

NEW RELEASE

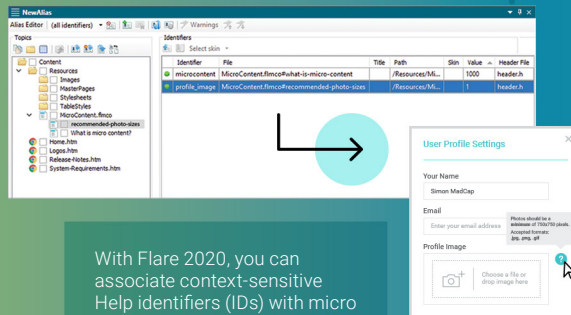
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Cutting-edge technical authoring and publishing for today's technical writers and content developers.

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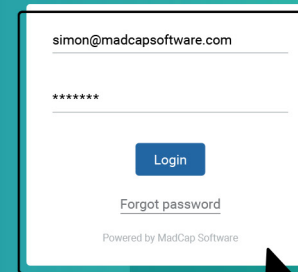
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With MadCap Central's privatized output, Authors, SMEs and Viewers can access any privatized output with login credentials.



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MadCap Flare & MadCap Central Included in the
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Start your free trial at www.madcapsoftware.com



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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

May 2020

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

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

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Welcome!

Lockdown continues with all of its many challenges. It's never been more important to stay connected, get involved with new things, and provide help wherever you can. This edition of *InfoPlus* includes various opportunities to do just that.

Stay safe, be well, and keep communicating!

ISTC news

The ISTC joins the fight against coronavirus

By Helen Harbord

In order to meet new demands arising from the coronavirus crisis, many public sector organisations are changing how they work and are taking on new responsibilities. To support them with these challenges, the government recently put out a special request to find businesses and organisations who can offer help. Any public sector organisation involved in crisis-related activity can search the new Crown Commercial catalogue for appropriate suppliers, depending on what they need.

The ISTC has applied and been added to the catalogue as a potential provider of technical communication services. This means that we might start to receive

Did you know you could advertise in this space?



■ Reach an engaged, specialist audience of content professionals!

■ Join MadCap, 3di and many others who advertise in this e-newsletter!

■ Ideal for product releases, news, courses/events, brand awareness, and recruitment!

Contact felicity@tou-can.co.uk for further details!

opportunities for short to mid-term work. Requests could come from any type of organisation, from the Nightingale hospitals through to the Ministry of Defence.

If we are contacted by an organisation looking for help, we will send details of their request via email to everyone who has expressed interest. If a particular job catches your eye, and you feel you have the necessary skills/expertise to work on it, we will put you in touch with the buyer. You will then be responsible for discussing the project and arranging contract details directly with them. There is no obligation to accept any work.

This may seem most relevant to the freelancers amongst us but if you are employed and interested in a project, then it may be worth asking your employer if they would be willing to “lend” you or others from your team for a period. Some companies may welcome an opportunity to do their bit in the global fight against the virus.

To clarify, this is not a volunteer opportunity. This is a government-initiated campaign that aims to match buyers and suppliers for paid projects.

If you would like to take part please email us at education@istc.org.uk and we will add you to the mailing list. This opportunity is

open to ISTC members and non-members alike. I’m sure you will agree it would be fantastic to get the chance to use our writing and design skills to make a positive impact in these uncertain times.

Vacancy for newsletter copy editor

This paid role (£200 per issue) involves compiling content for *InfoPlus*, the free monthly online newsletter from the Institute of Scientific and Technical Communicators.

Duties include:

- ▶ Writing copy based on press releases.
- ▶ Editing submissions from contributors to *InfoPlus*.
- ▶ Liaising with contributors to *InfoPlus*.
- ▶ Soliciting content from other sources.
- ▶ Sending text and graphics to the layout editor.
- ▶ Sending a link for *InfoPlus* to the ISTC Community Lead for advertisement on social media each month.

If you would like to find out more about this vacancy, or you want to apply for it, please email your CV to istc@istc.org.uk.

