Multichannel publishing at no extra cost without any plugins
Topping best-in-class XML/DITA authoring

Adobe FrameMaker 12
Now available at a monthly subscription of £29.30

Take advantage of
FREE GOLD SUPPORT
for 30-day trial

Learn more   ✉ Request for information

Deliver rich, interactive content experiences across all screens

Adobe RoboHelp 11
Now available at a monthly subscription of £29.30

Take advantage of
FREE GOLD SUPPORT
for 30-day trial

Learn more   ✉ Request for information

ISTC news

TCUK 2014 Calls for proposals are now officially open!

By Vee Moda

TCUK 2014 is an open conference for everyone who works in the field of technical communication and information of any kind. We are now inviting speakers to submit their proposals for the Technical Communication UK 2014 conference.

Special focus

This year's special focus is '*Technical Content in the Age of Social Media*':

'As technical communicators get to grips with the evolving age of social media, what are the best ways to develop and deliver technical content?

Should we abandon conventional publishing standards and platforms in order to remain responsive and flexible, or should we follow standards more closely to improve interoperability, cross-platform delivery, and cost savings?'

The evolving age of social media poses many questions for technical communicators as they get to grips with this new phenomenon. We want to hear your views on the best way to develop and deliver content, content delivery methods and platforms for technical communication in the social media age.

Topics of general interest

We also welcome proposals on topics of general interest to technical communicators. As a starting point, we have gathered some feedback from delegates who attended

Contents

previous conferences and expressed an interest in a wide variety of topics:

- Developing and delivering content
- Content strategy
- Accessibility and usability
- Education and training
- Business communication.

New or experienced speakers, get in touch and have your say

This year, we want to hear from new and experienced speakers, whatever your experience of the technical communication industry may be, use this platform to express your views and grab this opportunity to let other technical communicators hear what you have to say!

Proposal submission

We look forward to receiving your proposal. Please ensure you read the Speaker Agreement before you submit your proposal. The deadline for submission is 4 April 2014.

For further information, visit our website.

Attention ISTC members!

Membership subscriptions are now due. If you haven't yet renewed, please do so as soon as possible and continue to receive the benefits reserved for members. Use the online facility www.istc.org.uk/online-shop/membership/ – but don't forget to log in first!

It is also still possible to sign up for monthly direct debits and if you would like to use this facility go to https://www.securecollections.

com/dd/istc/details.asp – again you must log in first.

The ISTC annual survey results out now

From Emma Bayne FISTC, ISTC surveys

The ISTC Annual Survey of Technical Communicators 2014 is now closed. The results can be found on the members only pages, under Professional Resources\Surveys: www.istc.org.uk/get-involved/surveys.

There you can also find the results from 2011 to 2013. Thanks to everyone who participated. In connection with the survey, we also received a number of comments, many of which are specific enough for us to improve the survey. Thanks to everyone who contributed with comments.

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.

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	8-10.
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.

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ISTC local area groups

Southern Area Group report

From 11 February

The Southern Area Group met in the lower bar of the Royal Oak in Winchester (which claims to be the oldest bar in the city) for a pub social. Several of us had braved storms and flooding to attend, and I expect the weather kept a few others away. We were pleased to welcome several new faces and some regulars.

The conversation ranged from user interface issues, to problems of sole authors, getting into technical communication for new entrants, the benefits of DITA, and several other topics. It's always interesting to swap notes with others in the industry, and a lively time was had by all. Less wind and rain next time would be good!

Next Southern Area Group meeting

Tuesday 13 May from 7pm

The venue is still to be confirmed, but will probably be at the Keep as usual.

Graham Armfield will talk about WordPress, how it has evolved from a blogging platform into a website creation tool, how it works, and how to set up and maintain a WordPress website. Graham will also explain how to ensure that your WordPress site is accessible, secure and appears in search engines.

Look out for more details and booking information nearer the time, but for now, save the date and tell your friends!

For more information contact: southernengland_areagroup@istc.org.uk.

