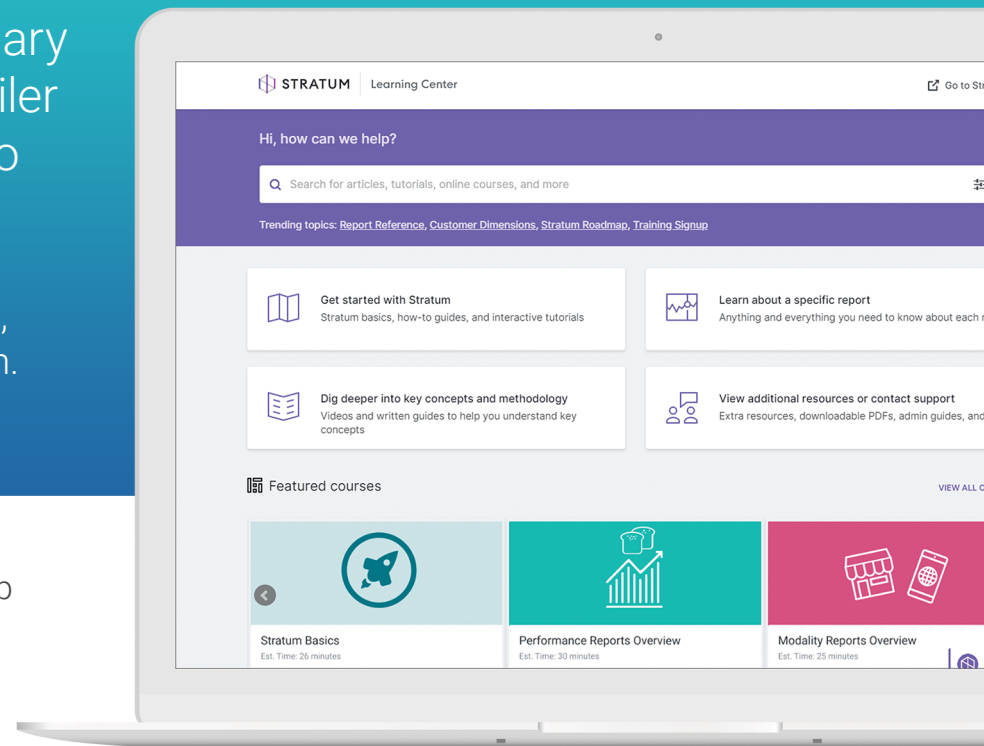Retail Analytics Provider 84.51° — A Subsidiary of Kroger, the Second-largest General Retailer in the US – Chooses MadCap Software to Power Their Robust Learning Center

● ● ● ●

Bringing together online guides, self-guided tutorials, videos, and other resources all in one central location.

READ SUCCESS STORY ››

Replacing their traditional LMS, MadCap Flare and MadCap Central provided 84.51° with an enriching, self-paced learning center for both clients and internal users.

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Hi, how can we help?

🔍 Search for articles, tutorials, online courses, and more

Trending topics: Report Reference, Customer Dimensions, Stratum Roadmap, Training Signup

Get started with Stratum
Stratum basics, how-to guides, and interactive tutorials

Learn about a specific report
Anything and everything you need to know about each r

Dig deeper into key concepts and methodology
Videos and written guides to help you understand key concepts

View additional resources or contact support
Extra resources, downloadable PDFs, admin guides, and

Featured courses

VIEW ALL C

Stratum Basics
Est. Time: 26 minutes

Performance Reports Overview
Est. Time: 30 minutes

Modality Reports Overview
Est. Time: 25 minutes

❝

We love the micro content feature in MadCap Flare, and we have created hundreds of specialized micro content pieces in our Learning Center…[now] if clients search on a concept, the video will come up right in the search results.

CASEY SCHROEDER | Senior Technical Writer and Content Strategies, 84.51°

84.51°

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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

January 2020

Contents

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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Happy New Decade!

