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16
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InfoPlus⁺

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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.

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ISTC news TCUK16, a report

By Louise Fahey, InfoPlus⁺ editor

Last month I had the opportunity to attend my first ever TCUK conference. This was made even more exciting as I attended the conference as a speaker. Below is my account of TCUK16.

TCUK16 kicked off on Tuesday 13th September, the UK's hottest September day in 105 years. Delegates from all over the UK, and even the world, braved the heat as they made their way to Wyboston Lakes Executive Centre, located midway between Cambridge and Milton Keynes.

Upon arrival, delegates and speakers were met by Elaine Cole who made sure everybody received a lanyard and goodie bag. Elaine also pointed people in the direction of the refreshments, which were in constant supply for the duration of TCUK.

After rehydrating and getting over my two hour drive, it was time to attend some of the workshops that were offered on the first day of TCUK16. Workshops provided a more in-depth and often hands-on approach to some important tech comms topics.

Fringe meetings took place at the end of each day's sessions and included a networking event for ISTC members, a talk on the ISTC mentoring scheme, and another talk on managing stress. I attended the networking event which I found very



Louise Fahey in her presentation "Mapping your path in tech comms: Surviving the early years"

enjoyable. And not just because of the wine that was included!

One of the things I particularly enjoyed about TCUK16 was chatting with the conference sponsors who were there each



The Edissero team minus their bowl of chocolates!

day with stands presenting tech comms services and technologies. It was a great opportunity to meet with important providers and speak to industry experts all in one place. It was also a great place to go if you wanted a chocolate fix thanks to Edissero and their never-ending bowl of chocolates!

The quality of presentations was excellent too. Presenters were not only knowledgeable about their topics, but they were also enthusiastic too. There was strong

engagement from audience members and some interesting discussions took place. I gained a lot of practical information from TCUK16.



Delegates networking

TCUK16 also helped me to gain more confidence in myself. Before TCUK16, I dreaded public speaking. However, my presentation was so well received and feedback so positive, that I can't wait to sign up to speak again next year! I would again like to thank everyone who attended my presentation and supported me. In particular, my wonderful presentation facilitator Erin Vang of Dolby Laboratories, who herself gave two excellent presentations at TCUK16.

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This year's Gala Dinner went down well with everyone. A three course dinner was served, preceded by a drinks reception, and entertainment afterwards in the form of a quiz and then a band. I felt particularly lucky that night as I was a member of the winning quiz team!

The ISTC's AGM took place on the Wednesday and seemed well attended. It was good to see so many members supporting the Institute.



The Gala Dinner

Whether or not you made it to TCUK16 this year, you can keep up with post-conference information on the website: www.technicalcommunicationuk.com.

There'll be more stories in *InfoPlus*⁺ too. If you didn't get to the conference at all, you should definitely try harder next year! It's an excellent opportunity to network with, and hear presentations from, tech comms experts at the top of their game.



Derek Cooper, TCUK16 Conference Chair

Communicator

The award-winning quarterly journal from the ISTC.

Online

Print

Member

"Thank you again for letting me be one of your authors. It is a true privilege."

Maxwell Hoffmann



"The Spring 2015 issue of Communicator is possibly one of the best I've seen yet."

Claire Wood

www.istc.org.uk



Erin Vang, PMP in her presentation "Rockstars, not typists! Expanding your influence in tech organizations"

Peter Anghelides accepts the ISTC's Horace Hockley Award

Peter Anghelides, current Outreach & Publicity Officer for IBM UK Laboratories, has been selected by the ISTC Council as the 2016 winner of the Horace Hockley Award. The Horace Hockley Award recognises outstanding contributions to the field of technical communication over many years.

ISTC President Alison Peck presented the award to Peter at the TCUK16 Gala Dinner, stating that the presentation was "in recognition of all the work you have done in promoting the value and practice

of technical communication, particularly through engagement with universities and other external organisations, and the mentoring of countless new and less-experienced members of our profession.”



Peter Anghelides receiving the Horace Hockley Award from ISTC President Alison Peck.

