

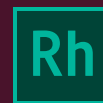
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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

November 2018

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

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

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Welcome!

Yes, it's November already. In this month's edition of *InfoPlus*, among all the usual features you'll find reports about our extremely successful TCUK 2018 conference, hear the latest thoughts on the ISTC's CPD policy and read about Louise Fahey's presentation at Write the Docs Prague. And there's still time to get creative and enter our Doodle Competition too.

ISTC news

Reflecting on TCUK 2018

By Derek Cooper

As our central theme for TCUK 2018, "The Pursuits of a Polymath" did not disappoint. It sought to explore the range of skills that our employers and clients call upon their technical communication experts to demonstrate, and delivered presentations on subjects that included mentoring, leadership, the clarity of language, and the various media we use to publish content. With three presentation streams running in parallel, it was obviously necessary to choose only one presentation in each session. However, it was extremely satisfying during the breaks to hear good,



Derek Cooper, TCUK's Conference Chair, in action

positive comments from delegates about all of the presentations they had just attended.

This year, the Programme Committee opened the field to many who had never presented at a conference before, and the results were astonishingly good. I firmly believe that all of us have something of value to say, and that we can learn as much from new contributors as from the familiar ones.

It would be unfair of me to mention individual contributors from so many that presented at the conference, but I will highlight the keynote speeches, starting with the thought-provoking conference opener from Ben Woelk on “Lessons Learned on an Introvert’s Journey to Leadership”. Later the same day we enjoyed the rousing and dynamic “Creating Great Customer Experiences Through Outstanding Technical Support and Content” from Ciarán Dunne, who reminded us why and for whom we’re developing all this documentation. Toni Byrd-Ressaire opened the Thursday sessions with “From Docs to Bots: Find Your Passion & Get a Career Makeover” demonstrating those chatbots that we now encounter frequently and that are pretty good at convincing us we’re chatting with a real person. How long will it be before we

have a system that passes the Turing Test with complete success I wonder!

Delegates who attended the Wednesday Gala Dinner enjoyed joint celebrations to mark the ISTC’s 70th anniversary and the award-winning *Communicator* magazine’s 50th anniversary. The evening’s highlight was the utterly charming and delightful speech given by Elinor Kapp, the daughter of the ISTC’s founder Reginal Kapp, whose book *The Presentation of Technical Information* the ISTC has just re-published to mark the Institute’s 70th anniversary.

As a result, I found TCUK 2018 to have been one of the most enjoyable and interesting TCUK conferences that I have attended so far.

You can view the abstracts of all this year’s presentations on the [TCUK website](#), and we make many of the presentation slide sets and audio recordings available to delegates too. Helen, Sammi and I took photographs throughout the conference, and we’ll be making these available through a link very soon.

It would be difficult to arrange a conference like TCUK without the support of our sponsors, and I particularly wish to thank 3di, Edissero, Kothes, Madcap, OnTarget Communications, SCHEMA, and TWi for



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their loyal and valuable support for the ISTC and TCUK this year.

On a personal note, I have to say that I was extremely touched by the level of support I received from delegates at the close of conference when I offered to continue as Conference Chair. This conference means a lot to me, and I consider it an honour and a privilege to be able to take part in the organisation of it each year. My ambitions for TCUK are to continue to bring new and

exciting ideas into the conference structure and content, and to give greater ownership of TCUK to the ISTC Membership. The teams I work with, on the Programming Committee, for website maintenance, for the keynote speaker searches, and of course for the administration, are all dedicated and exceptional professionals who are a total pleasure to work with. The ideas they bring to planning and preparing the conference, and the consistent and tireless support they have given it, make me so proud of them.

Launching *The Presentation of Technical Information* at TCUK

By Alison Peck

The ISTC launched *The Presentation of Technical Information* at our recent TCUK conference, as mentioned above. We invited John and Elinor Kapp – the author's son and daughter – to the event; John was unable to attend but Elinor came and made the event extra-special.

