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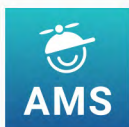
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# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

November 2019

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

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

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## Welcome!

This month's edition is particularly newsy as it introduces a new Council member, discusses new words, and shares new ideas for our annual conference too.

TCUK 2019 is still a recent and happy memory, and yet the man who seemingly never rests or runs out of ideas, Derek Cooper, is already itching to impart his plans for next year. Is it too soon to ask who's coming to TCUK 2020?!

## ISTC news

### Meet Liz Gregory

As announced last month, we have three new members of the ISTC Council: Liz Gregory, Helen Harbord and Mike Mee. We'll be introducing you to each of them over the coming months and this month it's Liz's turn.

*Editor: How would you describe yourself, Liz?*

Short, round, loud. Comes with a side of silly.

*What TechComm experience do you have?*

I went from a lab job to junior author around eight years ago, cut my teeth at 3di (which is a great place to learn best practice authoring), and now I'm a sole author for tvONE. We make broadcast quality AV equipment, with a terrifyingly long product catalogue. In my time as a technical author I've written about

hardware, software, medical equipment, propelling pencils, massive customisable networks, and black boxes with buttons that make miracles happen on your telly.

*When you've not got your TechComm hat on, what other interests do you have?*

I'm a craft enthusiast. I love to knit, I occasionally get railroaded into decorating wedding cakes and I like to stick things together until they're pretty. I can't sew for toffee though.

I've got a two-year-old daughter, and I guess she's now my main project. She also likes crafty things so we do some of that together, and she hasn't figured out how to say no to endless knitwear yet.

*What's your favourite word and why?*

Parallelogram. I like how it rolls around in my mouth, like a Malteser you're trying not to bite. Other chocolate treats are



Liz Gregory



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available. The word tea comes a very close second, for the comfort value. I love tea; I'm a massive tea nerd.

*What motivated you to join the Council and what would you like to achieve?*

I've been thinking about it for a while, partly as it seemed an obvious step in my career, and partly because I've gotten a fair bit out of membership and I feel like the ISTC deserves my loyalty and what help I can offer. Also, I'm really nosy and being on the Council means I get to hear news first!

I came on board with the intention to start a student outreach programme. We already visit some career fairs, and we have student memberships, but as there are no longer technical communication courses readily available, I think we need to widen our student net. Especially if we want to stay fed in the coming nuclear winter... I jest. Getting younger people involved keeps us young and means we have strong legs and stronger opinions moving forwards. I think there's more we can offer students too. It's really hard to get a job out of university these days, and TechComm skills, even if you don't want to be a technical communicator full time, could really make a difference to a younger person's employability. Helping students do portfolio projects, publishing them in *Communicator*, or even getting them onto Council could change lives for the better. I really like that idea. Our whole shtick is making things easier for users, why not apply that to members?

*How can people contact you if they'd like to contribute to your plans?*

I'm hoping to get a dedicated ISTC email address soon, but for now please email the ISTC office ([istc@istc.org.uk](mailto:istc@istc.org.uk)) if you fancy spending a day visiting a university, or if you've got an idea for a project that a student could do and then display in a portfolio.

## Conference feedback and plans for TCUK 2020

*By Derek Cooper*

Thanks to all the delegates who responded to the conference survey recently. The comments we received have been both interesting and helpful, and we will be taking your suggestions into account as we plan TCUK 2020.

We already have some ideas for our next conference, and we intend to let you know about those in the next issue of *InfoPlus* after we have refined some of the details. The survey revealed strong support for retaining the conference in its current form, accompanied by an overwhelming sense that TCUK 2019 was a great success on all fronts. We want to continue that trend, and to make TCUK 2020 even better.

Delegates who attended the conference have been sent a link to a location where they can download and see most of the presentation slides from the conference. They can also hear many of the recordings made during those presentations. The audio recordings needed some post-processing before we could upload them, and I am extremely grateful to Helen Harbord for her time and for the work she did to help make that happen.



## More on TCUK 2020

Viewing the slides and listening to the recordings is a poor substitute for actually being at the conference, so please plan to come to TCUK next year, and encourage your colleagues to attend too. I mentioned in my previous *InfoPlus* article that we are keen to invite speakers and subject matter experts to present on subjects that are relevant and of interest to technical communicators, even if the speakers aren't technical communicators themselves. Ciarán Dunne's excellent keynote presentation, at TCUK 2018, on the importance of technical communication in support of Arm's partner enablement was a case in point.