Peter has spent a number of years leading much of IBM's talent management and acquisition programmes, particularly through engagement with universities. He started his IBM career in 1988 as an information developer, and subsequently held technical communication roles in translation management, line management, and two IBM assignments as worldwide Operations Manager for the IBM Directors of Client Content, Globalization, and User Experience Design.

Peter has also written more than two dozen novels, audio plays, and short stories for the popular series of Doctor Who, Blake's 7, and Torchwood spin-off publications. In addition, he gave the Opening Keynote presentation at the first TCUK conference in 2009.

Speaking about being selected as the 2016 Horace Hockley Award winner, Peter said: "I am very honoured by this award. In our business, we all welcome feedback about our work - and I am delighted to receive this peer recognition from fellow professionals in the technical communication industry."

For more information about the Horace Hockley Award, including past recipients, see: www.istc.org.uk/professional-development-and-recognition/istc-awards/horace-hockley-award/.

Attendance certificates for TCUK 2016

Please contact the ISTC Office (istc@istc.org.uk) if you would like to receive an attendance certificate for TCUK 2016. Please let the office know if you'd be happy to receive the certificate as a PDF document (preferable for us, as it save postage costs) or if you need to have a printed certificate sent to you.

TCUK 2016 attendance and the ISTC CPD Scheme

The ISTC's CPD scheme, which is mandatory for Fellows and is recommended for Members, is output-based. This means that any professional activity you take part in - including TCUK 2016 - only counts towards your CPD if you explain what you gained from the activity in your personal reflective CPD record.

Halloween short story competition



Are you a budding short story writer at heart? Do you love a good ghost or horror story?

The ISTC Community is running its first ever short story competition this Autumn, with a £50 cash prize.

Since Halloween is fast on the approach we thought it would be fitting to have this as the theme. Stories featuring ghosts, goblins, ghouls, vampires and all that's in between are welcome.

Entries must be a maximum of 2,200 words and must be received by midnight Friday 21st of October 2016. Entries cost £3 for ISTC members (please quote your ISTC membership number on entry) and £5 for non-ISTC members (the price will be set automatically for you, make sure you are logged in if you are a member). See here for more information: www.istc.org.uk/our-community/short-story-competition/.

Return of our “Ask Me Anything” sessions



The ISTC’s “Ask Me Anything” sessions are back! To kick us off, we have *InfoPlus*⁺ copy editor Louise Fahey joining us in October. Fresh from speaking at TCUK, Louise is happy to answer questions on topics such as career development, studying technical writing in Limerick, the role of *InfoPlus*⁺ copy editor, MadCap Flare, usability, and Agile practices.

In her own words: “After speaking at TCUK, I feel far more confident about answering questions from my peers in an AMA session. I think the AMA sessions are a great way

of sharing knowledge and tips. I’d strongly recommend ISTC members to come along to the Discussions Forum and check it out for themselves.”

If you would like to ask Louise a question, log on to the Discussion Forums section of the ISTC website on Monday 10 October. You will see a new post, introducing her and inviting questions. Our “Ask Me Anything” sessions are forum posts, rather than live sessions and over the course of the day or even week, Louise 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.

New ISTC Forum for all your Newbie questions!

It can be difficult when you’re new (or as they say in tech circles, a “newbie”). If you’re just starting your career, or if you’ve just changed to a new career, or joined a new

team, or started using a new software tool, you can easily feel a bit lost from time to time. You may be surrounded by people who appear to know everything while you feel like you’re stuck on the basics. You’d like to ask a question (or several questions) but you don’t know where to start or who to ask.

When we held a fringe meeting about the ISTC Mentoring Scheme at TCUK 2016, we discussed what help the ISTC could offer to people who were feeling like newbies (including people who felt like newbies on one specific topic, even though they had some experience in other areas). A special forum area was suggested, somewhere where there was no such thing as a silly question, and where every question would get a polite and respectful, as well as informative, answer.

We’re delighted to be launching the Newbie Forum, and we hope that anyone who does feel a bit new or uncertain about something in their tech comm work or career will be able to ask their question. We also hope that those members who may have a little more experience in a particular area will be willing to answer - politely and respectfully and informatively, of course!

Look out for the new Newbie Forum, and please take part.

