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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

September 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](#).

Advertising: [Felicity Davie](#)
Editorial: [Lisa Topping](#)
Layout Editor: [Bob Hewitt](#)
Blogs Editor: [Ginny Critcher](#)

ISTC Office: Unit 19
Omega Business Village
Thurston Road
Northallerton, DL6 2NJ

Tel: +44 (0)20 8253 4506
Email: istc@istc.org.uk
Web: www.istc.org.uk

Welcome!

Yes, September has arrived and that means our annual conference, TCUK 2019, is happening next week!

If you'd like to join us it's not too late to [book your place](#) for either a day or the whole event.

We wish everyone who is going a very enjoyable and informative time.

ISTC news

It's conference time!

By Derek Cooper

TCUK 2019 is just a few days away! Behind the scenes, we are still arranging last-minute details to make sure the conference goes smoothly and successfully.

It's not too late to book. Places are still available for delegates, and we are waiting for your booking if you haven't already made one. You can do it easily [online](#). Don't miss your chance to attend this milestone event in the history of TCUK.

Check the details of all workshops and presentations on the [TCUK website](#), and make a list of which of them you really must attend. One of the difficulties of planning a conference is to try to identify presentations that mustn't clash because delegates are likely to want to attend both, so please let



TCUK 2019

The Technical Communication UK 2019 conference takes place at [Chesford Grange, Kenilworth, Warwickshire](#), from **10 to 12 September 2019**.



About TCUK

Technical Communication UK (TCUK) is the ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information.

With multiple presentations and workshops from both external speakers and the ISTC's own members, it offers three days of intensive learning, with social activities for networking and an impressive vendor exhibition.

Your TCUK 2019 highlights

We'd love to feature some of your TCUK 2019 highlights in the October edition of *InfoPlus*. Please send pictures and/or short write-ups of your memorable moments to newsletter.editor@istc.org.uk.

us know how well we have done with our selection.

Apart from the range of workshops and presentations at the conference, we always hold fringe events. This year, on Wednesday evening before the Gala Dinner (where prizes can be won!), we are holding a fringe event to decide the direction that TCUK will take in the future. We live in an unpredictable world at an uncertain time, and that is particularly true in the UK now. The organisers of TCUK would really like to hear your thoughts and ideas, so we can incorporate them into future conferences. We intend this fringe session to be fast and dynamic — think of it as an “ideas frenzy” if you like — and for that reason we expect it to last 40 minutes (the same as a conference presentation). However, we can extend it if the ideas really start to flow.

Between now and 10 September, if you haven't already done so, please book your place at TCUK 2019 and show support for the UK's principal conference on technical communication. Use it, or lose it! We look forward to seeing you there.

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ISTC Council news – farewell to David Farbey and Paul Ballard

By Carol Leahy, ISTC President

As you know, the ISTC is managed by the ISTC Council who are a team of member volunteers that have been elected by their fellow members. This year, both David Farbey and Paul Ballard have decided to step down from Council. Both David and Paul have contributed so much to the ISTC during their time on Council and it is very sad to see them leave.

My initial interactions with David and Paul were at my first TCUK in 2011. As a newcomer to technical communications, I was nervous and felt extremely out of my depth attending a conference full of knowledgeable technical communication folks. Both were extremely nice, they made



Paul Ballard

me feel very welcome, and made an effort to interact with me over those few days.

David has been on Council for nine years and has contributed a lot to the ISTC over this time. With ten years' experience as an Associate Lecturer on Sheffield Hallam University's MA in

Technical Communication programme, it was appropriate that he took on the role of Education Lead in 2012. Since then, he has worn many hats on Council including Chair of TCUK for four years. David has been responsible for Professional Development and Recognition for a number of years. In this role, he has led the ISTC mentoring scheme, and he has tried his hardest to get members to understand the importance of Continuing Professional Development (CPD)



David Farbey

has taken over as lead for the UK Technical Communication Awards. In all of these areas Paul has done incredible work, but I believe most members would agree that one of his greatest achievements has been in leading the team that refreshed the old ISTC conference into the TCUK that we all know and love.