Next MadSIG Meeting

Thursday 6 March, Ripley, Surrey

MadSIG will meet on Thursday 6 March 2014 at the offices of 3di in Ripley, Surrey, from 7pm onwards. Marjorie Jones will explain how she uses MadCap Flare to single source various PDF and WebHelp outputs from the same project content. After that, there will be time for questions and discussion and also an opportunity to get to know each other and share our MadCap knowledge.

The event is free, but numbers are limited, so book your place and find out more details here: www.eventbrite.co.uk/e/madsig-6th-march-2014-tickets-10247294935.

We'll be there from around 7pm, and the talk will start around 7.45pm. Coffee and cake will be available. We're planning to record this session and hope to make the recording available afterwards. We're also hoping to extend the meetings to include some virtual attendees soon.

Anyone who uses the MadCap authoring products or is interested in finding out more about them is welcome. You don't need to be a member of the ISTC, so tell your colleagues!

For more information, contact madsig@istc.org.uk or find us on LinkedIn at: www.linkedin.com/groups?gid=5081593&trk=my_groups-b-grp-v.

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Current ISTC local area groups

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

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Central South	Co-ordinator wanted	areagroupsmanager@istc.org.uk
East of Scotland	George Lewis	eastscotland_areagroup@istc.org.uk
Irish Technical Writers	Patrice Fanning Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Claire Hooper	london_areagroup@istc.org.uk
Midlands	John Burns	midlands_areagroup@istc.org.uk
North East England	Janine Weightman	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Marjorie Jones	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West Midlands	Antoni Dzumaga	westmidlands_areagroup@istc.org.uk
West of Scotland	Katja McLaughlin	westscotland_areagroup@istc.org.uk
Yorkshire	Galyna Key	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Marjorie Jones, Tom Bridley Kai Weber	MadSIG@istc.org.uk
Oil & Gas	James Bromley	oilandgas@istc.org.uk

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.

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.

This group has a number of sub groups for:

- ISTC NW Area Group www.linkedin.com/groups/ISTC-NW-Area-Group-2445779/about
- Southern Area Group www.linkedin.com/groups?gid=4795279
- Thames Valley Area Group www.linkedin.com/groups?gid=4805266
- ISTC West Midlands Area Group www.linkedin.com/groups/ISTC-West-Midlands-Area-Group-4835591/about
- South Wales Group www.linkedin.com/groups?gid=5161265

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- West of Scotland Area Group
  www.linkedin.com/groups?gid=5081412
- ISTC Oil and Gas
  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
- Irish Technical Writers – An ISTC Area Group
  www.linkedin.com/groups/Irish-Technical-Writers-ISTC-Area-3369559/about
- MadCap UK and Europe Users Group
  www.linkedin.com/groups?gid=5081593

Industry news

GALA highlights global talent crisis at UK House of Lords

Recently at the House of Lords, the Globalization and Localization Association (GALA) warned the UK Parliament that the deepening shortage of language and cultural skills is putting the UK economy at risk. Speaking to the All-party Parliamentary Group on Modern Languages on behalf of GALA, Gary Muddyman, former GALA Chairman and CEO of language-services provider Conversis, argued that the attitude toward languages must change.

'No longer should languages be dismissed as "soft skills"', Muddyman said. 'As business becomes increasingly borderless, the language skills and cultural competencies of our business leaders will be critical to our economic health.'

Muddyman spoke about a new initiative from GALA supported by ManpowerGroup. Dubbed the Global Talent Program (GTP), the initiative seeks to highlight multilingual and multicultural competencies as core talents for today's global workforce. GTP is a broad, collaborative effort to build a consensus-driven system for understanding and evaluating global talent.

Hans Fenstermacher, Chief Executive Officer of GALA added: 'Monolingual cultures will increasingly lose out in the globalized economy. That's why GALA's GTP seeks to elevate languages in the UK, US and beyond to the same level as scientific and technological capabilities. Without language, the global economy simply can't function.'

