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The ISTC is the United Kingdom's professional association for technical authors, technical illustrators, and information designers.

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This monthly Newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus<sup>+</sup>* aims to cover anything of interest to the profession. To subscribe, contact the office.

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## ISTC news

### Completing our Keynote Speaker line-up for TCUK: Gordon Dennis

We are very happy to announce that Gordon Dennis is joining TCUK's panel of Keynote Speakers for 2014.

Gordon Dennis has spent his working life in the computer industry. He is acknowledged as an expert in XML and the Darwin Information Typing Architecture (DITA). He is co-founder of Koala, a British software development company specialising in managing technical information for the aerospace and aviation industries.

Gordon's personal commitment to aviation goes even further: he holds a Flight Instructor rating on sailplanes and is also Chief Ground Instructor for Black Mountains Gliding Club.

Gordon's keynote presentation is on a topic that he is passionate about: *Structured content: the key to meeting targets and raising quality*. Gordon is also presenting a



Gordon Dennis

case study on *structured content: the key to meeting targets and raising quality*.

### Book your place for TCUK 2014

You can use the form on our website at: <http://technicalcommunicationuk.com/index.php/booking-form>. You'll find details on our special all-inclusive offer: three days of TCUK 2014, plus two nights at the conference hotel, all in one easy-to-book package. Early bird prices are available until 20 June 2014.

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## TCUK Gold Sponsor WebWorks interview: Christopher Ward

**TCUK:** Why are you sponsoring TCUK 2014?

**Christopher:** WebWorks has been in the Technical Communications industry for over 20 years. We design software solutions specifically for Technical Communicators. We attend events like TCUK 2014 to show our solutions and generate revenue. We sponsor events like TCUK 2014 because we like to take some of our revenue and give back to the community. We stay on top of current trends, use our experience and analysis to help guide the industry in directions that would be the most beneficial to the people who serve it. Along with sponsoring events, we give educational presentations, webinars and release White papers on topics relevant to Technical Communicators. We grow the Technical Communications industry as we grow our company.

**TCUK:** What makes TCUK different from other Technical Communications conferences?

**Christopher:** Location is one of the primary reasons we feel TCUK is special. WebWorks is based in Austin, TX, and is involved with the Society for Technical Communication

at local and national levels. TCUK gives us an opportunity to talk to industry experts outside of the Continental United States. We use these opportunities to share ideas and learn more about the industry as a whole. We understand that the value of content can translate across the pond, so we increase that value on both sides.

**TCUK:** What is your most memorable experience from attending a TCUK conference you've attended?

**Christopher:** I am extremely excited about TCUK this year, and since it will be WebWorks' first appearance, I am certain it will be one of our most memorable. We attend other conferences in the United Kingdom and Germany, and are glad to welcome TCUK.

**TCUK:** This year, our special focus is *'Technical Content in the Age of Social Media'*: Can you provide an example of how WebWorks products and services can help technical authors?

**Christopher:** The growth of social media is an excellent indicator for the evolution of consumer social behaviour. Businesses need to be able to deliver content in a manner that is conducive to the current social behaviour, but also evolve as behaviour evolves.

WebWorks ePublisher is a tool that takes source documents (FrameMaker, Word, or DITA/XML) and converts them to an output relevant to social behaviour today, but flexible enough to handle future changes.

Reverb, is a high performance online help output that can be viewed across multiple devices allowing a consumer access to information in their preferred social medium. A special blend of HTML5 and Responsive UX design, makes Reverb output smart enough to detect the users preferred

The logo for 3di, consisting of the letters '3di' in a white, sans-serif font, enclosed within a white dashed rectangular border.

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---

environment and then shape itself to display the most relevant information allowing for the best experience.

Since the output itself is changing with the environment, the creator of the content does not have to worry about keeping up. The output does it for them, making sure their message gets delivered.

**TCUK:** What impact has social media had on product development at WebWorks?

**Christopher:** The Pew Research Centre performed a survey about cell phones and the Internet. They discovered that 90% of Americans own a cell phone. 63% of those owners use their cell phone to get on the Internet. What are they doing? They are researching everything under the sun, and then talking to their social networks. It is a powerful process, and consumers trust their social network more than any other resource for information. How could you not look at social media when developing solutions?