I met Elinor for the first time shortly after she arrived at the conference. She was sitting at the ISTC reception desk when I came out of the last session on Wednesday; I introduced myself and arranged to meet her after the Fringe events. But Elinor found her way to our “knit and natter” session as she



Elinor Kapp and Alison Peck at the book launch

has a strong interest in textiles. That was our first surprise... Elinor has written and published books herself, two of which are related to textiles and language (*Rigmaroles & Ragamuffins: Unpicking Words We Derive from Textiles* and *Ruffians and Loose Women: More Words Derived from Textiles*). A few of us bought copies there and then!

The “formal” book launch was held at the drinks reception prior to the Gala Dinner. Elinor gave a short talk, helping us understand the man (her father) behind the book we had published. Reginald Kapp not only wrote *The Presentation of Technical Information* but also started the group of the same name (the PTI Group). This was the earliest of the three groups – it was



Elinor Kapp cutting the ISTC's 70th birthday cake

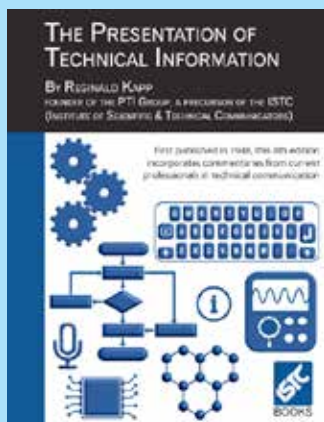
formed in 1948 – that merged to form the ISTC, and it is from this date that we count our origins (hence our 70th birthday was also celebrated at TCUK). As I pointed out during my introduction of Elinor, the ISTC and everyone who has a connection with it – whether as a member, a reader of *Communicator* or *InfoPlus*, an attendee at TCUK or a regional group meeting, or simply as a user of our website – is part of her father's legacy.

Elinor joined us at the Gala Dinner as our guest, and it then seemed only fitting for her to cut our “birthday” cake. (Katherine Judge – as the Editor of *Communicator* – cut the sister cake celebrating the magazine’s 50th birthday.)

The Presentation of Technical Information is now in its 4th edition,

but it is not just a reprint. Every chapter is followed by a short commentary from a professional communicator practising today who discusses the relevance of the advice Reginald Kapp gives in today’s world.

Details of the book are available on the [ISTC website](http://www.istc.org.uk) and it can be ordered through the ISTC office. It costs £12 plus p&p. Members of the ISTC, affiliates and members of other national professional technical communication associations – or equivalent at the discretion of the ISTC – are eligible for a 25% discount when the book is ordered through the ISTC office (email: books@istc.org.uk).



ISTC CPD policy survey results

By David Farbey

The ISTC launched its CPD (Continuous Professional Development) policy in 2013, recommending CPD for all ISTC Members and making it mandatory for Fellows. Each year since then we have asked a random sample of Fellows to submit their CPD reflective records for inspection, as a way of auditing our policy. This year there was a poor response by some Fellows when they were asked to submit their reflective record for review, indicating that our policy may not be sufficiently well understood. In order to find out what members felt about the CPD policy we launched an online survey in September 2018, and the results were presented at a Fringe session at TCUK.

Key findings

The response to the survey was good with about 19% of the ISTC’s current membership taking part, and overall, attitudes to CPD were generally favourable. Over 80% of respondents said they felt they understood the CPD policy, and that they were fulfilling the requirements for their membership grade. In addition, 76% of respondents agreed that having a CPD policy was a good thing, 73% agreed that having a CPD policy raises professional

standards, and 61% of respondents agreed that doing CPD helps their career. The main reasons chosen in the survey for doing CPD were to keep up with the latest trends in technical communication (75% of respondents) and to improve specific skills (also 75% of respondents).

Reflective records

A key component of the ISTC’s CPD policy is that it is outcome based, that is, it depends not on how many hours of courses or events you attended but rather on what you felt the activity had contributed to your professional development. The ISTC policy expects members undertaking CPD activities to maintain a reflective record of what they think about their CPD activities. In the survey, 57% of respondents said they did not really know what a reflective record was, and 50% said that the ISTC should provide online tools for keeping reflective records.

Should CPD be mandatory for all members?