We also need to cover technical communication in more areas including construction, engineering, medical and pharmaceutical specialisms, and the sciences – after all, this is the Institute of **Scientific** and Technical Communicators! We would also like to arrange paired workshops and presentations – that is, presentations on topics followed by workshops on the same topics so that delegates can practice the techniques they have just learned. Please let us know by email to [tcuk@istc.org.uk](mailto:tcuk@istc.org.uk) if you have any suggestions for a workshop or presentation you would like us to arrange at TCUK 2020.

Now, what about posters...? The poster competition this year was (ahem...) poorly supported. What a shame that was. Because of the disappointing support for the competition, we are going to change its focus next year by inviting schools to submit poster ideas on the subject of technical communication. Wouldn't it be good to introduce young people to our profession through this route! I have discussed the idea with people at the STEM Hub in the UK, with whom I have a close working relationship, and they are fully supportive of the idea too. When I visit schools as a STEM Ambassador, or as an Enterprise Advisor, there are invariably students who show interest in technical communication as a career they had previously been unaware of, and they are keen to learn more about it. Let's help them do that.

### Supporters and sponsors

We are looking for sponsors and supporters for TCUK 2020, and this time of the year is when many organisations are setting budgets for advertising, conference attendance, and sponsorship for the following year. Please make your colleagues and your managers aware of TCUK, and the professional development opportunities that it represents to technical communicators as well as the concomitant benefits to the organisations that employ them. It's never

too early to start a discussion with us about sponsorship, and we can customise the various TCUK packages that are available to support any organisation's preferences.

## Mike Austin and Horace Hockley Awards 2019

*By Carol Leahy, ISTC President*

The Mike Austin Award and the Horace Hockley Award were presented at the recent UK Technical Communication Awards ceremony at this year's TCUK conference in Warwickshire.

The **Mike Austin Award** for outstanding service to the ISTC was introduced in 2004. This award is issued in recognition of the hard work and commitment of individuals who have helped the ISTC to achieve and exceed its goals. This year's recipient is Peter Fountain. Peter has been involved with the ISTC since 1989 when he became involved with the North West area group. He became a Fellow in 1997, joined the Council in the mid 1990s, and has been Honorary Treasurer since 2002.



Peter Fountain receiving the Mike Austin Award



Rahel Anne Bailie receiving the Horace Hockley Award

The **Horace Hockley Award** is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to the technical communications industry over a long period of time. The award is in recognition for promoting the industry across other industries and boundaries, and for

promoting quality in the industry, whether it be in training or within the workplace. This year's recipient is Rahel Anne Bailie. Rahel has always been about the content, and has been a content strategy pioneer for technical communicators to follow for many years. She continues to inspire those in the field of technical communications regardless of whether that person has one, ten, or thirty years of experience.

Congratulations to you both!

## Update on ISTC website project

*By Tony Dzumaga*

After needing to pause things for a while due to other commitments, I'm now ready to progress the ISTC website update project.

There has been some work on the backend by Gordon McLean, our webmaster, provisioning a dev environment for us to consolidate the plugins. I have also explored the needs of the site and investigated two "off-the-shelf" themes that are configurable to these needs.

The first option I explored was Cactus Themes University, which is used by the STC (live demo is available [here](#), and you can view the STC website [here](#)). However, this is a busy-looking theme that requires a lot of imagery, and backend maintenance would be higher as there is a lot of redundant functionality.

Academy Pro was the other possibility (live demo is available [here](#)). This is a clean, modern-looking theme and Studiopress also have free plugins that meet the needs of the ISTC website.

I have built and tested both themes and will be going with Academy Pro because it is:

- ▶ modern-looking.
- ▶ responsive, working well on smartphones, tablets and laptops.
- ▶ easier to navigate.

I believe we will also be able to secure the *Communicator* PDF downloads.

Any feedback and comments welcome.

You can contact me via [antoni.dzumaga@btinternet.com](mailto:antoni.dzumaga@btinternet.com).

## Midlands group relaunches

If you're within striking distance of Derby, there's a networking opportunity coming up on Saturday 23 November. James Bartley has recently taken the reins of the ISTC Midlands group and would be delighted if you could join him.

See the "ISTC local area and special interest groups" section on page 6 for more details.

## Let's communicate

What would you like to see in our newsletter?

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

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

*Lisa*



## ISTC local area and special interest groups

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

### Latest news

#### Midlands Area Group

##### Next meeting

The Midlands group is meeting at 18:30 on Saturday 23 November to discuss "Applying ideas from other areas to our own". We're a small, diverse group covering different branches of TechComm, and would love to have you join us. You can let us know you're coming or ask questions by emailing James Bartley at [midlands\\_areagroup@istc.org.uk](mailto:midlands_areagroup@istc.org.uk).