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

At the September Thames Valley meeting, Darren Mitcham gave a sneak preview of his TCUK presentation "[It all started with BS4884 - the colleagues, courses and copy that characterised my 20 year career as a](#)

[technical author.](#)" The audience gave some very useful feedback.

Thames Valley Area Group next meeting

The group will be meeting at the Bird-in-Hand, Knowl Hill on Tuesday 4th October and we will have a general discussion on what we all learnt at TCUK 2016. Please note that we will be meeting at the Bird-in-Hand in Knowle Hill for the foreseeable future as our usual venue is closing on Tuesday evening.

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-4th-october-2016-tickets-27603333313>.

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



Some members of the ISTC Thames Valley area group enjoying TCUK16

Current ISTC local area groups

Contact your nearest area or special interest group on the email shown below. If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dumic at: areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Central South	Co-ordinator wanted	areagroupsmanager@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechwriters@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 West	Co-ordinator wanted	southwest_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 Bradley 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

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.

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

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>.

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.

Business affiliate news

Double win for 3di at TCUK 2016

The TCUK Conference, organised by the ISTC, is the largest event in the UK for technical communication practitioners, managers and client organisations. It also attracts 3di and other services and tools companies as exhibitors and sponsors. 3di has been attending since 2002 and exhibiting since 2003. Many of our customers and freelance resources are regular attendees, and the 3di team members who attend always learn a huge amount from the sessions and from talking with the other delegates.



Managing Director of 3di Paul Ballard receiving an award from ISTC President Alison Peck

This year's highlights included Sarah Richards' keynote about how she led a team of jargon busters for the .gov.uk content team, our former colleague Liz Gregory briefing about how to grapple with terminology, and Simon Anstey of SAP describing how his team had found ways to demonstrate the business value of their work.

3di also had some excellent recognition for our customer work: two of our customer projects were recognised in the UK Technical Communication Awards. An animation video for Vodafone won a merit award in the 'Conceptual Information' category, and a quick start user guide we developed with our friends at Doc Department won a merit award in the 'Procedural Information' category.



Rachel Potts, Head of Technical Communication and Head of Research and Development at 3di, and Paul Ballard, Managing Director of 3di

immersion in the world of technical communication for her, but she is hopefully well equipped now to start spreading the word about our expertise to technology companies in Krakow and Poland. Paul, Ballard, Rachel Potts, Malveen Mangat and Katrina Butler also attended, and Kat will be publishing an article in the ISTC's Communicator Journal about her TCUK experience.



Agata Mos, Business Development Manager at 3di

Five of the 3di team attended this year, including our shiny new business development manager for the Poland business Agata Mos. It was a deep

Customer Journey Mapping and technical communication

By Ellis Pratt, Director and Help Strategist at Cherryleaf and TCUK16 speaker

A technical communicator's lot is usually to create content for helping users, and, if they are lucky, do some user testing of it in order to make future improvements. It is not that common for them to be able to look at the bigger picture and think about how the user gets to that information in the first place.

Customer Journey Mapping is an extremely useful way to understand and improve the customer experience. It involves creating a document (often a spreadsheet) that describes the user experience from their perspective. It can record each point at which interact with your service or product, the quality of that experience, and what happens next.

Customer Journey Mapping is something we carried out recently for a client, and it was a topic that came up at the TCUK 2016 conference, in the presentations by both Sarah Richards and Simon Anstey.

Our client is a start-up Software as a Service company that is growing rapidly. They are creating new products, gaining new customers, and they are having to face all

the challenges that brings. We mapped the journey of a user who wanted to install the product. We used a spreadsheet to record each stage and any issues or problems that users came across. The user began at the company's website, where there were various links for installing the application, including instructions on how to do that. It revealed there was confusion between the product available on Amazon Web Services and the product clients install in-house. This was because the same, or similar, terms were used to describe the products themselves and the features contained within the products. On some pages, users were directed to the Support desk system and the articles contained there. On other pages, they were directed to PDFs, which described how to install the previous version of the product. There were also a few pages that took them to the online Help system. The Customer Journey map made it easy to change the website so it directs users to the single place for information, and to remove duplicate, and out of date, information.