Under the ISTC’s current CPD policy, CPD is recommended for all full Members (MISTC), and mandatory for all Fellows (FISTC). The survey asked whether mandatory CPD should be extended to all full Members as well as Fellows, but there was no consensus on this issue. However, 42% of respondents

felt Junior Members should keep a CPD record before applying for full membership.

Next steps

The ISTC Council will continue its review of the CPD policy in the light of these survey results and our experience in requesting records from a sample of Fellows each year. Council will also continue its search for a suitable online platform that would be both useful and affordable. As part of this review, we plan to ask all Members and all Fellows to submit their CPD reflective records for 2018 for inspection, on a voluntary basis. Members and Fellows who do submit their records will be asked if they would agree to having an anonymised version of their record shared with other members so that we can build up a library of exemplars, showing both the range of activities acceptable for CPD, and the range of ways in which members can keep a reflective record.

You can find out more about the ISTC's CPD policy (including guidance on reflective records) on the [ISTC website](http://www.istc.org.uk), or by contacting David Farbey FISTC, Council Member for Professional Development and Recognition, by email: education@istc.org.uk.

Have you entered the Doodle Competition yet?

Almost everyone enjoys doodling, and we've received some lovely comments from entrants about how much fun this challenge is. So, don't let doubts about your artistic ability stop you from entering – grab a piece of paper and a pen and see what emerges!

The challenge: create a hand-drawn doodle depicting a key aspect of technical communication. To get your creative juices flowing, imagine that a friend or family member has asked you to explain what you do at work, and draw something that will help you to explain this.



The prize: the winner will receive a copy of Cara Holland's brand-new book, *Draw a Better Business*.

Send an electronic copy of your doodle (a snap on your phone will be fine, let's keep it simple) to newsletter.editor@istc.org.uk by 11th November 2018.

Other terms and conditions. Entrants do not have to be ISTC members, but they must be aged 18 years or over. Only one entry per person (choose your favourite if you catch the doodling bug). Entries must be your own work and hand drawn. The doodle that elicits the biggest appreciative smile at ISTC HQ wins; judges have the final say. The winner will be notified by email. There is one prize, a copy of *Draw a Better Business*, kindly donated by Cara Holland of Graphic Change. The copyright of any artwork entered shall remain with the entrant, however, by submitting artwork entrants provide their consent for the ISTC to publish the doodle in *InfoPlus* and on their social media platforms.

Let's communicate

InfoPlus has been a popular ISTC publication for many years, and I want to ensure it remains so. What would you like to see in our newsletter?

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

Email me at any time: newsletter.editor@istc.org.uk.

Lisa



ISTC local area and special interest groups

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

Latest news

North East England Area Group

The first monthly meetup for this group will be held on Tuesday 6 November from 18:00 – 20:30. The main focus of the discussion will be “Technical writing is dying off... It's all about clean, engaging UX now.” Venue: The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX. Please register via Eventbrite

if you would like to attend: <https://www.eventbrite.co.uk/e/first-north-east-area-istc-meetup-tickets-51137341164>.

If you need more information, have an idea for a future meetup, or would like to suggest a topic for discussion please email the new area group organiser, Joanna Suau: northeastengland_areagroup@istc.org.uk.

North West England Area Group

The group met in Manchester on Thursday 4 October at MadLab (which is now based at [Plant Noma](#)). A small group of us were lucky enough to get a very interesting talk from Jörg Plöge of Schema. The talk, “From the fastest track to the cost-effective creation and distribution of technical information”, included a comprehensive tour of their CCMS ST4. We continued our discussions in the pub afterwards.

Next meeting

Our next meeting will be on Thursday 6 December; the topic is as yet undecided. For more information, email David Jones: northwestengland_areagroup@istc.org.uk.

Thames Valley Area Group

At our October meeting, the TCUK attendees gave summaries of the presentations and workshops they attended and described the things they had learned.

Next meeting

The topic for our next gathering, on Tuesday 6 November, is inspired by Holli Hamilton's excellent workshop at TCUK. We will be discussing personas. Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30.

For more information, email Darren Mitcham: thamesvalley_areagroup@istc.org.uk.