The advertisement features a purple background with a faint image of two people looking at a laptop. The 3di logo is in the top left, with the tagline 'Complexity made clear' to its right. A large yellow circle is next to the heading 'Wanted! The best technical authors'. Below this, a paragraph describes the company's 10 years of experience. A dashed box contains the text 'SEND US YOUR CV'. At the bottom, another yellow circle is next to the website 'www.3di-info.com'.

3di Complexity made clear

● **Wanted! The best technical authors**

We have over 10 years' experience in providing our customers with qualified and appropriately experienced Technical Authors, across the UK and Europe. Join our team.

SEND US YOUR CV

● www.3di-info.com

Call for Council members

By Carol Leahy, ISTC President

As you know, the ISTC is a non-profit making organisation run by its members for its members. It is managed by the ISTC Council. Everyone on the Council is a volunteer, elected from the membership by Members and Fellows of the ISTC. As set out in our Articles of Association, the ISTC Council cannot have less than ten members, nor more than 20. As it stands, we currently

have ten members. However, some members are stepping down this year and we urgently need volunteers to step forward and take up these places.

I understand that time is very precious to everyone and agreeing to be on Council will take up some of your free time during the year, but it will not take up all of it. We don't expect anyone to volunteer time they don't have. The ISTC Council have virtual meetings every two months (via GoToMeeting) and one face-face meeting in November where we discuss Council business. We also have an online discussion forum where we post information and discuss ISTC business that cannot wait until the next meeting. Being on the ISTC Council can take up as much or as little free time as you like. You do not need to take on an area when you become a Council member; being present at meetings, partaking in online discussions, and sharing knowledge is enough if that is all you can do.

I know it can be daunting to start volunteering in any capacity, but there are lots of benefits to volunteering with us. Being on Council allows you to interact more with your peers, enabling you to get to know more people in technical communications. It can give you a chance to use some of your skills that you may not have thought were useful and, in a lot of cases, you gain and develop new skills. It's a great way to share your knowledge with others as well as gain some



TCUK Metro Conference

29th September 2020

Hallam Conference Centre, London

We are pleased to announce that this year's Technical Communication UK Metro Conference will take place at the Hallam Conference Centre, Marylebone, London.

Make sure you save the date.

Located in the West End, adjacent to the BBC and the Langham hotel, the Hallam Conference centre is near Great Portland Street, Regent's Park, and Oxford Circus tube stations. The Hallam Conference Centre has been the recipient of numerous customer service standard awards and we are very excited to be holding the first ever TCUK Metro here.

Along with several presentations and workshops, we intend to include the ISTC AGM and the UKTC Awards presentations as part of this event.

Contact the ISTC office if your company is interested in being a sponsor at TCUK Metro, or email our team at tcuk@istc.org.uk.

See our website for information - www.technicalcommunicationuk.com

knowledge from fellow peers. Furthermore, you can include your Council activities for the ISTC in your reflective record, and that will count towards your annual Continuing Professional Development (CPD) requirement.

If you are an ISTC member and are interested in becoming a Council member, download and fill in the [Council Nomination Form](#) or send an email to istc@istc.org.uk.

The inaugural ISTC online quiz

By Liz Gregory

Racking my brains to think up ways to bring some joy to ISTC members and non-members alike, I was reminded that there's nothing like an exam with no grade at the end to turn friends into enemies. The ISTC online quiz was born.

Twenty-six attendees in the webchat translated to around 45 quizzers in all. We started with a rolling picture quiz, guess the film or TV show, and then moved on to question rounds, including:

- The PSA round – current events, coronavirus, and creative cuisine.
- The alphabet soup round – cryptic clue food round that unfortunately was not as delicious as I'd hoped.
- The Skype is too difficult round – dinosaurs.
- The fully nerdy wordy round – English language, complete with the full royal order of adjectives and appropriate grammar jokes.