What we have done is look at the elements of that environment and make it available to our customers. For example, if you want feedback from your audience and you want them to share a post to their network, why not set up something similar to Facebook? Of course it would have your company branding, but we help companies put their

audience in familiar environments, so they can get a similar result. Back to the survey, of the 63% of cellphone users who access the internet, 34% of them use their phone as the primary device for the internet.

That means if you are not generating mobile output, you can't talk to about 20% of the people in America. That statistic will continue to grow, but with our solutions you will never have to worry about it.

**TCUK:** Apart from the impact of social media, what do you consider other significant factors that will affect the world of Technical Communications?

**Christopher:** I think there are three factors that are going to shape the future of Technical Communications; the first is the informed consumer. The number of these consumers is growing at the same rate of social media. The reason is the informed consumer does most of their research online using forums, reviews, and yes even technical documents. This impacts Technical Communications because this type of consumer does not consider a product unless they can get the information they need to make an informed decision. Technical content is now a major part of the decision making process, making it very important to businesses. Another factor that

will affect Technical Communications is the advancement of mobile technology.

Last year, China contributed more new users to the Internet than any other country. What that means to Technical Communications is access. Markets are growing because more consumers have access to solutions through the Internet, and mobile technology is driving that access. Finally, the last factor I see affecting Technical Communications is big data. Big data tracks every behaviour that gets recorded by an electronic device.

The informed consumer wants access to technical content, they are going to want that access on their mobile device, and that device is going to transmit huge data sets to the creators of that content.

This data will be used to customise solutions for those audiences, increasing the experience and the value businesses can serve. Technical Communicators have an opportunity to take charge of this new frontier and become pivotal to a company's success.

**TCUK:** What are you looking forward to at this year's conference?

**Christopher:** I look forward to continuous growth of the WebWorks consumer base, but not with just anybody. We are looking for knowledge brokers who

understand the current shift in the Technical Communications industry, and want to be leaders. Since this is our first appearance, I will speak with a lot of attendees, give an educational presentation and develop a partnership with TCUK where we will work together to grow the industry and take advantage of all the exciting opportunities that lay ahead of us.

**TCUK:** Brighton Pier and Brighton Pavilion are two of the most popular destinations in the UK: will you be taking time out to visit these attractions?

**Christopher:** I would love to, but since it is the first time for me in the area I am not sure exactly where to go. Hopefully I can make some friends who can show me around.

## Volunteering opportunities

### Your chance to get involved with ISTC projects

The ISTC is run by its members for its members, and depends on volunteers for its success. Besides being essential to the success of the organisation, volunteering is a good way for you to develop new skills and build your network.

### Volunteers needed now for TCUK 2014

We're looking for volunteers to join the TCUK team for the following roles:

Job Title	TCUK Social Media Managers
Vacancies	2 (lead people may optionally have additional volunteer assistants)
What's needed?	Create and regularly update social media pages for the event on Facebook, Lanyrd, and other relevant sites; post regular messages about the event on Twitter and other relevant channels; coordinate 'tweet-up' fringe activity at the event.
When and how often?	8 hours per month throughout the year; up to 12 hours per month in July, August, and September 2014.

Job Title	TCUK Room Steward
Vacancies	10 to 12.
What's needed?	Greet the speaker(s) and help them set up; introduce speaker(s) to audience; signal to speaker(s) 5 minutes and 10 minutes before end; help manage questions if required; thank speaker at the end of the presentation.
When and how often?	At the event itself, should be willing to help at a minimum of three sessions.

Job Title	TCUK Technical Room Steward
Vacancies	8 to 10.
What's needed?	Ensure that speaker(s) have their slides ready and have microphone; ensure recording equipment is switched on and recording; help speaker(s) disconnect from AV equipment; copy speaker slides and audio recording to back-up media at the end of the presentation.
When and how often?	At the event itself, should be willing to help at a minimum of six sessions.