Current ISTC groups

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

Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuzsanna Nagy	cambridge_areagroup@istc.org.uk
Irish Technical Writers	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	Joanna Suau	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Jennifer van den Broek	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
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Area group leader wanted	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	MadSIG@istc.org.uk

Using Eventbrite to register attendance at area group meetings

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

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

ISTC online groups

ISTC on LinkedIn

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

- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546

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 www.linkedin.com/groups/13536907
- 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

ISTC on social media

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

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

Our Facebook presence:

The ISTC page: www.facebook.com/istccommunity

The ISTC group: www.facebook.com/groups/490570891153888

The TCUK page: www.facebook.com/techcommuk/

Our Twitter presence:

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

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

Our YouTube channel:

www.youtube.com/user/istctechcomm



Business affiliate news

Localizing single-source content: 3 tips to avoid problems

A recent blog post from 3di examines what happens when single-sourcing meets localization. Specifically, the blog poses this question: "How do you ensure you can deliver for multiple language markets without losing the efficiency that single-sourcing enables?"



As the author, Jakub Wisniewski, recognises, this situation "can be a nightmare. The linguistic concerns of translation are joined by new ones, related to file organisation. Grammar differences between languages make using variables a lot more complicated. Using conditions stops being that simple as well."

Three tips to help you navigate these challenges successfully are presented and discussed:

1. Make the content easy to translate.
2. Don't compromise on translation quality.

3. Test early.

You can read the whole post [here](#). The advice is welcome, and it could help you avoid potential nightmares as well as overly long days in the office.

About the ISTC's Business Affiliates

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

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

Industry and general news

Tackling technical debt in the docs

By Louise Fahey

I was fortunate enough to be selected as a speaker at this year's Write the Docs Prague conference in September. Write the Docs is aimed at everyone who writes documentation, from programmers to technical writers, support to designers, and more. The title of my presentation was "Tackling technical debt in the docs" and

below is an overview of what I covered.

What is technical debt?

Technical debt is a short term fix that future developers or documentarians will pay a price for. In other words, it is "deferred, necessary work" [source: Ward Cunningham].

The term "technical debt" is usually applied in relation to software development. But I subscribe to the Anne Gentle "Docs as Code" way of thinking, and I believe technical debt in documentation projects to be a real thing too.

What causes it?

Technical debt in the docs can be caused by:

- Agile development cycles – faster feature development results in us having to document faster. The pressures of keeping up with releases.
- Time pressure of being a lone documentarian – many of us are the sole technical writer and the demands of this can mean we have less time to spend on project maintenance.
- Project inheritance over "generations" of documentarians.

- Lack of skills and standards.
- Legacy content not removed from projects.
- Failure to modernise.

Types of technical debt

There are two types of technical debt:

- *Intentional technical debt* is when a conscious decision is made to defer the work. Lack of time is probably the biggest cause of intentional technical debt.
- *Unintentional technical debt* is incurred unknowingly – it can be the result of someone doing a poor job or failing to plan for future decisions and potential changes.

Signs you might be in debt

If you experience any of the below it might be a sign that your docs project is suffering from technical debt:



Louise Fahey presenting at Write the Docs Prague

- Slow project builds.
- Reports that show unused files.
- Localization issues.
- Comments like “we’ll come back and do it later” or “we can improve it in the next release”.

How to reduce your technical debt?

- Conduct an audit so you have a better insight into the health of your project.
- Group your findings into headings that make sense to you. For example, “Outdated content” or “Unused project files”.
- Estimate the work involved in decreasing your debt.
- Prioritise your work using the MoSCoW (musts, should, could, won’t) analysis.
- Share your findings with others in the organisation so they take the concern of technical debt seriously.
- Make time – block out time in your calendar, book a meeting room and set your status to “do not disturb”.
- Quantify the work you do to reduce technical debt in your project. Run reports on the state of your project before and after you complete the work.

Compare the build time of your project before and after.

How to stay debt free in future?

