair, is the largest global event and marketplace for technical communication. The tekcom annual conference is an absolute must for all companies that provide services and software pertaining to technical communication.

Stuttgart, Germany

<http://conferences.tekom.de/tcworld16/tcworld16/>.

...November

9-10 CIPD Annual Conference

The CIPD Annual Conference gathers the most influential thinkers and practitioners in HR and business, who will inspire you to apply future-fit techniques in your organisation. The Open University will be attending to launch their new apprenticeships guide, which will help employers maximise the levy and advise on how to put apprenticeships at the heart of workforce planning.

Manchester Central Convention Complex, Petersfield, Manchester, M2 3GX

www.cipd.co.uk/events/annual/default.aspx.

13 DITA-OT Day 2016

This is a full day conference dedicated to the DITA Open Toolkit project, DITA-OT which is the reference DITA implementation and the core of almost all DITA-based publishing solutions. This free event is brought to you by oXygen XML Editor with the help of a number of DITA-OT Day supporters.

Munich, Germany

https://www.oxygenxml.com/events/2016/dita-ot_day.html.

14-15 CMS/DITA Europe

Join colleagues from around the world for two days of career-empowering knowledge, practices, networking, and practical solutions. Those new to content management and/or DITA will find guidance for starting their journey, while for experts, our program offers ways to continue pushing the boundaries.

Munich, Germany

<https://ditaueurope.infomanagementcenter.com/>.

14-16 Confab Higher Ed 2016

Confab's higher ed event returns! The challenges facing higher ed are really one-of-a-kind, and that's why there's an entire conference dedicated to your community. Discover how colleges and universities succeed with content strategy.

Philadelphia, PA (USA)

http://confabevents.com/events/highered/2016?utm_source=keycontent.org&utm_medium=calendar.

16 Frontier Conf

If you love every aspect of front-end, which conference do you choose? We couldn't decide, so we made our own. This event covers topics related to front-end, including: User Psychology & Experience, design, style (CSS), development, future tech, typography and, importantly, inspiration.

Skills Matter CodeNode, 10 South Place, London

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

...November

16 PDF Day Australia
Packed with 17 educational sessions, PDF Day Australia is a do-not-miss event for business and government professionals working in document management and accessibility technology and policy. Sydney, Australia
www.pdfa.org/event/pdf-day-australia-2016/.

17-18 Going Global
Going Global is Europe's leading show for businesses that are looking to expand internationally, export products or set up overseas operations. 3di's Paul Ballard will be presenting at this free event on the subject, 'How translation and localization can bring down barriers to new markets'.
London Olympia, Hammersmith Road, W14 8UX
www.goinggloballive.co.uk.

December

1 Yorkshire Group Meeting
The date for the next meeting, which will be our Christmas Meetup will be on Thursday 1st December. More details to follow.

3-9 Las Vegas UX Conference
NN/g's UX Conference helps you get up to speed on user experience best practices so you can create successful interfaces.
Vdara Hotel & Spa, Las Vegas, NV (USA) USA
https://www.nngroup.com/training/las-vegas/?utm_source=keycontent.org&utm_medium=calendar#location.

7-9 India HCI 2016
The next episode of India's leading conference on human-computer interaction, IndiaHCI will be hosted in IIT Bombay, Mumbai
Mumbai, India
http://indiahci2016.org/?utm_source=keycontent.org&utm_medium=calendar.

January

30-31 agile content conf
Go beyond arguments about content to find an approach that works for everyone at the third annual agile content conf. Case studies from Facebook, American Express, GOV.UK, Breast Cancer Care.
Sadler's Wells Theatre, London
<https://2017.agilecontentconf.com/>.

Upcoming webinars

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November

8 **How to Use Font Iconography to Enhance Your MadCap Flare Outputs**

Join Mike Kelley, Principal Information Developer at inContact, to learn about the benefits of using a font icon set and how you can implement them in your projects.

MadCap Software

<https://www.madcapsoftware.com/demos/signup.aspx?id=1147553491163195253>.

29

One Content – Many Layouts! Automate your Design with FrameMaker 2015

In this Webinar, Markus Wiedenmaier will introduce you to an underestimated feature in Adobe FrameMaker: process automation with automatic master pages assignment.

Information Mapping International

<https://2016-11-29-framemaker-master-pages.meetus.adobeevents.com/>.

***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.