On behalf of everyone on Council and the ISTC membership, I want to thank them both for their contributions to the ISTC and the world of technical communications.

On a personal note, I have come to know you both over the last eight years. I greatly admire what you both have achieved, and I am forever grateful for the time you have

in our profession, encouraging people to complete their CPD every year.

Paul has been involved with Council since 2004 when he took on marketing activities for the ISTC. In addition to this, Paul is a past President of the ISTC, past Chair of TCUK, and more recently

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.

Lisa



taken to show me the ropes while being on Council. I hope our paths will cross professionally at some point in the future.

Communicator: in search of feedback

Are you a regular reader of [Communicator](#), the quarterly journal published by the ISTC? If so, please could you take a few minutes to answer the *Communicator* questionnaire: <http://bit.ly/Comm19Qs>.

The questionnaire closes on Friday 6 September.

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

Thames Valley Area Group

At the August Thames Valley meeting, we discussed conflict at work. It became more of a listening and empathy session as we heard harrowing examples of how writers had been put in awkward and challenging situations at work. We concluded that many of the instances could have been avoided if procedures and protocols are agreed before things go wrong and if other departments follow any agreed procedures or protocols.

Next meeting

At our next meeting on Tuesday 3 September, we will be reviewing the TCUK 2019 agenda and deciding which sessions look tempting.

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.

Cambridge Area Group

Next meeting

The next meeting is scheduled for Tuesday 17 September at 18:00 in the [Robin Hood pub](#) in Cherry Hinton. We are going to share feedback about TCUK 2019.

If you need more information, have an idea for a future meet-up, or would like to suggest a topic for discussion please email Zsuzsa Nagy: cambridge_areagroup@istc.org.uk.

East of Scotland Area Group

July's meetup was kindly hosted by Craneware in their Edinburgh offices. It was a great opportunity to meet other tech writers in the adjoining office spaces and to introduce technical writing to some interested Craneware employees.

Next meeting

Our next meetup will be at 18:00 on Thursday 24 October at Corero Network Security (Hanover street, Edinburgh). If there other Edinburgh locations who fancy bringing technical writing into your office space by hosting one of our meetups, please do get in touch.

Check the LinkedIn group – <https://www.linkedin.com/groups/13536907/> – or contact Holli Hamilton via eastscotland_areagroup@istc.org.uk for more information.

North East England Area Group

Next meeting

Our last meeting before the annual break is on Wednesday 11 September from 18:00 – 19:30. We will discuss documentation standards.

Venue: The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX. Please register via [Eventbrite](#) or email Joanna Suau: northeastengland_areagroup@istc.org.uk.

Current ISTC groups

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

Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuzsanna Nagy	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	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	Joanna Suau	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Group leader required	istc@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Group leader required	istc@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Dee Vincent-Day	yorkshire_areagroup@istc.org.uk

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.

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.

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Group leader required	istc@istc.org.uk

ISTC online groups

ISTC on LinkedIn

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

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

England

- Cambridge Technical Communicators
www.linkedin.com/groups/1805651
- London – N/A
- ISTC Midlands Area Group
www.linkedin.com/groups/4835591



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

Wales

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

Scotland

- East of Scotland www.linkedin.com/groups/13536907
- West of Scotland Area Group www.linkedin.com/groups/5081412

Ireland

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

Special interest group

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

ISTC on social media

Like us on Facebook, follow us on Twitter and 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

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

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

Our Twitter presence:

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

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

Our Instagram presence:

[ISTC_org](https://www.instagram.com/ISTC_org)

Our YouTube channel:

www.youtube.com/user/istctechcomm



Business affiliate news



Using AsciiDoc for writing reports and proposals

Cherryleaf has created a helpful [YouTube video](#) to show how you can write reports and proposals more efficiently using the AsciiDoc lightweight markup language.

Why use AsciiDoc rather than Microsoft Word or Markdown? Watch the video to find out!