We took a short break in the middle, during which contestants could earn extra points for a range of activities, such as exercises, arts and crafts, and writing poetry. A sterling



Participants of our inaugural quiz

example of creativity from David Farbey's team Let's Eat Grandma:

*When you need to technically write
You don't want to get into a fight
About spelling and grammar
Or when to "Eat Grandma"
You need to be first-time-right*

*If you're worried you're working alone
And from hard work you're just skin and bone
Join the ISTC
It's quite cheap (but not free!)
And soon you'll have professionally grown!*

Final scores were varied, with the top three teams scoring highly. In third place were the Waltons, and coming in second, Team 42, who sadly were not the answer to everything. The top spot went to family team The Gavins, who seemed to enjoy themselves:

“

On Monday 13th April Liz Gregory treated us to a great evening of quizzing to lighten our quarantine blues. Contestants, when prompted, described the quiz as a fun, huge, new, rounded, golden, international, multimedia, entertaining quiz and we now know how to order these adjectives correctly! We also now know a lot more about dinosaurs and punning film titles and we even learned how many sheets of toilet paper the average person uses in a week (it is a lot more than we thought!). Many thanks to Liz and all the contestants for such a fun evening.

David and the Gavins

”

Well done the Gavins, enjoy your full 48 hours of smugness, and thanks to everyone who attended. I learned a lot too, especially about pronouncing names and Irish words!

With generally good feedback we all agreed that another quiz is a good idea. Maybe minus the cryptic clues.

If you fancy hosting a quiz or contributing to a quiz in the future, contact Liz Gregory at careers@istc.org.uk.

Staying connected via GoToMeeting

By Darren Mitcham

To encourage and allow us to keep connected virtually, the ISTC now has a GoToMeeting account for you to use.

After several weeks of lockdown, most of us have been exposed to various video conferencing software with varying results. GoToMeeting has no limits on time or numbers of attendees. Take this opportunity to meet virtually with friends, create groups to discuss the software you use or the industries that you work in, or just to socialise while we are self-isolating.

Email [Liz Gregory](#) or [Darren Mitcham](#) if you would like to use the account.

Continuing Professional Development (CPD) – looking for a volunteer

By Linda Robins

ISTC Continuing Professional Development (CPD) is part of our Professional Development and Recognition programme. We have an opportunity for an ISTC member to manage ISTC CPD: to advise members of our requirements, and to monitor and review records submitted. The CPD framework is well established; there is scope for publicising and developing it further.

All ISTC members have a responsibility to maintain their professional competence – it is enshrined in our Code of Professional Practice (updated July 2019) – and the ISTC is committed to helping them do so. All ISTC Fellows are obliged to undertake regular CPD activities, and all other members are strongly encouraged to do so.

We provide a flexible CPD framework that enables our members – regardless of their current level of knowledge or expertise – to demonstrate that they are continually striving to extend and update their skills.

Our CPD framework is focused on what people – our members and their employers or clients – need: that is, relevant, appropriate learning that can be applied

to the workplace. Our emphasis is on CPD outcomes – what our members gain from their CPD, rather than on an arbitrary number of hours of attendance.

More information about our framework is given on the [ISTC website](#).

Please contact the [ISTC office](#) or Linda Robins via linda.robins@hotmail.co.uk if you are interested in getting involved.

UK Technical Communication Awards 2020

**Reminder: Closing date for entries:
31 July 2020**

By Linda Robins

Just a reminder to submit your entries for the UK Technical Communication (UKTC) Awards 2020 via the dedicated [UKTC Awards website](#).

The annual UKTC Awards recognise best practices and outstanding contributions to technical communication. Each year we invite entries from individuals or teams (or their sponsors) so we can recognise and reward the best examples.

The UKTC Awards are open to any individual or team, whether employed, self-employed, contracting, volunteering, permanent,

temporary, full-time or part-time.

Anyone can enter. We encourage entries of all types, from traditional documentation to those demonstrating technical innovation – anything that displays, encourages or helps the production of high-quality technical communication.

There were six winners of awards in 2019, and one of these was declared overall winner. Details of these entries and their authors are given on the website [here](#).