Job Title	TCUK General Steward
Vacancies	6-8.
What's needed?	Assist TCUK Professional Team at registration desk, information desk, and other centralised services (such as membership and/or CPD information); assist sponsors and exhibitors with any questions or enquiries; help announce timetable events (session starts and ends); be able to help with other tasks as required.
When and how often?	At the event itself for morning or afternoon shift on one of the three days.

To volunteer for any of these roles please email David Farbey at [tcuk@istc.org.uk](mailto:tcuk@istc.org.uk).



## TECHNICAL AUTHORS

Due to our expanding new model program, opportunities are available for additional Technical Authors to join our Homologation and Publications team.

### The responsibilities of the role will include:

- Author the text and layout the pages of owner's handbooks, service manuals, accessory assembly instructions and other items of technical information.
- Proof read drafts for content, accuracy and consistent writing style.
- Commission technical line-illustrations to support written text (these are sourced externally).
- Research information, including the repair techniques described in manuals, with minimum support.
- Liaise with our translation bureau to ensure any technical queries are promptly answered.

For further details including the salary/benefits package and to apply please visit <http://careers.triumph.co.uk>

Applications will only be accepted from candidates who have the unrestricted right to work in the EU.

### Our ideal candidates will possess the following:

- Automotive experience as a technical author preferably coupled with previous hands-on experience in an automotive workshop-technical role. Authorship training may be offered to candidates with exceptional automotive technical skills who can also demonstrate a high level of literacy in English.
- A high level of computer literacy, particularly with experience of page layout software.
- Possess good interpersonal skills to facilitate exchanges of information with engineers, technicians and manufacturing personnel.
- Have the personal discipline needed to follow company procedures and corporate style.

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## InfoPlus+ submission deadlines

If you have an article or other content you want to submit for inclusion in *InfoPlus+*, please note the following:

For feature articles, press releases, affiliate news and other general content, please ensure your submission arrives by 20th of the month prior to publication. For example, in the case of a June publication, copy should arrive by 20 May. For ISTC news or event details, please ensure your submission arrives by 24th of the month prior to publication. For example, in the case of a June publication, news should arrive by 24th May. Every effort is made to ensure that *InfoPlus+* is published and distributed as early as possible in the month to which it relates. However, last-minute entries, adverts or cancellations can result in an issue being distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information; especially if it concerns an event occurring in the first few days of the month.

## Hyperlinks disclaimer

The appearance of external hyperlinks does not constitute endorsement by the ISTC of the linked websites, or the information, products or services contained on those sites. All external hyperlinks were accurate and working at the time of writing. However, the ISTC does not exercise any editorial control over the information you may find at these locations, so the ISTC cannot be responsible for changes to content found at these locations or any material on those sites that may be inaccurate, misleading or offensive to you. All links are provided with the intent of meeting the mission of the ISTC and its Newsletter, and the ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site. Please let us know about existing external links which you believe are inappropriate or inaccurate and about specific additional external links which you believe ought to be included.



# ISTC local area groups

## West of Scotland Area Group next meeting

*Tuesday 3 June*

The next ISTC West of Scotland area group meeting will take place in Glasgow. The event is free and open to all. If you want to attend, please visit: <https://www.eventbrite.co.uk/e/technical-communicators-meeting-in-glasgow-3-june-2014-tickets-11478238721> for details and to sign up.

## Current ISTC local area groups

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

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Central South	Co-ordinator wanted	<a href="mailto:areagroupsmanager@istc.org.uk">areagroupsmanager@istc.org.uk</a>
East of Scotland	George Lewis	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechwriters@istc.org.uk">irishtechwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	Claire Hooper	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	John Burns	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Janine Weightman	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>

Name	Leader	Email Contact Details
Southern	Marjorie Jones	<a href="mailto:southernengland_areagroup@istc.org.uk">southernengland_areagroup@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Katja McLaughlin	<a href="mailto:westscotland_areagroup@istc.org.uk">westscotland_areagroup@istc.org.uk</a>
Yorkshire	Galyna Key	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	<a href="mailto:MadSIG@istc.org.uk">MadSIG@istc.org.uk</a>
Oil & Gas	James Bromley	<a href="mailto:oilandgas@istc.org.uk">oilandgas@istc.org.uk</a>

### Using Eventbrite to register attendance at area group meetings

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

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

## ISTC groups on LinkedIn

The ISTC has a number of LinkedIn groups for its members. Have you joined the relevant groups?