The video is part of Cherryleaf's [Advanced Technical Communication training course](#) bundle.

About the ISTC's Business Affiliates

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

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

Industry and general news

Scientists as storytellers

The recent [2019 State of Science Index](#) from 3M revealed that a third of respondents were sceptical of science, believing that it causes as many problems as it solves. Many admit that scientists should be using simple, everyday language in scientific discussions and, at the same time, they want to understand how science can help them live longer, healthier lives or get better-paying jobs.

The belief that scientists who tell stories that lead with the benefits to humanity will connect with audiences more effectively inspired 3M to create a “[Scientists as storytellers](#)” guide.

The guide, which is free to download, features advice from world-renowned experts in communication — like former NASA astronaut, Captain Scott Kelly — as well as professional scientists who share proven practices in effective storytelling.

If you’ve ever faced challenges when explaining science to non-scientists, this could be a useful resource to refer to.

What three words

No, this isn’t about the three words that you feel are most overused, or that you wish were used more often, or that you simply like the most. This is about how three words could save a person’s life – perhaps yours, or someone you know – or help to simplify many business scenarios.

Co-founded in London in 2013 by Chris Sheldrick, [what3words](#) is a simple way to talk about location. The company has assigned each 3m square in the world a unique three-word address that will never change.

The system covers the entire world, never needs updating, and works offline. A three-word address is a human-friendly way to share very precise locations with other people, or to input them into platforms and machines such as autonomous cars or e-commerce

checkouts. It is optimised for voice input and contains built-in error prevention to immediately identify and correct input mistakes.

The free what3words app, available for [iOS](#) and [Android](#), and the [online map](#) enable people to find, share and navigate to three-



word addresses in 36 languages to date. A three-word address in one language can be switched instantly into any other supported language, and even looked up in one

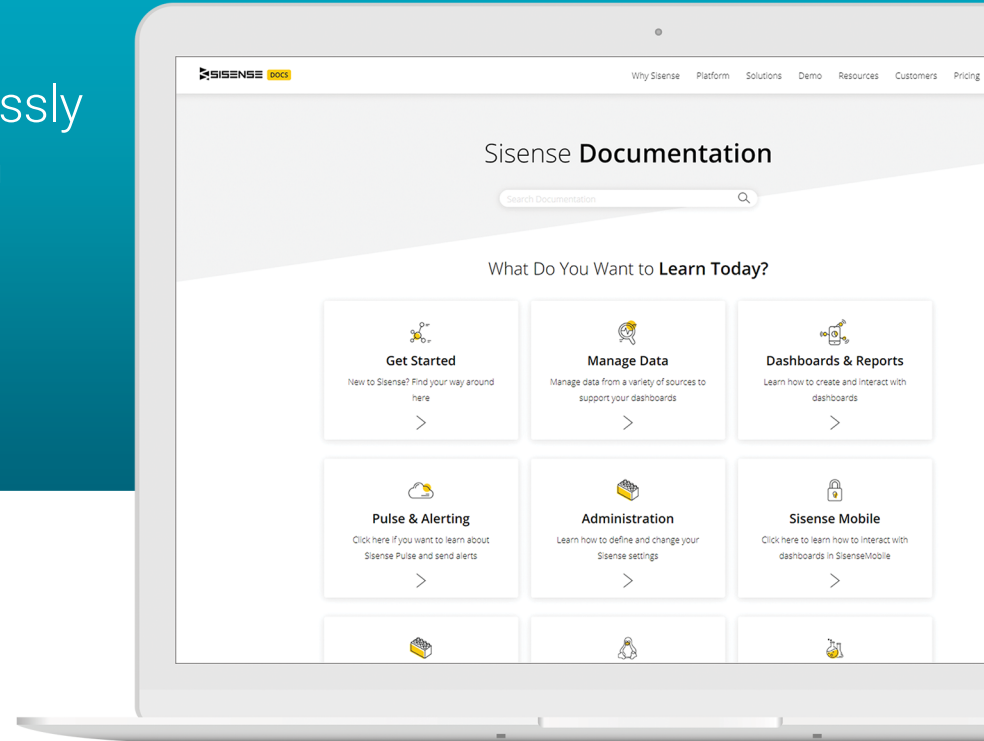
Sisense, Industry Leader in Business Intelligence, Uses MadCap Flare to Seamlessly Deliver Online Help and Documentation