A promotional banner for the UK Technical Communication Awards 2020. The background is orange. At the top, the title "UK Technical Communication Awards" is written in white. Below it, on the left, is a circular logo with "UK TECHNICAL COMMUNICATION AWARDS" around the top and "2020" at the bottom, with a stylized "ISTC" in the center. To the right of the logo, text reads: "The UK Technical Communication Awards are open to all technical communicators in the UK and abroad, members and non-members." Further right, a diagonal banner contains the text: "Gain recognition Receive professional feedback Start planning your 2020 entry now!". Below this, a large white "ISTC" logo is displayed. At the bottom right, another diagonal banner says "Entry deadline 31 July 2020". At the bottom left, the email "awards@istc.org.uk" and the website "www.uktcawards.com" are listed.

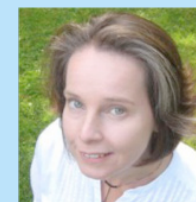
Let's communicate

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



ISTC local area and special interest groups

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

Latest news

Midlands Area Group

With everything going digital at the moment, there's no need to restrict our meet-ups geographically. If you'd like to meet up with other TechComm people, I recommend checking out the ISTC quiz organised by Liz, and the [ISTC Community Facebook group](#). Hopefully we can continue to build our local, in-person gathering again once the pandemic has passed.

In the meantime, I'm always happy to be contacted via the midlands_areagroup@istc.org.uk email with any meet-up related messages. Thanks, James.

Thames Valley Area Group

The April meeting of the Thames Valley local group was conducted virtually with the new ISTC GoToMeeting account, which is available for use by any ISTC groups.

We had ten attendees – some from other parts of the UK. The ISTC student representative, Liz Gregory, gave a thorough two-hour overview of MadCap Flare. The many useful hints and tips would be enough to give any author confidence to start using this popular product.

Next meeting

On Tuesday 5 May at 19:30 we will be holding another virtual meeting. This time



The first virtual Thames Valley group meeting

we will be discussing reflective writing, a key skill and vital for a healthy CPD record.

All are welcome. Email Darren Mitcham for the joining instructions: thamesvalley_areagroup@istc.org.uk.

Current ISTC groups

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

Area groups:

Name	Leader	Email Contact Details
Cambridge	Deb Stevens	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
Midlands	James Bartley	midlands_areagroup@istc.org.uk
North East England	Joanna Suau	northeastengland_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@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.

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
- ISTC Midlands Area Group
www.linkedin.com/groups/4835591
- Thames Valley Area Group
www.linkedin.com/groups/4805266
- Yorkshire
www.linkedin.com/groups/4662452

Scotland

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

Ireland

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

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

Best practices for vetting a new MadCap Flare release

Nita Beck's recent article on the MadBlog discusses several things you should consider before installing a new update to the software to mitigate any surprises in your projects and workflows.

The topics she considers include:

- Release nomenclature
- Installing different versions of Flare on the same machine
- How to educate yourself about the new release
- Trying out the Flare update on a non-production machine.

You can read the article [here](#).

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](#).

Industry and general news

Three key drivers of good messaging in a time of crisis: expertise, empathy and timing

This article, by Marina Joubert (Science Communication Researcher, Stellenbosch University) and Jenni Metcalfe (Campus Visitor / Director of Econnect Communication, Australian National University), was first published on [The Conversation](#).

Not since World War II have people across the globe been so united in fear as now, when the COVID-19 pandemic dominates headlines and daily realities.

People are fearful of catching the virus and anxious about spreading it. And they're worried about its economic and social impacts. When people are scared, they look for expert advice which is relevant to their own situations. Therefore, virologists, epidemiologists and researchers who work on communicable diseases are in high demand on news channels. So too are specialists in data science who can model the spread of the disease. People also want to hear from social scientists, economists

and psychologists about the impacts of COVID-19 on our lives.

But this also means that people are constantly receiving information from many – and often conflicting – sources. They may feel overwhelmed by a deluge of data and opinions. Facing information overload, they may find it difficult to decide what to read, who to listen to and who to trust.