- Book regular time into your calendar to stay on top of project housekeeping.
- Set standards such review processes and style guides.
- Make use of templates as they can save you time and encourage a consistent layout.
- Make it easy for your audience to provide feedback.
- Have a Definition of Done for your work. Even if you are the only one who uses it, this Definition of Done will act as a quality checklist for your work.
- If you work in an Agile environment, add tasks to resolve docs debt to your backlog.

Get creative with 3D models in Office 365

Office 365 subscribers can now access a useful new feature for technical communication projects. On both Windows and macOS, Word, Excel and PowerPoint now support the insertion of 3D models

directly into your documents, workbooks or presentations. You can also rotate models 360 degrees or tilt up and down to show a specific feature of an object.

More details can be accessed [here](#).

Small Business Saturday – 1 December 2018

Small Business Saturday UK is a grassroots, non-commercial campaign which highlights small business success and encourages consumers to “shop local” and support small firms in their communities. The day itself takes place on the first Saturday in December each year, but the campaign aims to have a lasting impact on small businesses.

Do you run a small technical communication company? If so, you might like to register on the [My Small Business database](#) to help promote your services.

They also offer a [Small Business Finder](#). Take a look – you might discover some interesting enterprises in your local area.



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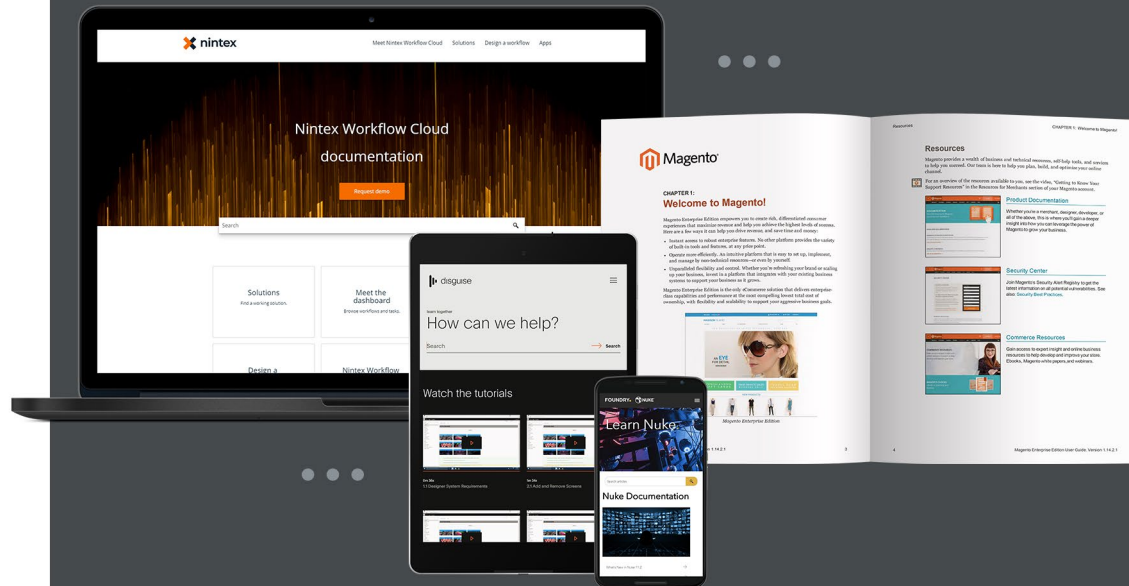
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Tricks of the trade

This month, **Imogen Scott-Chambers** tells us about the [TechTerms Computer Dictionary](#). Imogen explains her recent discovery:

As someone who is relatively new to the world of technical authoring and software documentation, I sometimes struggle with a lot of terminology used by developers and my company. Sometimes Google is great but other times it can be quite lacking, not always realising I am searching for a technical or software term despite the various words I add to my search. The other day, while struggling to find the meaning of a particularly “techy” term, I stumbled upon <https://techterms.com> and it has changed my life. The website is divided into sections such as Software Terms, Internet Terms, and Hardware Terms which makes the site extremely user-friendly. It then lists words alphabetically. This can save you lots of time scrolling through endless Google search results. I would highly recommend giving it a go and bookmarking it on your browser!