ISTC group: [www.linkedin.com/groups/Institute-Scientific-Technical-Communicators-1858546/about](http://www.linkedin.com/groups/Institute-Scientific-Technical-Communicators-1858546/about).

This group has a number of sub groups for:

- ISTC NW Area Group  
[www.linkedin.com/groups/ISTC-NW-Area-Group-2445779/about](http://www.linkedin.com/groups/ISTC-NW-Area-Group-2445779/about)
- Southern Area Group  
[www.linkedin.com/groups?gid=4795279](http://www.linkedin.com/groups?gid=4795279)
- Thames Valley Area Group  
[www.linkedin.com/groups?gid=4805266](http://www.linkedin.com/groups?gid=4805266)
- ISTC Midlands Area Group  
[www.linkedin.com/groups/ISTC-West-Midlands-Area-Group-4835591/about](http://www.linkedin.com/groups/ISTC-West-Midlands-Area-Group-4835591/about)
- South Wales Group  
[www.linkedin.com/groups?gid=5161265](http://www.linkedin.com/groups?gid=5161265)
- West of Scotland Area Group  
[www.linkedin.com/groups?gid=5081412](http://www.linkedin.com/groups?gid=5081412)
- ISTC Oil and Gas  
[www.linkedin.com/groups?gid=5023918](http://www.linkedin.com/groups?gid=5023918)

There are other area groups which aren't sub groups of the ISTC one:

- Cambridge Technical Communicators  
[www.linkedin.com/groups/Cambridge-Technical-Communicators-1805651/about](http://www.linkedin.com/groups/Cambridge-Technical-Communicators-1805651/about)
- Irish Technical Writers – An ISTC Area Group  
[www.linkedin.com/groups/Irish-Technical-Writers-ISTC-Area-3369559/about](http://www.linkedin.com/groups/Irish-Technical-Writers-ISTC-Area-3369559/about)
- MadCap UK and Europe Users Group  
[www.linkedin.com/groups?gid=5081593](http://www.linkedin.com/groups?gid=5081593)

## Industry news

### Researching best practices for collecting customer feedback

Asha Mokashi, based at ARM's offices in India, is researching best practices for collecting customer feedback. She'd very much appreciate it if any fellow technical authors could consider the following questions and mail their answers directly to her at [asha.mokashi@arm.com](mailto:asha.mokashi@arm.com).

- What, in your experience, are the best tools/ways to collect qualitative customer feedback on end-user documentation?

We have a lot of confidential information, so many of our guides are sent as PDFs to particular customers or partners. The rest are available on a portal, in HTML format.

- What tools/applications are best for storing, tracking and analysing customer feedback?  
We've googled and found some information, but would like to hear your views too.

### About ARM

ARM Holdings is the world's leading semiconductor intellectual property (IP) supplier and as such is at the heart of the development of digital electronic products. Headquartered in Cambridge, UK, and employing over 2,000 people, ARM has offices around the world, including design centres in Taiwan, France, India, Sweden, and the US.



## Business affiliate news

### Lionbridge acquires digital marketing agency Darwin Zone

Lionbridge Technologies, Inc. has acquired Darwin Zone, a full-service Digital Marketing Services agency based in Costa Rica. Darwin Zone's 70 highly-skilled professionals in digital marketing campaign management, social media, search engine marketing and analytics, enable Lionbridge to add near-shore operations and expertise to support its growing digital marketing services offerings.

'Our digital marketing offerings are a cornerstone of our growth strategy. Global marketers across industries now rely on our proven crowd-in-the-cloud solutions to manage the complexity of real time, digital

content, across geographies, platforms and languages,' said Rory Cowan, CEO of Lionbridge. 'Darwin's ideal combination of skill, geography and cost complements our global capabilities and provides high quality digital marketing services in the time zone of our clients' US marketing teams. This addition also bolsters our presence in Latin America and allows us to efficiently scale our business to meet our clients' evolving digital content needs.'