Effective science communication during a pandemic, then, is literally [a matter of life or death](#). This is neatly summarised by The [US Centers for Disease Control and Prevention \(CDC\)](#) in its [advice on crisis and emergency risk communication](#):

During an emergency, the right message, from the right person, at the right time can save lives.

For science communicators to be effective, best practice principles need to be applied to the design of their messages, the choice of who conveys those messages, as well as the tone and timing of messages.

So, what are science communication experts saying at a time like this? Much of their advice is drawn from what [communication experts have learned from earlier health crises](#). Their recommendations are also based on an understanding of risk communication principles, especially with



regard to how they apply during a public health crisis.

Designing the right message

Designing clear messages requires a good understanding of the target audiences and what matters to them. The [World Health Organisation \(WHO\)](#) highlights that disease outbreaks can be [alarming, disruptive and unpredictable](#). So it's crucial to understand and acknowledge the concerns of the people who will be receiving the message.

Research into [what makes people care about science messages](#) points out that people will only respond to “calls for action” if these are clear, meaningful and feasible. If you want people to wash their hands regularly with soap and water, you must help them to understand why hand washing matters, and how it can help to combat the spread of the coronavirus. You also must provide alternatives for people who may not have sufficient access to soap and clean water.

But it's important to keep it succinct: it's possible to [over-burden people with information](#).

The current COVID-19 pandemic is an unprecedented case of public communication of science happening in a compressed time frame where scientists share new information as it comes to light. It is inevitable that expert opinion will be refined as scientists gain a better understanding of the novel virus we are dealing with. This means that transparency is a major factor. That includes admitting what experts do and don't know yet. The Centers for Disease Control and Prevention in the US advises communicators to be open and honest about uncertainties and acknowledge when they do not have enough information to answer a specific question.

Using visuals and infographics can be a powerful way of helping people to digest information and to connect with an idea. When it comes to designing posters and brochures, a bright, clear design with as little text as possible, along with clear branding, [works best](#).

The right person, speaking with compassion

Understanding people's perceptions, concerns and needs also means identifying the people they most trust to deliver those messages. For example, community activists who are known and trusted locally have been found to be the best people to [mobilise South African communities](#) behind public health messages.

It is also crucial that trusted scientific experts, [but also experts in local knowledge](#), are identified and supported to convey messages and explain uncertainties.

Top communication experts agree that it's important to show empathy when communicating about a crisis. This is underscored [by research](#) that underlines the importance of empathy.

Whoever communicates a message must assure people that their concerns and feelings are recognised and taken seriously.

Never dismiss people as ignorant or irrational; rather try to understand why they respond or behave in ways that may not be in line with what scientists expect.

It may also help to build public trust if [scientists themselves](#) are willing to tell their own stories related to the crisis and acknowledge that they are also [scared or concerned](#).

Timing is key

The [WHO guidelines](#) emphasise the importance of announcing new information as soon as possible, while also ensuring that messages are accurate and easy to understand.

This is a cornerstone to risk communication. But, it's also important to be careful about reporting on scientific progress and raising people's hopes prematurely. An example is the public's reaction to suggestions that [chloroquine could be a possible treatment for COVID-19](#).

New information about the incubation period and transmission process for COVID-19 and new treatments is emerging every day. Many of these studies are yet to be peer-reviewed and scientists are walking a tightrope between providing urgent answers and doing robust research. It is a vital part

of science communication to explain how science works and is the reason it may sometimes take longer before scientists reach consensus and are able to give definite answers.

The COVID-19 pandemic reminds us starkly of how much we depend on science and scientific expertise for finding solutions to acute challenges. It also highlights the invaluable role of journalists and science communicators who are able to empower people with relevant, timely and clear messages that help to navigate their lives during a challenging time.

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.

Tech Writers Without Borders

The [Tech Writers Without Borders](#) non-profit recently formed a partnership with TWi (Technically Write IT) to find volunteer writers to help non-profit organisations on COVID-19 projects.