So here we all are, blinking in the early light of a new decade. Last century, the 1920s earned the name "roaring". In ten years' time how will we refer to the twenties of the 21st century do you think?

As Clint Eastwood apparently said, "What you put into life is what you get out of it". We're looking forward to working alongside you to make this decade an enjoyable and successful one.

ISTC news

New roles and responsibilities on the ISTC Council

By Carol Leahy, ISTC President

Happy New Year everyone! I hope you had a lovely Christmas break.

As you know, some new faces joined the ISTC Council last year. At our annual face-to-face meeting in November, we set about establishing some new roles and clarified who was responsible for the various areas within the ISTC. Here is a summary of who's in charge of the various areas within Council:

Role	Member Lead	Email Address
President	Carol Leahy	president@istc.org.uk
Treasurer	Peter Fountain	treasurer@istc.org.uk
Marketing	Ellis Pratt	marketing@istc.org.uk
Membership	Linda Robins	istc@istc.org.uk
Commissioning Editor of Communicator	Katherine Judge	commissioning.editor@istc.org.uk
Resources (including books)	Linda Robins and Alison Peck	resources@istc.org.uk
Community	Darren Mitcham	community@istc.org.uk
International	CJ Walker	cj@firehead.net
Professional Development & Recognition (PD&R)	Helen Harbord	education@istc.org.uk
UK Technical Communication (UKTC) Awards	Linda Robins	istc@istc.org.uk
Social Media	Mike Mee	social@istc.org.uk
Student Outreach Programme	Liz Gregory	careers@istc.org.uk

If you wish to contact any member of Council, please use the email addresses provided above.

As you can see, we have a new area of interest which is a Student Outreach Programme, led by Liz Gregory. This is something that Liz and the rest of Council are passionate about and we hope it leads to good things.

On a sadder note, Derek Cooper has decided to step down as TCUK Chair and from Council this year. Derek has been Chair of TCUK, our annual conference, for the last few years and has done an incredible job

ISTC Council Members. From left: Helen Harbord, Carol Leahy, Derek Cooper, Linda Robins, Mike Mee, Darren Mitcham, Ellis Pratt, Liz Gregory, Katherine Judge, Alison Peck

of organising it. TCUK has been a regular highlight in the TechComm calendar, and this is in no small part due to the energy and enthusiasm that Derek has put into it. Derek, thank you for all the hard work and dedication you invested in our conference, year after year. You will be missed by

Council, ISTC members, and all those who have attended TCUK.

We are doing things a little differently this year for TCUK, and you can read all about it further on in this edition of *InfoPlus*.

ISTC membership

If you're not yet an ISTC member we hope this is the year you will join us! Membership is open to all; you can find out how to apply here.

If you are already a member you will have received an invitation to renew your membership. This is due by **31 January 2020**. Payment can be made online (making sure you log on first). If you already have a direct debit in place there is no need for you to do anything further. Once you have paid, if you would like a copy of your invoice, a receipt or a membership card please contact the ISTC office.

Ways to save

There are several ways you can save money on your membership:

- Group discounts for multiple members in the same company who renew or join at the same time.
- We also have a "recommend-a-friend" discount. If a new member joins by 31 January on your recommendation, they won't have to pay the joining fee and you'll get £5 off your membership fee for every member you sign up.

Please contact the ISTC office for further information about these discounts.

Benefits of ISTC membership

Here's a summary of the benefits that our members receive:

- You are part of a vibrant professional community with member-only discussion forums hosted on the ISTC website. This includes regular posts about job opportunities.
- You receive four issues of our professional journal *Communicator* plus any special supplements (worth £50 based on the subscription cost for UK-based non-members).
- You have access to the *Communicator* archive online (from 2004).
- You are entitled to member rates for Technical Communication UK (our conference) and are also often able to obtain discounted rates for other technical communication conferences.
- Members are eligible for a 25% discount on our recently published books.
- Junior Members can get individual support from our Mentoring Scheme.