GALA received a very positive reception at the UK House of Lords. Baroness Coussins, chair of the All-party Parliamentary Group on Modern Languages, urged action: 'We have robust evidence in the UK showing that our national shortage of language skills amongst school-leavers and graduates is detrimental to our economic growth, to employability, to intercultural understanding and to our influence internationally. I hope that the GTP will be able to reach out to young people, parents, teachers and businesses in the UK to help motivate and inspire them to take language skills seriously, whatever their discipline or sector.'

For a complete transcript of Muddyman's remarks, visit www.gala-global.org/files/APPGMLGALATranscript.pdf.

About GALA

The Globalization and Localization Association (GALA) is the worldwide voice for the language industry and a resource for the language business. The association supports its members and the language industry by creating communities, championing standards, sharing knowledge, and advancing technology. GALA is the world's largest localization trade association with around 390 members. For more information, visit: www.gala-global.org.

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Across Systems publishes white paper for medical technology

On its website, Across Systems has published a topical white paper on the subject of effects of official regulation on medical technology documentation. The white paper summarises the changes of the new Medical Devices Regulation and shows how companies can tune their workflows to future regulations.

Medical technology companies are positioned around the world and market their products internationally. At the same time, hardly any industry is faced with such extensive and restrictive regulations for the creation of product-related information and its translation. A new Medical Devices Regulation (MDR) of the EU, which is currently in the final approval process, explicitly requires multilingualism and comprehensibility of the documentation.

Dr. Frank Reininghaus explains: 'Especially in medical technology, regulations have a major impact on the multilingual documentation. Thus, it makes sense to look into the internal documentation and translation processes and identify optimization potential.'

The Across white paper summarizes the changes and shows how businesses can tune their processes to future regulations. The white paper is available for free download at www.across.net/en/across-for-pharma-life-science.aspx.

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.

The Government Digital Service team's blog posts are always illuminating, describing their work on the GOV.UK site. The latest post is what the data has told them about having social sharing buttons on the site.

GOV.UK social sharing buttons: the first 10 weeks

https://insidegovuk.blog.gov.uk/2014/02/20/gov-uk-social-sharing-buttons-the-first-10-weeks/.

On the Cherryleaf blog, we have a post on assessing the potential savings from single sourcing.

Assessing the potential savings from single sourcing

www.cherryleaf.com/blog/2014/02/assessing-the-potential-savings-from-single-sourcing/.

On the STC's blog, I also posted about how only 12 words account for a quarter of the words used in normal speaking, reading, and writing in the English language.

The Ladybird Book of Technical Writing

http://notebook.stc.org/letter-from-the-uk-the-ladybird-book-of-technical-writing/.

Professor Saul Carliner posted a link on Twitter to this post about why you should avoid adjectives and rely, instead, on powerful nouns and verbs.

The psychology of language: Which words matter the most when we talk

http://blog.bufferapp.com/which-words-matter-the-most-when-we-talk-the-psychology-of-language.

Sarah Maddox has been publishing a series of posts on API documentation.

API Types

http://ffeathers.wordpress.com/2014/02/16/api-types/.

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World's best API documentation – what do you think

http://ffeathers.wordpress.com/2014/02/09/worlds-best-api-documentation-what-do-you-think/.

Sarah O'Keefe has posted Scriptoriums's predictions for 2014, along with an assessment of their predictions from last year.

Trends in technical communication, 2014 edition

www.scriptorium.com/2014/01/trends-in-technical-communication-2014-edition/#utm_content=buffer626c4&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer.

Seen an interesting post? Let me know! Simply email ellis@cherryleaf.com.

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.

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.

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⁺* readers, please contact the Newsletter copyeditor at 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.

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

March

3-4   **Introduction to Adobe Illustrator** Provides you with the essential knowledge you need to create shapes, work with type and layers and apply effects and styles, giving you the basics to build on.