[Register as a volunteer virtual writer today.](#) Use your professional skills on a project that may help save lives.

Organisations: Tell us about your project.

We can find a writer for your content needs.

If you are leading or otherwise involved in a COVID-19 related non-profit project that could use the support of a tech writer, [share details of your project](#) and the TWi team will match your organisation to the professional writers skilled to address your needs.

Connect with the Tech Writers Without Borders community

Join the [Tech Writers Without Borders LinkedIn group](#) to get notified of new volunteer opportunities as they become available and exchange with other members of the community.

Tricks of the trade

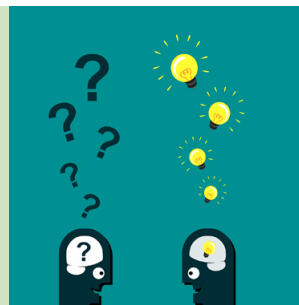
How to sign a digital document on your Mac

From BBC Click's Omar Mehtab

Mac users, say goodbye to printing documents out and rescanning them when you need to sign them. This video on the [BBC website](#) shows you an easier way.

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!"?

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.

Sarah Feldman looks at how the writing in technical writing should evolve in 2020:

<https://www.linkedin.com/pulse/how-writing-technical-should-evolve-2020-sara-feldman/?trackingId=y0JCHZdTTHqjQCJ4%2Bi5rPw%3D%3D>.

Tom Johnson on his I'd Rather Be Writing blog reflects on how the role of the technical writer is changing:

<https://idratherbewriting.com/blog/evolving-roles-of-technical-writers/>.

A useful post by Sarah Maddox on her ffeathers blog. She explains how to set the size of a browser's inner window so you can take screenshots that fit into a specific area and have consistent dimensions:

<https://ffeathers.wordpress.com/2016/04/16/set-size-of-browser-inner-window-for-screenshots-in-chrome/>.

Jay Slagle posts some practical tips and tricks on using CSS in Madcap Flare:

<https://www.madcapsoftware.com/blog/hacking-css-in-madcap-flare/>.

Kate Moran looks at how we read online, and compares new and old findings:

<https://www.nngroup.com/articles/how-people-read-online/>.

Cherryleaf's Ellis Pratt interviews Jen Lambourne, Knowledge Management Lead at Monzo bank, about her role:

<https://www.cherryleaf.com/2020/04/podcast-84-interview-with-jen-lambourne-knowledge-management-lead-at-monzo-bank/>.

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

While we cannot currently run our classroom-based courses, due to current social distancing regulations, our live online training is running as normal. Live online training lets you participate in a real course from your place of work or home. For a limited time, we are offering a 10% discount for ISTC members on our usual course prices for our online training (coupon code ISTC10).

May

18-19 Introduction to Adobe Photoshop Online Course

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.

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

20-21 Introduction to Adobe Illustrator Online Course

Learn how to create sophisticated artwork and graphics for print, web, interactive, mobile, and motion designs. Techniques covered include working with shapes and layers, applying affects and styles, creating logos with specials type effects, using powerful Live Trace and Live Paint tools.

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

...Armada

June

- 5-6 Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
www.armada.co.uk/course/indesign-training.
- 25-26 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.
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.

Technical Writing for Developers:

<https://www.cherryleaf.com/training/courses/technical-writing-for-developers-training-course/>. Learn to write clearly by taking the same technical writing courses that Google engineers take.

Technical Copywriting:

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

Advanced Technical Communication:

<https://cherryleaf.teachable.com/p/advanced-technical-communication>.

Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low-cost monthly subscription plan. Each module is self-contained, so you can choose to take just a single module, if you wish.

It contains:

- DITA Fundamentals
- Single Sourcing and Content Reuse
- Introduction to Content Strategy
- Documenting REST APIs
- Managing Software Documentation Projects
- Writing and Designing Embedded Help
- Markdown
- Revising and Editing Content
- Trends in Technical Communication

ESTON Training

ACCREDITED
TRAINING
COURSE



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/.

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.

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.