- If you are a Member or a Fellow, to provide evidence that you have been accepted into the ISTC at those grades, you can:
  - ▶ Use the letters MISTC or FISTC after your name (as appropriate).
  - ▶ Use the logos for Members and Fellows (again, as appropriate) on your online profiles and elsewhere (business cards, for example).

What we have been doing

We'd like to share some highlights of what the volunteer members of the ISTC Council, together with our wider network of volunteers and partners, are doing:

- We continue to publish this monthly newsletter, *InfoPlus*, for both members and non-members, providing news, ISTC updates and event listings.
- We organise and host the annual UK Technical Communication Awards.
- We are working with universities and other education providers to identify courses and qualifications appropriate for technical communicators at all stages of their careers.
- We support a number of area groups across the UK.

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InfoPlus is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

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- We continue to make improvements to the ISTC website, making it both a resource for members and a way of raising the profile of the technical communication profession in general.

Your membership fee helps the ISTC to nurture, educate and support technical communicators from all areas of specialism. We aim to continue to do this and to be even more effective for you and for all our members during 2020.

You can help

Would you like to help run the ISTC and contribute to its activities? If so, please get in touch with a member of Council or the ISTC office.

We regularly need volunteers for various activities, and specific opportunities are listed here in *InfoPlus*. As a volunteer-run organisation we always greatly appreciate your help.

Submit your CPD Record for review

We are inviting all Members and Fellows to submit their Continuing Professional Development (CPD) records for 2019, on a voluntary basis, for review.

Please forward your CPD record by email to the ISTC office by **31 January 2020**. You can send a Microsoft Word document or a PDF as an attachment or provide a link to a web address where we can access the information.

We would like to publish anonymised examples of CPD records on the ISTC website; please let us know if you would be happy for an extract of your CPD record to be used in this way.

TCUK Metro

By the ISTC Council

First of all, let us apologise for not giving the promised update on our conference plans in the previous edition of *InfoPlus*. We are working on ideas and options that will incorporate as many of your favourite conference features as possible, while at the same time responding to the straitened economic times that affect us all at the moment.

We know from the feedback we get that people who attend our conference get a lot out of it, but we appreciate that the cost of a three-day conference is significant, and employers aren't always willing to release staff for that length of time.

So … let us introduce TCUK Metro.

TCUK Metro will be a one-day convention at a venue in London and will be held on a weekday during September 2020. We would like the convention to include presentations, plus some targeted workshops that offer practical help and experience for delegates.

The convention will include the ISTC's AGM and the UK Technical Communication (UKTC) Awards ceremony too. We are also

TECHNICAL COMMUNICATION UK

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looking into having a networking dinner in the evening for those who wish to extend their day to include this. Charges for the evening meal will be separate from and additional to the charge for delegates to attend the convention.

The delegate day charge will be approximately £30-£50. We intend to find a venue that gives us sufficient space for about 40-50 delegates, but we will have more details when the venue search is successful.

Please keep a watch on the ISTC social media channels and the TCUK website for more information as it becomes available, and please feel free to send your comments and suggestions to tcuk@istc.org.uk.

We know this news may be a surprise, but we are really excited about TCUK Metro. It is a change from the traditional conference, but it still gives us the opportunity to meet, learn and network. TCUK has a well-deserved reputation for being a friendly, inclusive event and TCUK Metro is an excellent way of continuing this tradition, albeit in a slightly smaller format.

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

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 February edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **22 January 2020**.

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

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.

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

East of Scotland Area Group

Next meeting

Our next meetup will be at 18:00 on Thursday 30 January at Corero Network Security (Hanover Street, Edinburgh).

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

Midlands Area Group

The group got off to a great start, with the discussion focusing on what it means to work in Technical Communication and what unites the wide range of people that fall under this umbrella.

Next meeting

The next meeting will be on Saturday 25 January at Littleover Lodge, Derby from 18:30. The discussion will be about opportunities for learning, with books to peruse and discuss. Non-members are welcome.