Darwin is an integrated digital agency that enables marketers and advertisers to more effectively create, manage and grow high-impact digital marketing campaigns. Darwin integrates world-class solutions to help marketing organizations run holistic campaigns across multiple channels. The company provides services for several long-standing clients including many brand leaders in the Latin America region.

Lionbridge is acquiring Darwin Zone for a total estimated cash consideration of approximately \$2.4 million. The Company expects the acquisition to be neutral to earnings in 2014, including minimal acquisition and integration costs.

### About Lionbridge

Lionbridge enables more than 800 world-leading brands to increase international market share, speed adoption of products and effectively engage their customers in local markets worldwide. Using our proprietary cloud technology platforms and our global crowd of more than 100,000 professionals we provide translation, online marketing, content management and application testing solutions that ensure global consistency and local relevance across all touch points of the customer lifecycle. Based in Waltham, Mass., Lionbridge maintains solution centres in 26 countries. To learn more, visit:

[www.lionbridge.com](http://www.lionbridge.com).



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# Blog news

*By Ellis Pratt, Sales and Marketing Director,  
Cherryleaf Limited*

## Welcome to our blog round up

Do you have a blog? Let me know so I can include it in my monthly review.

Sarah Maddox, a Technical Author at Google, has written a post that describes a personal project she has been working on. She has created an interactive map to help everyone see what's happening in technical communication around the globe.

### Introducing Tech Comm on a Map

<http://ffeathers.wordpress.com/2014/05/07/introducing-tech-comm-on-a-map/>.

Prompted by Sarah's post, Cherryleaf is creating a map showing the geographical spread of Technical Authors around the UK. It contains a form for you to add your details to map.

### Creating a map showing the location of Technical Authors

[www.cherryleaf.com/blog/2014/05/creating-a-map-showing-the-location-of-technical-authors/](http://www.cherryleaf.com/blog/2014/05/creating-a-map-showing-the-location-of-technical-authors/).

Neil Kaplan's posts on the death of technical writing has generated a lot of comments and responses.

### The death of technical writing, part 1

<http://customersandcontent.com/2014/05/03/the-death-of-technical-writing-part-1/>.

### The death of technical writing, part 2

<http://customersandcontent.com/2014/05/06/the-death-of-technical-writing-part-2/>.

### "Death of the Technical Communicator"—Current Issues and Future Visions for our Field

<http://techcomm.stc.org/2014/04/death-of-the-technical-communicator-current-issues-and-future-visions-for-our-field/>.

### The big questions in technical communication

[www.cherryleaf.com/blog/2014/04/the-big-questions-in-technical-communication/](http://www.cherryleaf.com/blog/2014/04/the-big-questions-in-technical-communication/).

### The challenges for technical communicators today

[www.marginalnotes.co.uk/index.php/2014/04/on-being-listed-again/](http://www.marginalnotes.co.uk/index.php/2014/04/on-being-listed-again/).

If you are wondering about a transition from desktop publishing to XML for your

content, Scriptorium has published an online calculator to help you assess the business case.

### XML business case calculator

[www.scriptorium.com/services/xml-business-case-calculator/](http://www.scriptorium.com/services/xml-business-case-calculator/).

Tom Johnson has been continuing his series of blogs on working in a DITA environment. He has been looking at the limitations of chunking topics together on a single page, and the possible workarounds.

### About Ellis Pratt

Ellis is Sales and Marketing Director at Cherryleaf. He has over fifteen years experience working in the field of documentation. He also has a BA in Business Studies and is an Associate of the Institution of Engineering and Technology. Ranked the most the influential blogger on technical communication in Europe, Ellis is a specialist in the field of creating knowledge users will love. Ellis is an accomplished speaker on topics such as the future trends for user assistance and the ROI of Help.