Now Available: The All-new MadCap Flare V10

- Responsive HTML5 Output
- New Project Templates
- Real-time Visual HTML5 Skin Editor
- Slideshows
- Drag & Drop Conditions and Variables
- New HTML Import Wizard
- SharePoint® 2013 Support
- OpenType Font Support

- Review Workflow Enhancements
- Eclipse™ Help Output
- Perforce Integration
- New Advanced Print Features
- Topic Editor Enhancements
- New Find & Replace Widgets
- Custom Lists
- And Much More!
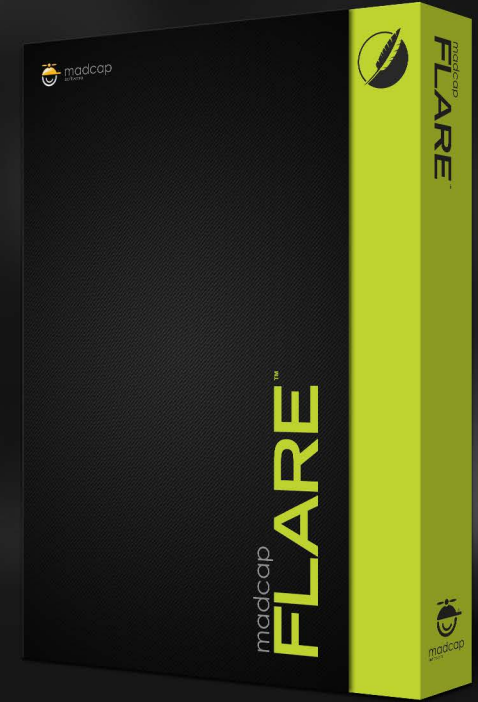
"The print output enhancements and responsive design are extraordinary. I am blown away by the very large collection of new project templates, and the new responsive design HTML5 output looks fantastic."

NIta Beck | **Consultant, Nita Beck Communications**

...March

10% discount for ISTC members.

Armada, Central Birmingham, Midlands.

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

5-6   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.

11-12   Adobe Premiere Pro
This course is aimed at anyone that wants to produce high quality digital video from pop videos to corporate product demonstrations. On completing this Adobe Premiere Introduction course, you will be able to use the basic and most used tools in Adobe Premiere to capture, import, edit, apply effects, mix audio, and output to a number of formats for video, the Web and interactive media such as DVD and Adobe Flash. You will also gain knowledge of video standards, compression and editing techniques.

10% discount to ISTC members

www.mekon-creatives.com/courses.cfm?course=premiere introduction&type=adobe.

17-18   Introduction to RoboHelp
This introduction course allows novice user of Adobe RoboHelp to create and maintain effective user assistance with confidence. The features covered in this course include the new support for multiple screen sizes and device types. You will learn about screen profiles, screen layout and the new multiscreen HTML5 output. No previous experience with RoboHelp is required.

10% discount to ISTC members

www.mekon-creatives.com/courses.cfm?course=adobe robohelp&type=adobe.

17-21   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.

...March

24-25 Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

10% discount for ISTC members

Armada, Central Birmingham, Midlands.

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

26-27 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.

26-27 Website creation essentials with Adobe Dreamweaver
Course for new or novice website designers, and anyone who is responsible for creating or updating web pages. Teaches how to design, develop and maintain a professional website using Dreamweaver. During the course, delegates create a fully functioning website, and receive a copy of their files to take away.

10% discount for ISTC members.

Armada, Central Birmingham, Midlands.

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

April

1-2 DITA Open Toolkit
DITA Open Toolkit Customisation Training guides participants through customisation techniques and 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.

7-8 Simplified Technical English
This course is a practical introduction for those who will use Simplified Technical English (formerly AECMA Simplified English). The course introduces the philosophy of Simplified Technical English, explains the underlying grammatical principles and gives delegates opportunities to use Simplified Technical English in

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practical exercises. These exercises can be based on your company's documentation. Further details on request.

10% discount to ISTC members

www.aerospace-defence.com/index.php/pages/training/asd-simplified-technical-english-specification/t-standards.

15-16   Introduction to DITA
This course is for users coming from unstructured authoring tools who want to learn to author DITA content. It will equip users new to structured information with a general understanding of it and how and why it is used. You'll 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.