For questions, or to let us know of your attendance, you can contact James Bartley at midlands_areagroup@istc.org.uk.

Thames Valley Area Group

Next meeting

As it is the start of a new year, at our next meeting on Tuesday 7 January we will be looking at our CVs. Everyone welcome!

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.

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.

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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 Dumic, at areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuza Nagy	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	london_areagroup@istc.org.uk
Midlands	James Bartley	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	Group leader required	istc@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

Special interest groups:

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

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
- Thames Valley Area Group www.linkedin.com/groups/4805266

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- Yorkshire
www.linkedin.com/groups/4662452

Scotland
- East of Scotland
www.linkedin.com/groups/13536907

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

About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 16 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.

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

TCUK: @TCUK_conf

Our Instagram presence:
ISTC_org

Our YouTube channel:
www.youtube.com/user/istctechcomm

Business affiliate news

3di's UK head office now in Woking

Having had their main UK office in Ripley village since 3di was founded in 2002, they have now moved to shiny, new offices down the road in Woking.

This move sees 3di take up residence in the new Spaces building, in the heart of Woking, just opposite the train station. As you can see in this blog post, it looks extremely smart. We hope everyone at 3di enjoys their new home!

Adding tabs to your MadCap Flare topics

Using tabs in your Flare topics is a great way to layer information on a page and progressively show content to the reader. This blog post, by Laura Charles Johnson, shows you how to do it.

Starting your career as a Technical Author playlist

If you've decided that 2020 is the year you're going to become a Technical Author, you'll want to tune in to this playlist from the Cherryleaf Podcast. Featuring multiple episodes and a wide range of topics – from CVs to salaries to tools and trends – there's a treasure trove of advice here.

Checklists: Fixing common documentation problems

These three free checklists have also recently been created by Cherryleaf to help you identify some of the common problems with different types of documentation:

▶ An 11-point checklist for fixing online Help documentation problems.

▶ A 12-point checklist for fixing API documentation problems.

▶ A 13-point checklist for fixing policies and procedures problems.

Industry and general news

Word of the Year 2019

The Oxford Word of the Year is a word or expression shown through usage evidence to reflect the ethos, mood, or preoccupations of the passing year, and have lasting potential as a term of cultural significance.
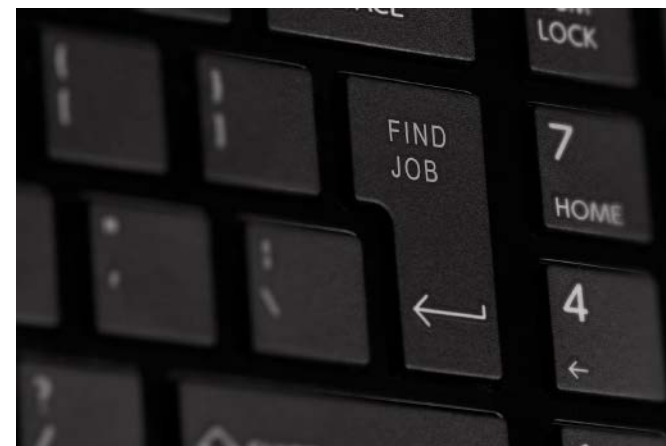
The Oxford Word of the Year 2019 is:

climate emergency

We invite *InfoPlus* readers to peer into their crystal balls. What do you anticipate the Word of the Year 2020 will be? Send your predictions to newsletter.editor@istc.org.uk.

2020 Emerging Jobs Report

Using LinkedIn data, the 2020 Emerging Jobs Report UK discusses which jobs are currently experiencing substantial growth in the UK and examines what these trends mean for the workforce. It's an encouraging forecast for our TechComm industry.

The report shows that there has been huge growth in the areas of artificial intelligence and technology in general. However, the analysis shows we are also seeing growth in human-facing support industries.