## DITA: Limitations with the chunk="to-content" attribute in relationship tables

<http://idratherbewriting.com/2014/05/02/dita-limitations-with-the-chunkto-content-attribute-in-relationship-tables/>.

Seen an interesting post? Let me know!  
Simply email [ellis@cherryleaf.com](mailto:ellis@cherryleaf.com).

### Technical Communicators

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call: +44 (0)1234 355522 or  
email: [info@cliffordsells.com](mailto:info@cliffordsells.com)

## Training courses

Listings are restricted to scheduled courses that are low cost or are in some way unusual. Listings are a service to members. A listing does not imply ISTC endorsement.

If you hear of any training courses that you think might be of interest to *InfoPlus*<sup>+</sup> readers, please contact the Newsletter copyeditor at [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

If you would like to promote your course or event to ISTC members, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email [istc@istc.org.uk](mailto:istc@istc.org.uk).

If you know of a training course that will be of interest to readers, please let us know. You can send details by email to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk). Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus*<sup>+</sup> is 24th of the month preceding publication.

### June

**2-3 DITA Open Toolkit**  
DITA Open Toolkit Customisation  
Training guides participants through customisation techniques and covers a selection of tools for developing them. This intensive 2-day course comes with 1-day of

follow-up online sessions and is designed to educate on the various features of: XSLT, XPATH, XSL:FO, CSS, Ant build files. Delegates can create customised processing and style sheets for producing HTML, HTML Help, Eclipse help and PDF output deliverables via :FO or Adobe FrameMaker. Delegates will also get an understanding of the DITA OT customisation framework.

10% discount to ISTC members

[www.mekon.com/index.php/pages/services/dita-open-toolkit-customisation-training/services](http://www.mekon.com/index.php/pages/services/dita-open-toolkit-customisation-training/services).

### 11-12 XSLT Course

This intensive 2-day course is designed to introduce the participants to XSLT and related standards (XPath, XSL:FO). The course guides the participants to the XSLT stylesheet development and organization techniques and covers a selection of tools for developing, debugging and testing XSLT stylesheets.

10% discount to ISTC members

[www.mekon.com/index.php/pages/services/xslt-training/training](http://www.mekon.com/index.php/pages/services/xslt-training/training).

### 30-4 **Technical Authoring Training Programme**

ISTC-accredited programme comprising:

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

Training in core technical authoring skills for new and experienced technical authors. Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

**July**

**2-3**

10% discount for ISTC members

Armada, Central Birmingham, Midlands.

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

### **InDesign for iPad and Android**

This course teaches you how to use InDesign to create feature-rich digital publications optimized for viewing on tablet devices such as iPads and Androids without having to write code or rely on developers.

10% discount for ISTC members

Armada, Central Birmingham, Midlands.

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

**8-9**

10% discount for ISTC members.

Armada, Central Birmingham, Midlands.

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

### **Introduction to DITA**

This course is for users coming from unstructured authoring tools who want to learn to author DITA content. The course will equip users new to structured information with a general understanding of it and how and why it is used. You will benefit from comprehensive instruction that will enable you to become productive immediately with, or without, a content management system.

10% discount to ISTC members

[www.mekon.com/index.php/pages/services/dita-training-introduction-to-dita/services](http://www.mekon.com/index.php/pages/services/dita-training-introduction-to-dita/services).

### 30-1 **Introduction to Adobe InDesign**

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

**7-8**

### **Introduction to Adobe Illustrator**

This course provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.

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...July

**8-9 Introduction to Adobe RoboHelp**  
Course for beginners, teaches how to use RoboHelp to create online help in most popular formats.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

**9-10 Introduction to Adobe Photoshop**  
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.

10% discount for ISTC members.

Armada, Central Birmingham, Midlands.

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

**10**

### **Intermediate Adobe RoboHelp**

This course teaches the use of some of the more sophisticated features available in Adobe RoboHelp. It covers the development of single-source projects from which you can generate both online help and high quality print documentation in Word and PDF formats, and teaches further techniques for using RoboHelp in the most efficient way.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

**11**

### **Publishing to mobile devices from RoboHelp**

This course teaches you how to publish content to a range of different devices including smart phones, such as iPods, Androids, BlackBerrys and tablets such as iPads. Delegates learn about the new multiscreen HTML5 format, used to publish contemporary

content to multiple channels, formats and screens.