Single-Source Publishing with MadCap Flare Streamlines Content Delivery

[READ SUCCESS STORY >>](#)

Migrating from WordPress to MadCap Flare offered Sisense the ability to easily produce multiple versions of intuitive, visually appealing web and print documentation while maintaining content consistency.



Being able to publish different versions of our content to multiple outputs from a single source with Flare has been the biggest benefit for us. Because we're much more efficient, the amount of accurate, quality content we produce now is much greater.

GIDEON BEHRENSMEYER | Technical Writer, Sisense



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language and shared in another. The system can be easily integrated by businesses, governments and NGOs into apps, platforms or websites, with just a few lines of code, and products are available for free or for a nominal fee for qualifying NGOs.

As this [BBC News article](#) states, the police are encouraging everyone to download the app which they say has already saved several lives. A few clicks to put it on your phone could turn out to be the most useful clicks you've ever clicked.

Tricks of the trade

Seeking more tricks

If you've discovered a time-saving technique or other nifty tip let us know! Your fellow *InfoPlus* readers will love you for it. It doesn't have to be directly related to TechComm; anything that makes your working life easier is worth sharing.

You don't need to be an experienced technical communicator either. If you're finding your feet in the profession and have discovered a juicy resource or nugget of knowledge, sending in a write-up will help fellow newbies and get your name known too. Your tip could enlighten the more seasoned among us as well. Michelangelo

apparently said at the age of 88, "I'm still learning." There's always something we don't know.

Articles can be as short or as long as you wish (up to about 750 words). Please send them to newsletter.editor@istc.org.uk.

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 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.

Jennifer Gitt on iiBlog posts about the role of the technical author and its increasing importance:

<https://intelligent-information.blog/en/why-your-role-of-technical-writer-is-becoming-increasingly-important-global-trends-developments-in-germany/>.

Jakob Wisniewski on 3di's blog asks if a Component Content Management System (CCMS) can help you implement DITA:

<https://3di-info.com/ccms-implement-dita/>.

On Madcap's blog, Neil Perlin gives his tips on improving technical communication skills:

<https://www.madcapsoftware.com/blog/2019/08/12/five-tips-improving-technical-communication-skills/>.

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.

Tom Johnson's I'd Rather Be Writing blog explores the reasons why documenting code is so challenging for technical authors:

https://idratherbewriting.com/learnapidoc/docapis_code_difficulty.html.

Cherryleaf's Ellis Pratt posts about Antora, an open source static site generator aimed at technical authors who prefer writing in AsciiDoc to Markdown:

<https://www.cherryleaf.com/2019/08/antora-as-an-intranet-platform/>.

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

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



Training courses

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

Please note that listings are a service to members; a listing does not imply ISTC endorsement.



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

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

Armada

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

September



16-20 Technical Authoring Training Programme

ISTC-accredited programme comprising:

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

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

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

Armada, Reading.

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

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.

...Armada
...September

19-20 Introduction to Adobe Photoshop

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

Armada, Bristol.

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

23-24 Introduction to Adobe Photoshop

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

Armada, Sheffield.

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

26-27 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.

October

16-17 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.

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.

Armada, Sheffield.

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

18 Advanced Adobe InDesign

Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:

- Handling colour with confidence.
- Harnessing the power of stylesheets.
- Streamlining your workflow and improving productivity, to get a greater return on investment.

Armada, Milton Keynes.

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

...Armada
...October

21-22 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, Bristol.

www.armada.co.uk/course/indesign-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, Reading.