In Sarah Richards's presentation at TCUK 2016, she described the approach the Government Digital Service took when they developed the Gov.uk. website. GDS removed content that didn't address those needs, and consolidated hundreds of

government websites into the single gov.uk site. They kept 45,000 pages, and culled 92,000. This process started with user needs, and were designed around those customer journeys.

In Simon Anstey's (of SAP) presentation, on eliminating Support tickets, he described how he looked at the customer journey for raising a Support ticket, and collaborated with SAP's customer support team to improve the documentation, and links to useful information, for some critical products. This stemmed the flow of support tickets. They estimated the resultant cost savings and started gaining management's interest. This activity meant they could show what value documentation was adding.

Customer Journey Mapping can be revelatory in revealing issues that may not be obvious at first glance.

To read the article in full, including links, see: <https://www.cherryleaf.com/blog/2016/09/customer-journey-mapping-and-technical-communication/>.

Adobe to follow up TCUK16 workshop with interactive webinar

The following information appears on the Adobe website at: <https://2016-10-04-tcuk-techcomm-think-tank.meetus.adobeevents.com/>.

This webinar is part of a research project developed by The Transformation Society and Adobe Technical Communication that continues their ongoing partnership to seek deeper understanding about the technological developments that are offering new horizons to the content industries.

The technologies associated with Industry 4.0 promise to change the way we do business and the way we live. How will they affect the generation and delivery of technical information? Will we need to be thinking more about continuous updating and delivery? Will the connectivity of the Internet of Things mean that some technical information will be transmitted from machine to machine without being read by humans? When our mobiles know fine data about each one of us and our immediate context state, how will they choose the information we receive, and who will decide the algorithms?

This webinar is one element of a transmedia event that began with a workshop at the 2016 Technical Communications UK (TCUK) in Wyboston Lakes Executive Centre conference last month, and continues afterwards. We'll "probe our future" to explore these imminent challenges, opportunities, and solutions for information needs that we cannot yet predict, or even imagine.

The webinar is highly interactive, and we invite you to participate with us in this experience, and then to join us online where we'll continue the discussion for two days, culminating in a real-time Twitter chat where we will all explore some key ideas further.

Industry and general news

Cork Institute of Technology offering flexible learning options in new MSc in Information Development and Design

Last month Cork Institute of Technology (CIT) welcomed the first intake of students onto its new MSc in Information Design and Development.



Collaboration with industry experts

Speaking to *InfoPlus+*, course director Dr Seán McSweeney from the Department of Computing in CIT said: "The motivation for setting up the MSc came from the strong demand for information development skills in Ireland. We connected with a number of the big tech companies that are based here in Cork to find out the barriers they were facing when it came to hiring information developers.

Last year we ran a pilot project online through virtual desktops. We received great feedback and it was from here that we developed the MSc. We collaborated again with industry experts from Tyco, EMC, VCE, VMware, TWi, IBM, Bárd Na Gleann, and Intel Security to name a few, to determine the course content and what the learning outputs should be."

Dr McSweeney believes it is this involvement of industry experts that sets the MSc in

Information Design and Development apart.

"The people that helped design this course are all people working in the industry. As well as our connections with external companies, we also had input from Dr Donna O' Shea, lecturer in the Department of Computer Science here at CIT, who previously worked at IBM for a number of years. Donna is very passionate about DITA and brought much of what she learnt at IBM into her work as a lecturer. So she already knew quite a bit which was a great help when designing the programme."

Three elements to the course

According to Dr Donna O' Shea, the MSc has three very strong elements running through it: the technical aspect of information development, including DITA, XML, multimedia, and emerging technologies, the project management aspect, and the English language aspect.

"At CIT we recognise that information developers don't just need skills in humanities and language. They also need technical skills. If you look at any of the companies we've worked with to design the course, IBM, Tyco, EMC, etc., their technical writers all work with complex systems. By providing students with an understanding of

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—Lars Lyhne | **Technical Communicator, ReSound**



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LG Electronics

the framework that these systems are built on, they will be better-placed to understand the systems as a whole.