Do you have any tricks up your sleeve? It might be software-related, a grammar tip, the discovery of a particularly useful YouTube tutorial... Anything that made you exclaim, “If only I’d know that sooner!”



Send an overview of your insight, and a short description of who you are, to newsletter.editor@istc.org.uk and I will publish it in a future edition. Let’s put our heads together and help each other out.

Blog news

By Ginny Critcher

Hello again! Here’s the latest blog round up from the popular blogs on technical communication.

On the I’d Rather be Writing blog, Tom Johnson has published a multi-part series on TechComm trends. He argues that the trend toward specialisation is driving up the value of technical knowledge, making it more prized than writing skills. To handle the complexity, technical communicators

must play increasingly collaborative roles with engineers to create documentation:

<https://idratherbewriting.com/2018/10/09/tech-comm-trends-more-collaboration-with-engineers/>.

On the ffeathers blog, Sarah Maddox looks at quickstart guides. What is a quickstart to you?

<https://ffeathers.wordpress.com/2018/10/08/what-is-a-quickstart-to-you/>.

On Cherryleaf’s blog, we looked at some of new features in Windows that could be useful for technical communicators:

<https://www.cherryleaf.com/2018/10/new-features-in-windows-that-could-be-useful-for-technical-authors/>.

On the Every Page is Page One blog, Mark Baker looks at whether multi-sourcing is replacing single sourcing. Is single-sourcing dead?

<https://everypageispageone.com/2018/09/10/is-single-sourcing-dead/>.

On the MadCap blog, Andrea Maliska looks at the top challenges in building learning and development programmes and discusses how to solve them:

<https://www.madcapsoftware.com/blog/2018/10/11/five-challenges-of-building-a-learning-and-development-program-and-how-to-solve-them/>.

On the Adobe TCS blog, Danielle Villegas has posted summaries of the Adobe DITA World 2018 conference presentations:

Adobe DITA World 2018 – Day 1 Summary:
<http://blogs.adobe.com/techcomm/2018/10/adobe-dita-world-2018-day-1-summary.html>.

Adobe DITA World 2018 – Day 2 Summary:
<http://blogs.adobe.com/techcomm/2018/10/adobe-dita-world-2018-day-2-summary.html>.

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

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

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



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

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

InfoPlus copy deadline

Submissions to the newsletter are always welcome. If you have an article or other content you would like to see included in the December edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **22 November 2018**.

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

Armada

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

November 2018

15-16 Introduction to Adobe Photoshop

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

Armada, Sheffield.

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

20-21 Introduction to Adobe Photoshop

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

Armada, Reading.

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

Armada

...November 2018

22-23 Introduction to Adobe Photoshop Learn how to create and edit images using the de facto standard

in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

Armada, Bromsgrove.

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

22-23 Introduction to Adobe InDesign

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

Armada, Milton Keynes.

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

26-27 Advanced Adobe FrameMaker

Teaches everything you need to be able to:

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

Armada, Newbury.

www.armada.co.uk/course/advanced-framemaker-training.

29-30 Introduction to Adobe InDesign

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

Armada, Reading.

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

29-30 Introduction to Adobe Captivate

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

Armada, Sheffield.

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

December 2018

3-7 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.

Armada, Reading.

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



Armada ...December 2018

6-7 Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
Armada, Bromsgrove.
www.armada.co.uk/course/indesign-training.

12-13 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.
Armada, Bristol.
www.armada.co.uk/course/captivate-training.

17-18 Advanced Adobe FrameMaker
Teaches everything you need to be able to:

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

Armada, Newbury.
www.armada.co.uk/course/advanced-framemaker-training.

Cherryleaf

We offer online training courses in:



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

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

developed for writing copy for software (SaaS and desktop) and other technical products.

Advanced Technical Communication:
<https://cherryleaf.teachable.com/p/advanced-technical-communication>.
Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low-cost monthly subscription plan. Each module is self-contained, so you can choose to take just a single module, if you wish.