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

Cherryleaf

We offer online training courses in:



Technical Author/Technical Writing:

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

Technical Copywriting:

<https://www.cherryleaf.com/training/technical-copywriting-training-course/>. This online technical copywriting training course teaches you how to write clear and effective marketing copy, in a straightforward and efficient way. Let us share with you the best practices we've developed for writing copy for software (SaaS and desktop) and other technical products.

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 (you **must** be logged on to see the forums) – and go to the “Training and Events - Membership Discounts” thread in The Lobby.

...Cherryleaf

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/.

Events listings

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

ISTC events are highlighted.

September

2-6 Information Design Summer School

A week-long intensive focus on information design, with lectures, group work, critiquing and discussion.

University of Bath, UK.

<https://www.simplificationcentre.org.uk/events/summer-school>.

3 ISTC Thames Valley Area Group Meeting

This month we will be reviewing the TCUK 2019 agenda and deciding which sessions look tempting.

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

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

...September

10-12 **Technical Communication UK (TCUK) Conference**

The ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. Kenilworth, Warwickshire, UK.

<http://technicalcommunicationuk.com>.

11 **ISTC North East England Area Group Meeting**

We will be discussing documentation standards. Please register via [Eventbrite](#) if you would like to attend. For more information email Joanna Suau: northeastengland_areagroup@istc.org.uk.

The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX from 18:00 – 19:30.

15-17 **Write the Docs Prague**

Write the Docs brings everyone who writes the docs together: programmers, tech writers, support, designers, developer advocates, and more. We all have things to learn from each other, and there's no better way than sitting together and talking.

Prague, Czech Republic.

www.writethedocs.org/conf/prague/2019/.

17 **ISTC Cambridge Area Group Meeting**

We will be meeting at the Robin Hood pub in Cherry Hinton at 18:00, and sharing feedback about TCUK 2019. For more information email Zsuzsu Nagy: cambridge_areagroup@istc.org.uk.

19-20 **Translation Technology Round Table 2019**

A brand-new, European version of the popular Translation Technology Round Table. Designed for information-sharing between active users of technology, interested buyers, solution architects, and technical support personnel.

Heidelberg, Germany.

<https://www.localizationinstitute.com/event/boulder-translation-tech-roundtable-2019>.

25-26 **NORDIC TechKomm**

International experts convene in Copenhagen to share best practices or present current ideas on the main conference topic "Intelligent Information for Users". Copenhagen, Denmark.

<https://nordic-techkomm.com>.

...September

25-27 PLAIN 2019

PLAIN's 12th international plain language conference is back with the theme "Clear communication – clear results". The event is not just for plain language professionals but also those from fields such as information design, marketing, corporate communications, technical writing and usability.

Oslo, Norway.

<https://plainlanguagenetwork.org/conferences/2019-oslo-norway/>

26-27 Intra.NET Reloaded

The intra.NET Reloaded London event is for anyone involved in the internal communications and digital workplace scene in the UK, Scandinavia and the rest of Europe.

London, UK.

<https://www.intranet-reloaded-london.com>.

26-28 EuroIA 2019

Europe's 15th annual information architecture/user experience event features presentations, panels and plenty of networking opportunities for IAs and UX designers. This year's theme is "Impact".

Riga, Latvia.

<https://euroia.org>.

October

8-11 MadWorld 2019 Dublin

The premier technical communication and content strategy conference for the MadCap Software user community.

Dublin, Ireland.

<https://www.madcapsoftware.com/conference/madworld-2019-dublin/>.

9-11 Adobe DITA World 2019

The world's biggest DITA online conference for marketing and TechComm professionals.

Online.

<https://2019-adobe-dita-world.meetus.adobeevents.com>.

11 Copywriting Conference

The one-day conference for everyone who works with words.

London, UK.

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

24 ISTC East of Scotland Area Group Meeting

For more information email Holli Hamilton: eastscotlandareagroup@istc.org.uk.

Corero Network Security, 53 Hanover Street, Edinburgh at 18:00.

29-30 Content Strategy Applied

The only content strategy conference focused on showcasing the application of content strategy methods, approaches, standards, tools, and technologies.