The meeting is at the [Littleover Lodge Hotel Bar, Littleover, Derby, DE23 4AN](#). The venue serves drinks and food, with ample parking.

#### Thames Valley Area Group

At the October Thames Valley local meeting, we discussed the TCUK conference. We decided which sessions we found useful where we learnt something new, and what could be improved in the other sessions. It was helpful to share our learnings with those who didn't go to TCUK this year. In the workshops, we found it useful to have refreshed our listening skills, in particular maintaining eye contact. Also, we discovered drawing skills in the comics workshop. The phrases monochronic and polychronic in terms of time need further investigation.

#### Next meeting

At the next meeting, on Tuesday 5 November, we will be looking at how to plan podcasts.

Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30.

For more information, email Darren Mitcham: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

#### 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.

## Current ISTC groups

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

### Area groups:

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

### Special interest groups:

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

## Using Eventbrite to register attendance at area group meetings

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

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

## ISTC online groups

### ISTC on LinkedIn

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

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

### England

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





- 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)

#### Scotland

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

#### Ireland

- ISTC Irish Group – N/A
- Irish Technical Writers – An ISTC Area Group  
[www.linkedin.com/groups/3369559](http://www.linkedin.com/groups/3369559)

#### Special interest group

- MadCap UK and Europe Users Group  
[www.linkedin.com/groups?gid=5081593](http://www.linkedin.com/groups?gid=5081593)

## ISTC on social media

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

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

#### Our Facebook presence:

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



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

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

#### Our Twitter presence:

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

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



#### Our Instagram presence:

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



#### Our YouTube channel:

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



## Business affiliate news

### 3di's thoughts about TCUK 2019



Danny Naylor of 3di has written a thorough and, we're delighted to say, glowing report about our annual conference. Thank you, Danny! We're so glad you, and the rest of your team, enjoyed it.

You can read Danny's blog post [here](#).

### New release: MadCap Flare 2019 r2 now available



Want to know what's new in the latest release? Here's a summary:

- Converting your Microsoft Word files to Flare topics is now easier. You can drag and drop files directly into the Content Explorer, and a redesigned import wizard gives you more control when importing your files.



- For simplified content import, you can now drag and drop any file type, such as image files or PDFs, into Flare.
- Business intelligence and data analytics can help to improve your documentation and customer satisfaction.
- You can now publish your output directly to MadCap Central from a local Flare project. This allows you to take advantage of features in Flare such as Elasticsearch and Build Events.
- In addition to making your HTML5 output responsive based on device, you can now dynamically change the content itself (text and multimedia) based on the format.
- You can import Atlassian Confluence content – directly from Confluence cloud and self-managed servers.
- Zendesk publishing enhancements have been included.
- Several new accessibility enhancements have been added to HTML5 output including keyboard navigation and Accessible Rich Internet Applications (ARIA) tags.

- Flare now supports the import of FrameMaker 2019 files too.

More information about this release is available [here](#).

### 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](#).

### Training and event reviews

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

## Industry and general news

### Next generation of technical communicators

*By Rachael Penycate, Edissero Ltd*

Edissero had a fun and successful day at the University of Southampton's IT, Science and Engineering Careers Fair on 18 October. It was a great opportunity to talk to students studying STEM subjects and introduce them to technical communications as a potential postgraduate career.



Rachael Penycate of Edissero (and some chocolate)

It's unlikely to come as a surprise to *InfoPlus* readers that the vast majority of those we spoke to had never even heard of a technical author, let alone considered working as one! We have certainly seen a rise in the call for graduate writers in the last couple of years and it was encouraging for us to chat to the next generation of potential technical communicators. We feel very passionately about attracting fresh talent to this industry and we look forward to attending similar events in the future.

P.S. For those in the know – yes, that is the famous Edissero chocolate bowl on another outing...

## Sumfin to make you shudder?

A total of 203 new words were added to the Oxford English Dictionary (OED) in October, and by their own definition our language seems to be getting more easy-breezy.

In theory at least, people who write “sumfin” rather than “something” are now using correct English, although we suspect anyone in the TechComm world will find it challenging to chillax if this is encountered.

The latest entries include several *Star Wars* terms too. Good timing, given that *Rise of the Skywalker* will be released soon. Even if you're not a big fan you'll be familiar with

“Jedi” and “lightsabre”. But how many of you are able to say what a “Padawan” is without looking it up?

If you can't immediately find your phone to Google “Padawan” you risk a bout of “nomophobia”. Don't worry, it's curable.