It contains:

- DITA fundamentals
- Single sourcing and content reuse 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

ESTON Training



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

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

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

Simplified English:

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

Standard Generalised Mark-up Language (SGML):

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

Editing and Publishing Magazines:

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

Report Writing:

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

Business English:

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

Firehead

Learn FrameMaker 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/>.

Graphic Change

Draw More Boot Camp.

If the thought of drawing scares you, uncap your felt-tips and join our free beginners' online course. Five simple lessons sent to your inbox over five days. Course starts:

5th November 2018

Be a Graphic Recorder.

A deep dive into the world of capturing information and turning it into visuals. Whether you're drawing live conversations or translating documents this is the course for you. Eight weeks (five flexible hours a week) online with individual support from Cara.

Course starts:

11th February 2019

£500 (10% discount for ISTC members)

See www.graphicchange.com/training for more details.

MadCap training

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

Training and events – discounts for ISTC members

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

Events listings

If you know of an event that will be of interest to readers, please email newsletter.editor@istc.org.uk.

ISTC events are highlighted.

November 2018

5-8 Web Summit

Web Summit is 20 conferences in one, each with their own stage, schedule, exhibition area, workshops and networking evening events.

Lisbon, Portugal.

<https://websummit.net/conferences/>.

5-8 Boye 18 – The Digital Leadership Conference

A blend of world class keynotes, engaging workshops, sprints, customer stories and analyst talks. And last but not least, our best in class social events.

Aarhus, Denmark.

<https://2018.boy-co.com>.

6 ISTC North East England Area Group Meeting

At the first monthly meetup for this group the main focus of the discussion will be “Technical writing is dying off... It’s all about clean, engaging UX now.” Please register your attendance via Eventbrite: <https://www.eventbrite.co.uk/e/first-north-east-area-istc-meetup-tickets-51137341164>. For more information email Joanna Suau: northeastengland_areagroup@istc.org.uk.

The Town Wall, Pink Lane,
Newcastle upon Tyne NE1 5HX
from 18:00 – 20:30.

6 ISTC Thames Valley Area Group Meeting

Inspired by Holli Hamilton’s excellent workshop at TCUK, we will be discussing personas. For more information email Darren Mitcham: thamesvalley_areagroup@istc.org.uk.

Bird in Hand Hotel, Bath Road,
Knowl Hill, RG10 9UP, Reading at
19:30.

12 Design It; Build It 2018

Design It; Build It is back for a one-day conference in Edinburgh for UX designers and web developers, featuring eight presentations from those shaping the future of the web. Edinburgh, Scotland.

<https://dibiconference.com>.

13-15 TC World and Tekom

The TCWorld conference and the Tekom fair is the largest global event and marketplace for technical communication.

Stuttgart, Germany.

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

...November 2018

- 27-29 Information Development World**
IDW is the conference for technical, marketing and product information managers, and anyone else responsible for managing the people, processes and technologies involved in creating customer experiences with content. The focus for 2018 is "Building a Modern Online Technical Resource Centre". Menlo Park, California.
<http://informationdevelopmentworld.com/>.

December 2018

- 1 Small Business Saturday**
Supporting small businesses throughout the UK.
<https://smallbusinesssaturdayuk.com/>.

6 ISTC North West England Area Group Meeting

Topic is as yet undecided. For more information email David Jones: northwestenglandareagroup@istc.org.uk.

MadLab, Plant Noma, Redfern, Dantzic Street, Manchester, M60 0AE

10-12 An Event Apart San Francisco 2018

Two days of sessions from 12 speakers with intense focus on digital design, UX, content, code, and more.

San Francisco, USA.

<https://aneventapart.com/event/san-francisco-2018>.

Upcoming webinars

If you know of a webinar that will be of interest to readers, please email newsletter.editor@istc.org.uk.

November 2018

- 7 The Journey from DITA-based Software to MadCap Flare: A Case Study with CM Labs**
CM Labs is a leading provider of simulation-based solutions that help clients design advanced equipment and prepare for skilled operations. In the past, CM Labs used software based on the DITA XML-based open standard to produce its online help system. CM Labs now delivers documentation with MadCap Flare, integrating features such as responsive HTML5 outputs and Google-style search. In this free webinar, Vrej Hezaran of CM Labs will share how the migration led to a more streamlined and efficient approach to creating and publishing content.
<https://www.madcapsoftware.com/demos/signup.aspx?id=1153989798969444374>.