San Jose, CA, United States.

<https://contentstrategyapplied.com>.

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>.

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/>.

Upcoming webinars

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

September

18 **Taxonomy and Metadata: DITA Content That's Easy to Find, Manage, and Reuse**

Your content architecture is the foundation for better content management within your organisation. That's why it's vital to have a strategy for taxonomy and metadata in DITA. Join Scott Abel, The Content Wrangler, and his special guest, Jarod Sickler,

Information Developer for Jorsek LLC, the makers of easy DITA, for this free one-hour webinar.

<https://www.brighttalk.com/webcast/9273/368697>.

19 **Adobe RoboHelp (2019 release) – Importing Word documents and Export to .docx Format**

In this session you will learn how easy it is to import Word document-based content into RoboHelp (2019 release) and some of the export options for output including word-based export.

<https://2019-09-19-robohelp-2019-importing-word-documents-and-export.meetus.adobeevents.com>.

...September

- 24 Creating Simplified Graphics with Snagit!**
Simplified User Interface (SUI) graphics are a modern approach for technical writers to explain user interfaces or concepts visually, while avoiding some of the pitfalls of typical screenshots. This webinar will cover the advantages of SUI, how these graphics are being used to save companies time and money, and how you can easily create these innovative graphics with Snagit.
<https://www.brighttalk.com/webcast/9273/349659>.
- 30 Adobe Technical Communication Suite (2019 release) – Collaborate with Authors and Subject Matter Experts with Online Review**
Amitoj Singh and Pulkit Nagpal from the Adobe Technical Communication product team will show you how easy it is to collaborate with subject matter experts and authors using the new “Online Review” functionality in the FrameMaker (2019 release).
<https://2019-09-30-adobe-technical-communication-suite.meetus.adobeevents.com>.

October

- 10 Introduction to SCHEMA ST4**
This webinar will give you a comprehensive overview of the functionalities of the Component Content Management SCHEMA ST4.
<https://www.schema.de/en/events/webinars-for-the-curious/details/introduction-to-schema-st4-2/>.

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.

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 October edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **20 September 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.

Hyperlinks disclaimer

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Back page

K is for Kenilworth

Sharing some random facts about the location of our TCUK conference is becoming a tradition. So here goes. Did you know that:

- ▶ A settlement has existed at Kenilworth since at least 1086; the Domesday Book recorded it as “Chinewrde”, meaning “farm of a woman named Cynehild”.
- ▶ From medieval fortress to Elizabethan palace, the extensive remains of [Kenilworth Castle](#) have a fascinating 900-year history. This article in [The Telegraph](#) considers if it might be England’s most romantic ruin.



Kenilworth Castle

- ▶ [Warwick Castle](#), founded by William the Conqueror, is only a few miles from our TCUK venue too. You’ll be in heaven if castles are your thing!
- ▶ Other sights worth seeing include the ruins of [St Mary’s Abbey](#), [Abbey Fields](#) park, and the town’s clock tower.
- ▶ Sir Walter Scott’s novel *Kenilworth. A Romance* appeared anonymously in 1821.

- ▶ There’s a [MAD museum](#) nearby. If you’re more interested in mechanical art and marble runs than ruins and historical novels, this is for you. “MAD” stands for Mechanical Art and Design, and it’s the only such venue in the UK. The museum supports STEM subjects, and encourages kids of all ages to play with the quirky interactive kinetic art and automata. Think Wallace and Gromit – this is somewhere to go to release your inner inventor.
- ▶ The neighbouring town of Royal Leamington Spa was voted the happiest place to live in Britain a couple of years ago.
- ▶ Speaking of happiness, there’s also chocolate nearby. Lots of it. [Cadbury World](#) is located in Bourneville on the southern edge of Birmingham.

Conference neologisms

We know that conference life isn’t all about the interesting talks and workshops. If you should find yourself in the bar with friends and colleagues at any time it might be the perfect opportunity to create a new word, expression or definition. Should inspiration strike email newsletter.editor@istc.org.uk immediately!