The OED now also includes “simples” which is used at the end of a sentence to indicate an easy solution to a problem. The word was quite possibly invented by insurance-policy-comparing Russian meerkats a decade ago, and has been used by former Prime Minister Theresa May in the House of Commons.

However, perhaps the most relevant 2019 addition is “omnishambles”. After first gaining popularity on the political sitcom *The Thick of It* several years ago, usage of this word has increased in recent times warranting its addition to the dictionary. If you don't already know, it describes a “comprehensibly mismanaged” situation and is chiefly used in a political context.

The complete list of new words can be found on the [OED website](#).

nomophobia, n.2: Anxiety about not having access to a mobile phone or mobile phone services.

easy-breezy, adj.: Esp. of clothing, style, etc.: informal, casual; relaxed, carefree.

## Tricks of the trade

### Repeat last command

By Ellis Pratt

The repeat last command can be a useful time-saver. It's:

- F8 in Flare
- CMD+Y in Word Mac
- Ctrl+Y or F4 in Word Windows
- F6 in FrameMaker.

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

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



## Blog news

By Ginny Critcher

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

The Government Digital Services blog has a podcast which brings together design-minded public servants from all over the world to share best practice, discuss shared challenges and learn from one another:

<https://gds.blog.gov.uk/2019/09/30/podcast-the-international-design-in-government-community/>.

Also from the Government Digital Services blog, a post on developing a learning approach for the content design professional:

<https://gds.blog.gov.uk/2019/09/02/developing-a-learning-approach-for-the-content-design-profession/>.

Tom Johnson's I'd Rather Be Writing blog has a podcast on how to deal with project overload:

<https://idratherbewriting.com/blog/dealing-with-project-overload/>.

You can listen to a podcast about documentation on developer portals on

the Cherryleaf blog:

<https://www.cherryleaf.com/2019/10/podcast-70-client-stories-documentation-in-developer-portals/>.

Jennifer Morse on the Madcap blog outlines what's new in Flare 2019 r2 release:

<https://www.madcapsoftware.com/blog/part-1-whats-new-in-madcap-flare-2019-r2-release/>.

Keith Moehring on the Marketing Artificial Intelligence Institute blog discusses natural language generation (NLG) software:

<https://www.marketingaiinstitute.com/blog/how-to-automatically-generate-content-at-scale/>.

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

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



## Training courses

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



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

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

### Armada

Armada is offering a 10% discount for ISTC members on all the following courses (coupon code ISTC10).

### November

#### 18-19 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, Milton Keynes.

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

...Armada  
...November

**18-19 Introduction to Adobe FrameMaker**

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

Armada, Newbury.

<https://www.armada.co.uk/course/framemaker-training>.

**21-22 Introduction to Adobe Captivate**

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

Armada, Reading.

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

Armada, Bromsgrove.

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

**26-27 Authoring Structured FrameMaker Documents**

Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates.

Armada, Newbury.

<https://www.armada.co.uk/course/authoring-structured-framemaker-documents-training/>.

**28-29 Introduction to Adobe InDesign**

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

Armada, Bromsgrove.

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

**December**

**2-3 Introduction to Adobe Photoshop**

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

Armada, Bromsgrove.

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



...Armada  
...December

- 2-3    Advanced Adobe FrameMaker**  
Teaches everything you need to be able to:
- Create and maintain FrameMaker templates.
  - Build and maintain multi-chapter books with cross-references, table of contents and an index.

Armada, Newbury.

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

- 5-6    Introduction to Adobe Captivate**  
This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.

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.

Armada, Sheffield.

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

- 12-13    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 & Bristol.

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

- 19-20    Creating Element Definition Documents (EDDs)**

Teaches how to:

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

Armada, Newbury.

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

**Cherryleaf**

We offer online training courses in:



**Technical Author/Technical Writing:**

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

## ...Cherryleaf

### 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
- Introduction to Content Strategy
- Documenting REST APIs
- Managing Software Documentation Projects

- Writing and Designing Embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

## ESTON Training



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

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

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

### Simplified English:

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

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

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

### Editing and Publishing Magazines:

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

### Report Writing:

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

### Business English:

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

## Firehead

### Learn FrameMaker 2019:

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

### Learn Adaptive Content Modelling:

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

### Creating Mobile Apps without Coding:

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

### Customer Journey Mapping:

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

## MadCap Software

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

## Training and events – discounts for ISTC members

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

# Events listings

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

ISTC events are highlighted.

## November

### 4-7 **Boye 19 – The Digital Leadership Conference**

Now in its 15th year, this three-day event has been rebranded as “The digital leadership conference”. Expect keynotes, talks, sprints and networking around topics such as content strategy, UX, intranet, the digital workplace and tech trends. Aarhus, Denmark.