- 11 Let's Talk Cybersecurity**
All systems have weaknesses – places where a determined attacker has the potential to breach security and either disrupt your organisation or steal your data. Defending your organisation and its digital assets starts with understanding your vulnerabilities.
Join Scott Abel, The Content Wrangler, for a discussion about cybersecurity with Toni Flores, editor of “The Language of Cybersecurity” (2018 XML Press), security awareness expert, Justin Orcutt of NCC Group, and cyber defence specialist, Keyaan Williams of Cyber Leadership and Strategy Solutions, LLC. We'll discuss the current state of cyber warfare and help you understand a variety of vulnerabilities, exploits, defences and controls.
<https://www.brighttalk.com/webcast/9273/336535>.
- 13 The State of Technical Communication: 2019**
Join Scott Abel, The Content Wrangler, in “The State of Technical Communication 2019” webinar for a review of the troubles, trends, tools, and technologies impacting technical communication teams around the globe.
Scott will share high-level results from our annual Technical Communication Industry Benchmarking Survey. Attendees will receive a complimentary summary of the survey results.
<https://www.brighttalk.com/webcast/9273/338293>.

Hyperlinks disclaimer

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

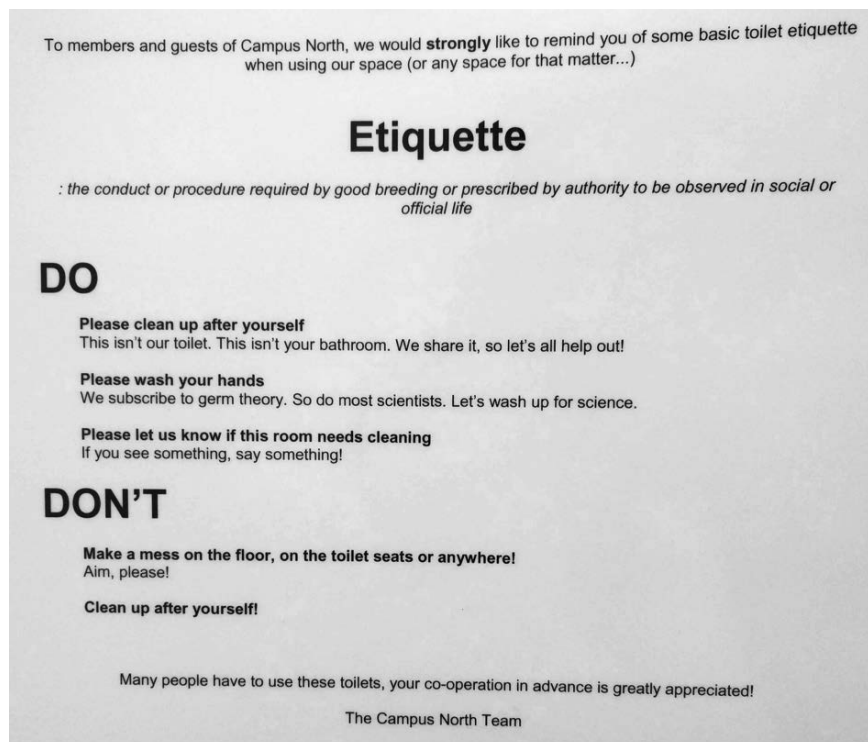
Training and event reviews

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

Back page

A quick chuckle

Amusing signs, unfortunate translations, awkwardly phrased instructions, funny layouts... Let's face it, there's a limitless supply of such things! Like this, recently spotted by **Joanna Suau**:



The author obviously chose to follow the last instruction: “Don’t clean up after yourself!”

Seen something that made you smile or grimace? Please share it so we can all have a chuckle. Email newsletter.editor@istc.org.uk.

An invitation to doodle

This blank section is crying out to be doodled upon, which is a happy coincidence if you’ve not had a chance to enter the competition yet (see page 6).