10% discount for ISTC members.

Armada, Bromsgrove, Midlands.

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

**17-18 Introduction to Adobe InDesign**

You will learn how to produce documentation from design concept right through to output. Practical projects will range from creating single sided literature to longer publications incorporating text and graphic elements to achieve appropriate layouts. The Adobe InDesign course includes topics and theory sessions listed in the course outline which will give you a comprehensive understanding of features and processes involved in producing effective documentation.

10% discount to ISTC members

[www.mekon-creatives.com/courses.cfm?course=indesignintroduction&type=all](http://www.mekon-creatives.com/courses.cfm?course=indesignintroduction&type=all).



## Events listings

This section introduces new events and reminders of the most relevant events in the coming months. ISTC events are highlighted. You can view previous events listings on the ISTC website's Newsletter archive at [www.istc.org.uk/Publications/Newsletter/newsletter.htm](http://www.istc.org.uk/Publications/Newsletter/newsletter.htm).

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

### June

- 3 West of Scotland Area Group**  
This will take place in Glasgow. The event is free and open to all. If you want to attend, please visit: <https://www.eventbrite.co.uk/e/technical-communicators-meeting-in-glasgow-3-june-2014-tickets-11478238721> for details and to sign up.

**5-6**

### **UA Europe Annual Conference 2014**

Delegates of last year's conference, UA Europe 2013 in Manchester, receive a discount of £100 (or €120) + Polish VAT on UA Europe 2014. This year, they are also extending this discount to anyone who has attended any of the following conferences since 15th June 2013: Technical Communication UK (TCUK) 2013, Content Agility 2013, Congility S1000D 2013, tcworld conference 2013, and SOAP! Technical Communication Conference, Kraków.

Park Inn by Radisson Kraków, Krakow, Poland

[www.uaconference.eu](http://www.uaconference.eu).

**18-20**

### **mLearnCon**

mLearnCon focuses on the management strategies, technology alternatives, and design and development considerations for mobile learning.

San Jose, California, USA

[www.elearningguild.com/mLearnCon/content/2702/mlearncon--2013-home/](http://www.elearningguild.com/mLearnCon/content/2702/mlearncon--2013-home/).

**19-20 Congility**

Congility is Europe's leading event organisation specialising in content strategy and structured information. It brings together multi-disciplinary content and communications expertise from around the world.

This year's conference theme is Driving customer experience from across the enterprise. Pre-conference workshops on 18 June followed by three conference tracks across two days on 19-20 June.

Gatwick, UK

[www.congility.com/congility-2014/](http://www.congility.com/congility-2014/).

### July

**1-3**

### **Content Strategy Forum Conference 2014**

The first international event in the German speaking region solely dedicated to Content Strategy. CSF2014 is targeted at senior communication professionals. It runs over three days under the headings of Workshops, Challenges, and Visions. Content Strategists Rahel Bailie (Intentional Design), Clay Delk (Facebook),

## ...July

and others from eBay, Bosch, Salesforce, and Pinterest are all planned to speak here. Three of the workshops are German language. All other sessions in English.

Frankfurt, Germany

[www.csforum2014.com/](http://www.csforum2014.com/).

## 21-24 UXPA Conference

This year's conference theme – Motivation – is open to a wide variety of interpretations, from 'How do you motivate your clients to apply UX best practices consistently?' to 'What are the ethics involved in manipulating the motivations of your end user?' or 'What motivates you to practice UX?'

Park Plaza Westminster Bridge,  
London

[www.uxpa2014.org/](http://www.uxpa2014.org/).

## September

### 8-26 tekomp Europe Roadshow

The roadshow is targeted at decision-makers and professionals in the field of technical communication who are eager to learn and share their knowledge about the latest industry trends, technical communication standards, processes and intelligent publishing. All presentations are strictly product-neutral and clearly related to the main conference theme.