At the time of compiling the newsletter the following events were going ahead. In the coming months, some conferences will now be online instead of their usual format.

May

5 ISTC Thames Valley Area Group Meeting

We're holding another virtual meeting this month and will be discussing reflective writing, a key skill and vital for a healthy CPD record. All are welcome, 19:30 start. Email Darren Mitcham for joining instructions: thamesvalley_areagroup@istc.org.uk.

...May

- 12 Tech Inclusion Global Summit: The Next Wave of Leadership**
Join us for a fully virtual summit experience as we discuss Leadership & Professional Growth, Allyship & Culture, Emerging Industry Trends, The Future of Work, and more.
Online, free.
<https://techinclusion.co/summit/>.
- 17-20 STC Technical Communication Summit**
The STC Summit has moved to a virtual format, and will be offering a robust conference experience, including education sessions, keynotes, vendor showcases, and networking opportunities in support of your technical communication career. The theme is Career Vision 20/20.
Our virtual conference platform will enable live, moderated Q&A with presenters, as well as on-demand sessions that will be available during the event. Virtual networking spaces will facilitate conversation

and collaboration. And, attendees will be able to explore the virtual expo hall and schedule time to meet individually with vendor representatives.

Online.

<https://summit.stc.org>

- 19-22 UXLX**
A popular user experience conference offering four days of talks and workshops on trends and the practical applications of UX.
Online.
<https://www.ux-lx.com>

June

- 8-10 OmnichannelX**
An event focusing on the omnichannel nature of communication and how to align content, design, governance and systems around the customer journey.
Online.
<https://www.omnichannelx.digital>

27-28 Git Commit Show

A global initiative promoting equal opportunity for the growth of developers. This conference brings you opportunities to learn, share and connect; completely online, breaking the barriers of huge ticket/travel cost. An action-packed event to showcase these latest developments in tech.

Online, free.

<https://blog.invidelabs.com/git-commit-show/>.

September

- 23-24 Nordic Techkomm 2020**
International experts will convene to discuss current trends in the field of technical communication. The main topic is “Digital Content Delivery Trends”. We invite participants from a wide spectrum of professional backgrounds ranging from technical writers, information designers, technical communication managers to content architects and more.
Copenhagen, Denmark.
<https://nordic-techkomm.com>.

...September

29 TCUK Metro Conference
Our annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. Featuring presentations and workshops, the ISTC AGM, and the UKTC Awards presentations. London, UK.
<http://technicalcommunicationuk.com>

29-30 COMtecnica Conference
A two-day conference focusing on everything that can support the world of SMEs and industry in the areas of communication, technical documentation and intelligent information. Rimini, Italy.
<https://www.comtecnica.eu/en/>

Upcoming webinars

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

May

6 Survival Mode: How Support and Documentation Teams Can Help Combat Churn
Join Scott Abel, The Content Wrangler, and his special guests, Sara Feldman, content industry expert, and Megan Gilhooly, VP of Customer Experience at Zoomin for this free one-hour webinar. Sara and Megan will identify the four things you need to do to unify multiple content sources at each customer touchpoint. They also discuss how to align content objectives, prioritise content efforts around customer needs, and use data to drive the best customer outcomes.
<https://www.brighttalk.com/webcast/9273/383391>.

7

Microlearning: Less Can Be Much More

In this webinar, you will learn how to identify microlearning and how it compares to other types of microcontent. We will explore real-world examples of microlearning across a wide range of uses and industries, and we will discuss best practices for both developing new microlearning and mining microlearning “blocks” from existing content. We will also review options for reusing microlearning outside our own learning systems and products.

<https://www.madcapsoftware.com/demos/signup.aspx?id=1158575671036167177>.

...May

21 Managing Technical and Support Documentation on Adobe Experience Manager

Organisations need to rethink the way technical content is managed, to provide a uniform and consistent browsing and viewing experience.

“XML Documentation of Adobe Experience Manager” bridges this gap and brings the technical and marketing teams on the same platform. It enables the technical writing teams to create, manage and deliver documentation on Adobe Experience Manager.