As well as technical knowledge, we also provide students with skills in project management. These skills will help them throughout their careers to successfully plan and manage projects that require technical documentation.

In addition, we recognise the need for strong English language skills which is why we provide modules, such as our Information Experience module, that are delivered by non-technical lecturers.”

Flexible learning

The MSc has been designed to allow learners take the programme in three stages:

- Stage 1: Certificate in Information Design & Development
- Stage 2: Postgraduate Diploma in Information Design & Development
- Stage 3: Master of Science in Information Design & Development

Learners can sign up for stage one or all three. If they sign up for the Certificate or Postgraduate Diploma, they have the option of coming back at a later stage and completing the next level up.

According to Tim Horgan, Head of the Department of Computing at CIT, the MSc in Information Design and Development offers huge flexibility to learners.

“It is delivered online and students can access lecture materials 24/7, anywhere in the world using CIT’s state of the art Cloud based platform. All lectures are recorded and can be played back at a later stage. Our platform also has built-in forums which allow learners to interact with one another. These forums are constantly monitored by lecturers who are on hand to provide assistance when required.

This flexible method of online delivery also means that lecturers can also be based globally. One such lecturer is Dr James O’ Sullivan who works at the University of Sheffield in the UK.”

Although the course is new, it is already proving popular. There are currently 18 students enrolled on the course and according to Tim: “We intend to look at the demand for places on the programme and then we have a year to respond to that demand.”

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

Blog news

By Ginny Critcher

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

Cherryleaf’s Ellis Pratt posts on the Microsoft’s HoloLens googles used by Thyssenkrupp staff to help diagnose and repair lifts:

https://www.cherryleaf.com/blog/2016/09/9450/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+CherryleafTechnicalAuthorsBlog+%28Cherryleaf+Technical+Authors+Blog%29.

The Content Wrangler explores transcreation and why adapting translated content for effectiveness is a necessary part of a successful global strategy:

<http://thecontentwrangler.com/2016/08/29/transcreation-adapting-translated-content/>.

Tom Johnson writes about implementing swagger in your API documentation:

http://idratherbewriting.com/2016/09/08/swagger-article-for-istc-publication/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3ATomJohnson+%28I%27d+Rather+Be+Wri+ting%29.

Bill Swallow looks at making localization “better”:

www.scriptorium.com/2016/09/making-localization-better/.

A new site from Anne Gentle:

<http://docslikecode.com/articles/>.

Kin Lane the API Evangelist discusses the state of API documentation solutions:

<http://apievangelist.com/2016/09/16/a-look-at-the-state-of-api-documentation-solutions/>.

Sarah Chambers liveblogged from the Write The Docs conference:

https://docs.google.com/document/d/1Mr0vYuk6yP-OybDTQ_Zs1vBQsg7LxqlweM_oppJZVqw/edit#.

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).



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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.

October

10-11 Simplified Technical English Course

A practical introduction for those who will use Simplified Technical English. The course introduces the philosophy of, explains the underlying grammatical principles and gives delegates opportunities to use Simplified Technical English in practical exercises. These exercises can be based on your company's documentation.

10% discount for ISTC members.

Mekon Ltd. Sutton, Surrey, UK / On-site / Remote

<http://tinyurl.com/z5gg9ya>.

10-11 Introduction to Adobe InDesign

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

10% discount for ISTC members.

Armada, Milton Keynes.

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

11 Cherryleaf's policies and procedures writing course

This course teaches your staff how to write clear and effective policies and procedures, in a straightforward and efficient way. It is popular with staff from charities and the NHS, although it will benefit many writers of policies and procedures.

Cherryleaf at our training centre in central London (WC2).

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

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.

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

13-14 Introduction to Adobe Captivate

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

10% discount for ISTC members.

Armada, Reading.

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

13-14 Introduction to Adobe Photoshop

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

...October

17-18 Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
10% discount for ISTC members.
Armada, Bromsgrove.
www.armada.co.uk/indesign-training-course.

17-19 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, Reading.
www.armada.co.uk/robohelp-training-course.