Paris, Ghent, Eindhoven,  
Copenhagen, Warsaw, Istanbul,  
Bucharest, Vienna

<http://conferences.tekom.de/tekomp-europe-roadshow/home/tekomp-europe-roadshow-2014/>.

### 16-18 TCUK 2014

Hosted by the ISTC, the Technical Communication UK conference (TCUK) brings together technical communicators, editors, illustrators and leading product vendors, for three days of workshops and presentations. Content development and content delivery, the challenges of mobile documentation, and the opportunities that exist in structured authoring will be covered across three streams of sessions.

Brighton, United Kingdom

<http://technicalcommunicationuk.com/>.

### 25-27 EuroIA 2014 (European Information Architecture Conference)

EuroIA is Europe's premiere information architecture / user experience conference. In this, our 10th-anniversary year, we have one of the most exciting line-ups ever.

Brussels

[www.euroia.org](http://www.euroia.org).

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## October

### 1-3 soap!

Learn, share knowledge, and be part of the Central European technical communication community at the second annual technical writing conference organised by soap! The focus is on content as an asset, not a requirement. Topics covered will include DITA, e-learning and modern localization tools. People from all perspectives are invited – be it project management or product development, as long as they are interested in content.

Krakow, Poland

[www.soapconf.com/2014-conference](http://www.soapconf.com/2014-conference).

### 8-10 Where IT works

DMS EXPO and CRM-expo, the leading trade fairs for enterprise content management, and customer relationship management, are held concurrently and show all aspects of corporate IT. The extensive exhibition and the first-class accompanying programme on the key topics of ERP, CRM, ECM

and Output Management address all IT managers and decision-makers.

Messe Stuttgart, Stuttgart, Germany

[www.messe-stuttgart.de/en/where-it-works/](http://www.messe-stuttgart.de/en/where-it-works/).

### 13-15 LavaCon

LavaCon offers expert training on content strategy and user experience. The first obstacle to rolling out a successful user experience strategy is getting executive sponsorship and funding. Another is getting stakeholder buy-in. To handle both problems, the 2014 focus is: Funding and Implementing User Experience Strategies that Reduce Costs and Generate Revenue.

Portland, Oregon, USA

<http://lavacon.org/2014/>.

### 22-24 Information Development World

Conference dedicated to helping organisations create exceptional customer experiences centred around content. The goal is to bring together the brightest minds in the

content arena—content strategists, technical communicators, content marketers, product managers, customer assistance specialists, translators, localizers, taxonomists, and user experience professionals—to demystify the methods, standards, tools and technologies needed to deliver exceptional omni-channel customer experiences.

Hilton DoubleTree Hotel, San Jose, CA, USA

<http://techwhirl.com/event/information-development-world-2014/>.

## November

### 11-13 Tekom/tcworld conference

tekomp/tcworld conferences offer premium content from the world of technical communication, which you can't find on the Internet. Our international speakers are evaluated to ensure maximum topicality, relevance and quality presentations.

Stuttgart, Germany

<http://conferences.tekom.de/>.



## Back page

### Caption competition

Thank you to contributors for our regular caption competition. Here are the top three candidates for last month's photo:

Jeff Bronks: *'What muck spreader?'*

Jen Phillips: *'The new telescope at Jodrell Bank, known as Deere, had to be downsized due to cutbacks.'*

Bob Hewitt: *'Can someone please help me get this tractor off my head!'*

As usual, it has been very hard to choose a winner. If only everyone could have a prize. But this month, the grand prize of a USB drive goes to Bob Hewitt for his somewhat 'off the wall' caption.



Reminder of last month's photo.

### This month's picture

It's time for a new round, so get your thinking caps on and send in your captions. Please email them to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).



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### Contributions

This newsletter is for the benefit of both ISTC members and technical communicators in the wider community. We are always pleased to hear from readers with suggestions for content, improvement and the development of *InfoPlus+*. If you have something you'd like included or any ideas for features and regular sections, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

### Cartoon Corner



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T- McCracken @ [www.mchumor.com](http://www.mchumor.com).