<https://managing-technical-documentation-on-aem.meetus.adobeevents.com>.

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questions management may ask, information on researching answers, and guidance on how to make your case. Learn through stories of companies and people who have a CCMS.

<https://convince-management-to-invest-in-a-ccms.meetus.adobeevents.com>.

How Did You Do That? Ten Hidden Tricks Every MadCap Flare User Should Know

Have you ever looked through all the buttons on the Flare interface and wondered what they do and what you're missing? Have you ever considered all the options on a right-click context menu and made a mental note that you should look into some of them? In this webinar, we're going to look at ten of the small and hidden Flare features that every user must know.

<https://www.madcapsoftware.com/demos/signup.aspx?id=1158705919278503288>.

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 June edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **21 May 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.

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.

June

18 Convince Management to Invest in a CCMS (Lessons Learned)

You are keenly aware of the benefits of a Component Content Management System (CCMS). Next steps; develop a business case to present to management. This webinar presents you with

Back page

New era neologisms

Simon Harrison says, “Loved the neologisms in the April edition of *InfoPlus*. I’d heard that it’s only quarantine if it’s in the Quarante region of France — otherwise it’s just Sparkling Isolation. 🤔”

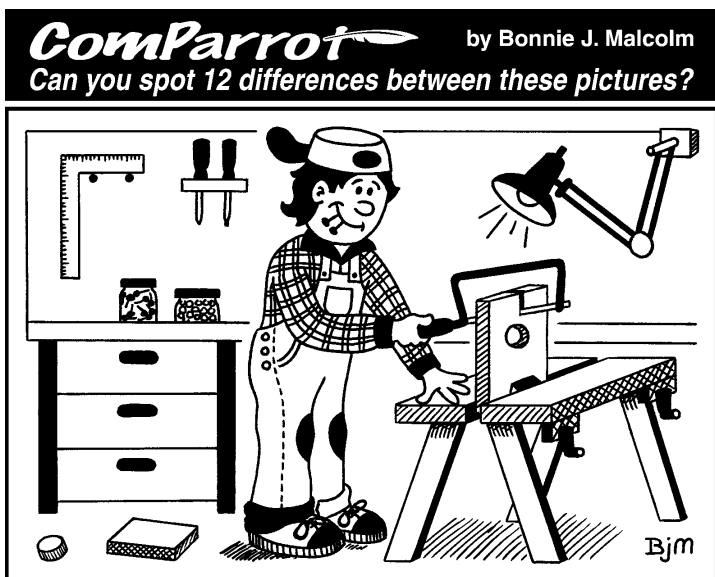
While Liz Gregory has invented another cracker:

- Quorumtime. the minimum number of people needed for a video conference.

Note from Editor: these unusual times call for more neologisms. Please keep them coming!

To DIY, or not to DIY?

Looks like we could be staying at home for a while yet, and with two bank holidays in the mix this month too there’s plenty of time for those DIY jobs you’ve been successfully putting off. Or perhaps you’d prefer to put your feet up and spot the difference instead.



www.comparrotpuzzles.com © 2002 Bonnie J. Malcolm



Solution: 1. Carpenter's side pocket is missing. 2. Light bulb in lamp is missing. 3. Drawer handle is missing. 4. Chest pocket is colored in. 5. Top of hat is colored in. 6. Elbow on lamp arm is colored in. 7. Pant cuff is colored in. 8. Hole in board has moved down. 9. Tall jar has moved. 10. Screwdrivers in. 11. Bottom drawer is narrower. 12. Carpenter square is longer.

Seeking light-hearted content

Love Back Page? Help keep it healthy by sending in:

- ▶ Amusing signs.
- ▶ Unfortunate translations.
- ▶ Awkward instructions.
- ▶ Funny layouts.
- ▶ Anything else that made you chuckle and is vaguely TechComm-related.

Guest editors are always welcome too if you fancy creating a whole page.

Email newsletter.editor@istc.org.uk.