The UK's top three emerging jobs:

1. Artificial Intelligence Specialist
2. Data Protection Officer
3. Robotics Engineer

The report highlights how skills that help improve user experience are in high demand, whether it's qualitative research, usability testing, or content design. In an increasingly tech-focused world, skills that enhance the end-user experience continue to complement more tech-orientated roles.

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Is "AQ" more important than intelligence?

The question above was deliberated recently on BBC.com. As workplaces change, is it enough to be smart? Is your AQ, the capacity to adapt, more important than your intelligence quotient (IQ) and emotional intelligence (EQ)?

According to Natalie Fratto, a New York-based vice-president at Goldman Sachs who became interested in AQ when she was investing in tech start-ups and who is quoted in the article, "IQ is the minimum you need to get a job, but AQ is how you will be successful over time".

You can listen to more of Natalie's thoughts about adaptability in this TED talk: Three ways to measure your adaptability – and how to improve it.

Tech trends 2020

Adaptability is certainly important in our industry. As communicators of scientific and technological information, our working world is constantly evolving. You know this already, but what's heading our way?

A BBC article looks at the technology trends we're likely to see over the coming year.

Tricks of the trade

Picture this

By Lisa Topping

Once upon a time, not so long ago, I recall it was often challenging to find a suitable image to help illustrate a point, or simply to break up my copy to make it look less wall-like and more inviting.

Thankfully, there are now multiple websites offering libraries of images which are free for commercial use. These include:

- Pexels
- Pixabay
- Unsplash

Of the three, Pixabay is the one I usually go to first as it has a huge database of high-quality images which are seemingly more oriented towards business than the other sites. It doesn't always provide the perfect picture straight away and you do have to navigate past some unexpected and bemusing images at times (just for fun, I searched for a "perfect picture" on Pixabay – the result is displayed below!), but it's a resource I can't imagine being without now.

A perfect picture?

Do you have a different preferred supplier of copyright-free images? If so, I'd love to know: 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.

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.

Blog news

By Ginny Critcher

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

Sarah Maddox outlines her analytics strategies for evaluating and planning doc updates in this post on her FFeathers blog:

https://ffeathers.wordpress.com/2019/11/24/analytics-strategies-for-docs/#comment-56621.

Tom Johnson's blog, I'd Rather Be Writing, features a post exploring best practices for designing web APIs and the role tech writers can play:

https://idratherbewriting.com/blog/api-design-usability-arnaud-lauret-podcast/.

Elizabeth Patterson on the Scriptorium blog discusses the impact of inconsistent company terminology and ways to standardise terms:

https://www.scriptorium.com/2019/12/standardizing-company-terminology/.

On the Intelligent Information Blog, Evelyn Heller outlines some advantages of using augmented reality for user assistance:

https://intelligent-information.blog/en/see-whats-behind-ar-ua/.

Jennifer Riggins outlines why we should continually update our documentation in this post on The New Stack:

https://thenewstack.io/continuous-documentation-in-a-ci-cd-world/.

Taxonomies, metadata and ontologies are discussed between Madi Solomon and Ellis Pratt on the Cherryleaf Blog:

https://www.cherryleaf.com/2019/12/podcast-74-what-is-a-taxonomy-interview-with-madi-solomon/.

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

Armada

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

January

6-7	**Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

Armada, Bristol.

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

13-14	**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.

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

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.

20-21	**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.

www.armada.co.uk/course/authoring-structured-framemaker-documents-training.

23-24	**Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

Armada, Milton Keynes.

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

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.

...January

27-31 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.

27-28 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.

30-31 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.

February

10-11 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.

12-13 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.

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...Armada

...February

17-18 **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.

27-28 **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.

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.

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 to 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/.

…ESTON Training

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.

January

7   **ISTC Thames Valley Area Group Meeting**
We'll be looking at our CVs this month. Everyone welcome!

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

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

25   **ISTC Midlands Area Group Meeting**
The discussion will be about opportunities for learning, with books to peruse and discuss. Non-members are welcome.