20

Advanced technical writing & new trends in technical communication training
Discover the advanced new writing styles emerging in technical communication by attending Cherryleaf's popular training course.
Central London, WC2R
<https://www.cherryleaf.com/training/trends-in-technical-communication-workshop-advanced-technical-writing-techniques/>.

20-21

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

24-26

Basic and Intermediate MadCap Flare
Teaches how to use Flare to create a working help project with media-rich content and full navigation features. You learn how to work efficiently and effectively with Flare, becoming familiar with features including variables, conditional text and multi-format publishing.
10% discount for ISTC members.
Armada, Reading.
www.armada.co.uk/madcap-flare-training-course.

...October

24-28 **Technical Authoring Training Programme**



Comprises:

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

Training in core technical authoring skills for new and experienced technical authors.

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

10% discount for ISTC members.

Armada, Bromsgrove.

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

November

3-4 **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.

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.

...November

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.

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.

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/.

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.

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/

October

4 Thames Valley Area Group Meeting

We will have a general discussion on what we all learned at TCUK. 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-4th-october-2016-tickets-27603333313>.

5-7

Content Strategy Forum

Over three days, we'll hear from some of the best in the world in their field. We'll learn what content strategy really is, how it can improve the customer experience and how collaborating is pivotal to success.

Melbourne, Australia

<http://csforum2016.com/>.

6-7

MobiConf

Mobicconf is connecting people from all over the world. It is a place, where mobile developers, project managers, UI/UX designers and speakers can learn about mobile technology and spend time together.

Krakow, Poland

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

...October

7 NUX5 - UX & Design Conference
NUX5 is an all-day event in Manchester focussed on how an understanding of people can help you define, design, and build better experiences, on the web and beyond. With international speakers from some of the biggest digital brands, the day will provide a wealth of practical experience you can apply right away.
Royal Northern College of Music, Manchester
<http://2016.nuxconf.uk>.

10-13 International Conference on Information Society (i-Society 2016)
The i-Society 2016 is a global knowledge-enriched collaborative effort that has its roots from both academia and industry. The conference covers a wide spectrum of topics that relate to information society, which includes technical and non-technical research areas.
Dublin, Ireland
www.i-society.eu.

11-13 Atlassian Summit 2016
Join us for an epic week of training, inspiring keynotes, breakout sessions, and one awesome party.
San Jose, CA (USA)
<https://www.atlassian.com/summit>.

12-13 Conversion Conference
Discover the latest strategies and tactics around lead generation and conversion rate optimisation, including meaningful data collection, A/B and multivariate tests, personalisation, persuasion techniques, cross-device UX and more.
London EC1A 4HD
<http://conversionconference.co.uk/>.

14-15 The Tech Comm Conference
2 Days of Tech Comm Intensity for Practitioners, Academics, and Students. The Tech Comm Conference is being held in partnership with the Writing Studies departments at the U. of Washington Tacoma.
University of Washington in Tacoma, WA (USA)
<http://conference.writersua.com/techcomm/>.

18-19 Interact London
Interact London is a leading design conference that explores the roles that digital design, user experience and information architecture play in today's society. This year's theme - how will people interact with technology in the future and how will we design for it today?
The British Museum, Great Russell Street, London
https://www.eventbrite.co.uk/e/interact-london-2016-tickets-19313132098?utm_source=keycontent.org&utm_medium=calendar.

...October

18-19 Taxonomy Boot Camp London

More and more organisations are recognising the value of taxonomies to drive their data, content and information processes. Join us at the first ever Taxonomy Boot Camp London. Whether you're a first-timer, an established information professional, or a seasoned taxonomist, there's something for you...

Olympia Conference Centre,
London W18 8UX

www.taxonomybootcamp.com/London/2016/.

18-19 World Usability Congress 2016

It is its application-oriented, economic and holistic approach that makes the World Usability Congress one of a kind on a global scale. We talk about Usability, User Experience (UX) & Customer Experience Management (CX).

Graz, Austria

www.worldusabilitycongress.com.

21

Design It; Build It (DIBI) – London 26

DIBI attracts delegates from across the digital landscape, from those leading digital businesses to the designers and developers who make things happen. Social events and plenty of opportunities to network make DIBI the perfect place to make contacts.