<https://aarhus19.boy-co.com>.

### 4-7 **Web Summit**

Web Summit brings together the people and companies redefining the global tech industry. At a time of great uncertainty for industry and the world itself, we gather the founders and CEOs of technology

companies, fast-growing start-ups, policymakers and heads of state to ask a simple question: where to next?

Lisbon, Portugal.

<https://websummit.com>.

### 5 **ISTC Thames Valley Area Group Meeting**

We'll be looking at how to plan podcasts this month.

For more information email Darren Mitcham: [thamesvalleyareagroup@istc.org.uk](mailto:thamesvalleyareagroup@istc.org.uk).

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

### 5-7 **Teknologia 19**

The leading event in technology in the Nordic countries, featuring current topics in the industry such as robotics, artificial intelligence and digitalisation.

Helsinki, Finland.

<https://teknologia.messukeskus.com/?lang=en>.

### 11 **Adobe Technical Communication Partner Conference**

An opportunity to meet the Adobe Technical Communication team. This year there is a stronger focus on information for developers and more space for interactive discussions in a workshop format. Stuttgart, Germany.

<https://adobe-techcomm-partner-day-2019.meetus.adobeevents.com>.

### 12-14 **tcworld conference 2019**

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

Stuttgart, Germany.

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

## ...November

- 23 ISTC Midlands Area Group Meeting**  
Join us to discuss “Applying ideas from other areas to our own”. You can let us know you’re coming or ask questions by emailing James Bartley at [midlands\\_areagroup@istc.org.uk](mailto:midlands_areagroup@istc.org.uk).  
[Littleover Lodge Hotel Bar, Littleover, Derby, DE23 4AN](#) at 18:30.

## December

- 7 Small Business Saturday**  
Supporting small businesses throughout the UK.  
<https://smallbusinesssaturdayuk.com/>.
- 9-11 An Event Apart San Francisco 2019**  
The web design conference for UX and front-end experts. Three days of design, code, and content for interaction designers and developers.  
San Francisco, USA.  
<https://aneventapart.com/event/san-francisco-2019>.

## January 2020

- 30 ISTC East of Scotland Area Group Meeting**  
Join us for tech writing chats and a few drinks in the pub after! For more information email Holli Hamilton: [eastscotlandareagroup@istc.org.uk](mailto:eastscotlandareagroup@istc.org.uk).  
Corero Network Security, 53 Hanover Street, Edinburgh at 18:00.

## Upcoming webinars

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

## November

- 6 What’s New in MadCap Flare: Major New Features Introduced in 2019**  
In this 75-minute webinar, join Jennifer Morse, Director of Product Evangelism, and Jorgeo Catolico, Sales Engineer, as they take a deep dive into many of the new features

and enhancements designed to streamline content development.  
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.

- 13 Five Steps for Building an Intelligent Customer Experience**  
Join Scott Abel, The Content Wrangler, and his special guests, Megan Gilhooly, VP Customer Experience at Zoomin, and Cruce Saunders, Founder and Principal at [A], for this free, one-hour webinar. Megan and Cruce will share how to bridge the gaps between structured and unstructured content, using real-world examples and steps that organisations are taking to improve scalability, personalisation, productivity, and deliver next-generation customer experiences.  
<https://www.brighttalk.com/webcast/9273/375037>.



## Back page

### More ponderings on collective nouns

Following on from the last edition when we wondered what a suitable collective noun for technical authors might be, Annette Sohor has suggested that the obvious one is a “chapter” of writers, surely?! Annette goes on to say that she also rather likes a “ream”.

Any more suggestions? What about collective nouns for technical illustrators, content strategists, translators, or whatever your specialism may be? Suggestions to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) please.

And while we're on the topic, what's the collective noun for collective nouns? It could be Googled, but it would be much more entertaining to create our own!

### Feedback and contributions

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

### Taking the biscuit

I was a bit bored, so I read the small print on my packet of Lotus Biscoff biscuits. I was intrigued to learn that apparently packets could contain  $\pm 32$  biscuits. Readers will be relieved to learn that my particular packet contained +32. I wonder what happens when such a packet sits next to its anti-partner on a shelf. I expect the internet breaks, at the very least.



Yours in baked bemusement,

*Martin Ley, FISTC*

Amusing pictures and ponderings are always welcome – please keep them coming. 😊

## Join the ISTC



Discover the five benefits of being an ISTC member:

What the ISTC offers

### 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](mailto:newsletter.editor@istc.org.uk) by **21 November 2019**.

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