Littleover Lodge, Derby from 18:30.

28-29   **IDEAS Winter 2020 Online Conference**
A two-day industry conference that you can attend virtually from the comfort of your own office, and which offers information and ideas designed to appeal to information-development professionals at all skill levels.

Online.

https://ideas.infomanagementcenter.com.

29-31   **Multimedia, Scientific Information and Visualization for Information Systems and Metrics (MSIVISM 2020)**
The Seventh International Conference on Multimedia, Scientific Information and Visualization for Information Systems and Metrics

Las Palmas de Gran Canaria, Spain.

http://www.alaipo.com/MSIVISM-2020/MSIVISM.html.

...January

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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: eastscotland areagroup@istc.org.uk.

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

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February

2-3   **Interaction Design Education Summit**
We invite professionals and students from academia, industry, and the public sector to explore the present state of interaction design education, and to bring together these great minds to set a vision for the future.
Milan, Italy.

https://edusummit.ixda.org/.

March

2-3   **The UX Conference**
Design conference that's not about trends and buzzwords, but collaboration between UX, UI and Content Designers.
London, UK.

https://theuxconf.com/.

18-19   **NORDIC TechKomm Stockholm**
Conference theme: Technical information knows no borders.
Helio Kungsholmen, Sweden.

https://nordic-techkomm.com.

Upcoming webinars

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

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January

14   **Decluttering Content — The Need for Minimalism in Clear Communication**
Join Scott Abel, The Content Wrangler, and his special guest, Pat D'Ambrosio of Pearson Education, for this free, one-hour webinar.

Pat will guide you on your way to helping your readers clearly understand what you are saying and keep them coming back. Learn to follow the guidelines and learn the art of friendly, minimalist writing that increases accessibility and minimizes cognitive load.

https://www.brighttalk.com/webcast/9273/364145.

23   **Using MadCap Flare to Produce and Maintain a Multilingual Instruction Sheet**
What are your options when redesigning an old manually-crafted document layout? How should you organise your multilingual content in a MadCap Flare project? In this webinar, Michele Pighi will present about designing a Flare project to produce multilingual single-page instruction sheets. A "one click to produce them all" solution that will make authors and managers much happier!

https://www.madcapsoftware.com/resources/live-webinars.aspx.

Back page

You can never have too many neologisms

This time last year we announced our neologism contest – an opportunity to create a new word or expression, or a new meaning for an existing word. Thank you to all our entrants. Here are the contenders:

Simon Harrison shared his favourite neologism from *Sorry I Haven't a Clue:*

▶ Monkey: a bit like a monk.

Liz Gregory came up with this one, possibly inspired by real life:

▶ Catastrophe: that feeling you get when you've slaved over a meal, only to trip over the cat as you carry your plate out of the kitchen.

While **Russell King** was almost unstoppable:

▶ Mahogany: how Scottish dyslexics celebrate New Year.

▶ Kindred: a pathological fear of one's own relatives.

▶ Excavator: a retired dentist.

▶ Idiomatic: a poorly made washing machine.

▶ Candidate: a refreshingly honest romantic encounter.

▶ Pomegranate: how an Australian describes an English road surface.

▶ Margate - the mother of all scandals.

▶ Template - crockery used at a Greek restaurant.

▶ Manifest - men-only retreat.

▶ Negligent - accidentally answering the door to someone in your underwear.

We declare Russell to be the King of Neologisms 2019!

The contest continues, with palindromes

Inspired by correspondence from William Waddilove, we are broadening our competition this year. While neologisms are still welcomed, we're also seeking amusing palindromes. Here are some examples to get your creative juices flowing:

■ A man, a plan, a canal, Panama

■ A Santa lived as a devil at NASA

■ Eva, can I stab bats in a cave?

Back Page is a much-loved feature. Help keep it healthy by sending your entertaining contributions to newsletter. editor@istc.org.uk.