The Royal Institution of Great Britain, 21 Albemarle Street, London

https://www.eventbrite.co.uk/e/design-it-build-it-london-tickets-21529689882?utm_source=keycontent.org&utm_medium=calendar.

26-28

WebVisions

One of six WebVisions events in 2016, exploring the future of design, content creation, user experience and business strategy for an audience of designers, developers and industry leaders.

Berlin, Germany

www.webvisionsevent.com/berlin/.

LocWorld

LocWorld is the leading conference for international business, translation, localization and global website management. Attendees are the people responsible for communicating across the boundaries of language and culture in the global marketplace. The theme of the LocWorld32 conference in Montreal is "Engaging Global Customer

Montreal, Canada

<https://locworld.com/events/locworld32-montreal-2016/>.

25-28 LavaCon Conference Las Vegas

A multi-day conference for content strategists, documentation managers, and marketing professionals. LavaCon has grown from its technical communication roots to include sessions on project management, content strategy, UX, social media, mobile devices and more.

Las Vegas, NV (USA)

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

...October

29

WebVisions

One of six WebVisions events in 2016, exploring the future of design, content creation, user experience and business strategy for an audience of designers, developers and industry leaders.

Method, London E1 6JJ

www.webvisionsevent.com/london/.

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/>.

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>.

November

2-4

Adobe DITA World 2016 – The DITA Online Conference

From November 2 to November 4 we're going to host the first Adobe DITA World 2016 Online Conference. The program will offer a wide range of topics, from high-level strategic approaches to very practical sessions. Registration is free.

Online

https://2016-adobe-dita-world.meetus.adobeevents.com/?utm_source=keycontent.org&utm_medium=calendar.

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>.

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

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://ditaeeurope.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/>.

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/.

December

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.

Upcoming webinars

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

October

4 **Information Mapping: What is it? Why use it?**

Writing structured and consistent documents can be difficult and time-consuming. Information Mapping® can make life much easier! Look what it can do for your documents! Learn more at our free webinar.

Information Mapping International
www.informationmapping-webinars.com/webinar1/webinar-register.php.

6

4 **Probing Our Future. Results of Adobe & The Transformation Society Think Tank at TCUK**

This webinar is one element of a transmedia event that began with a workshop at the 2016 Technical Communications UK (TCUK) in Wyboston Lakes Executive Centre conference earlier in the month, and continues afterwards.

We'll "probe our future" to explore these imminent challenges, opportunities, and solutions for information needs that we cannot yet predict, or even imagine.

Adobe

<https://2016-10-04-tcuk-techcomm-think-tank.meetus.adobeevents.com/>.

6

provide insights into four key areas that are transforming the industry.

Adobe

<https://2016-10-06-techcomm-survey.meetus.adobeevents.com/>.

Boost the Power of MadCap Flare with Time-Saving Plugins

In this webinar Thomas Bro-Rasmussen, plugin CEO and certified Flare instructor, gives an overview of how a few simple plugins can greatly enhance productivity and save valuable time and effort. In addition, Thomas will discuss how the user can enhance their Flare projects with a hands-on demo.

MadCap Software

<https://www.madcapsoftware.com/demos/signup.aspx?id=1147378675351631023>.

...October

- 11 RoboHelp 2015 – Part 1: Getting started with ExtendScript**
In this webinar, Willam van Weelden will introduce you to the wonderful world of RoboHelp automation with ExtendScript. In this live, hands-on webinar, Willam will show you how to use the scripting feature to automate repetitive tasks in RoboHelp.
Adobe
<https://2016-10-11-robohelp-extendscript.meetus.adobeevents.com/>.
- 18 RoboHelp 2015 – Part 2: Getting started with ExtendScript**
In this webinar, Willam van Weelden will take your coding skills to the next level. In Part 1 of this webinar block, Willam introduced the basic concept of ExtendScript for Adobe RoboHelp. This webinar takes those concepts to the next level with more advanced scripts.
This webinar is aimed at writers that begin coding but want to get a little more out of their scripts.
Online (Adobe)
<https://2016-10-18-robohelp-extendscript.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.