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. To include an event in the listings, please email events@istc.org.uk.

March

3-6   WritersUA West Conference
Conference for Software User Assistance. Renaissance Resort, Palm Springs, California, USA

http://writersua.com/conference.

5   Localization seminar
Your boss just told you that you need to get your content ready for localization, but you don't know where to start. This seminar will walk you through the planning process, and will identify the major steps and considerations in preparing for localization. During the session, you will learn the terminology used in the localization industry, and begin the planning process.

11:00am US Central Time

http://localizationinstitute.com/index.cfm?seminar_cat_id=14&seminar_date_id=139#session1.

6   North West Area Group: Tech comms workshop
In this meeting we'll try to solve your technical communication issues. Whether it's something as simple as a style issue, a problem with a tool, or more complex, such as Word macros or embedding cross platform compliant video, we'll try and solve it. We recommend you bring a lap top with you. From 19:00 t0 21:00.

Please register at: www.eventbrite.co.uk/e/tech-comms-work-shop-tickets-10698530593.

6   MadSIG meeting
MadSIG will meet at the offices of 3di in Ripley, Surrey, from 7pm onwards. Marjorie Jones will explain how she uses MadCap Flare to single source various PDF

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...March

and WebHelp outputs from the same project content. After that, there will be time for questions and discussion and also an opportunity to get to know each other and share our MadCap knowledge.

The event is free, but numbers are limited, so book your place and find out more details here: www. eventbrite.co.uk/e/madsig-6th-march-2014-tickets-10247294935.

13   Technical Illustration World
BAWA, Filton, Bristol, U.K

http://techillustrationworld.com.

26-27   Documation 2014 (French language)
CNIT Paris La Défense, France

www.documation.fr.

26-30   IA Summit 2014
In its 15th year, this summit reflects upon current challenges and opportunities surrounding Information Architecture.

San Diego, USA
http://2014.iasummit.org/.

31-1   Write the Docs Europe
A two-day conference focused on documentation systems, technical writing theory and information delivery.

Budapest, Hungary

http://conf.writethedocs.org/eu/2014/.

April

13-14   MadWorld 2014
Hard Rock hotel, San Diego, California, USA

www.madcapsoftware.com/events/madworld/.

25   TCeurope colloquium
The theme is 'Our Core Skills'. La Baume Lés Aix, 1770 Chemin de la Blaque, 13090 Aix-en-Provence, France

Event: www.tceurope.org/colloquia/41-2014aix.

Venue: www.labaumeaix.com/lieu-daccueil.

May

5-6   Write the Docs North America
A two-day conference focused on documentation systems, technical writing theory and information delivery.   This conference creates a time and a place for the community of 'documentarians' to share information, discuss ideas, and work together to improve the art and science of documentation.

Portland, Oregon, USA

http://conf.writethedocs.org/na/2014/index.html.

8-9   Intelligent Content conference on Life Sciences and Healthcare
The event will showcase solutions to the complex-and often unique-content challenges faced by pharmaceutical, medical device, and healthcare information companies. These type of organisations are faced with the same information development and delivery challenges as are other types of organizations, but due to the nature of their businesses, and the regulatory compliance,

...May

legal, and privacy issues they face, pharmaceutical, medical device, and healthcare companies require specialised information management solutions designed specifically to address stringent business requirements.

Sir Francis Drake Hotel San Francisco, CA, USA

www.etouches.com/ehome/69301.

13 Southern Area Group meeting
From 7pm. Venue to be confirmed, but will probably be at the Keep as usual. Graham Armfield will talk about WordPress, how it has evolved from a blogging platform into a website creation tool, how it works, and how to set up and maintain a WordPress website. Graham will also explain how to ensure that your WordPress site is accessible, secure and appears in search engines. For more information contact: southernengland_areagroup@istc. org.uk.

14-15 Adobe Summit
At Adobe Summit EMEA 2014, you'll learn from the marketing leaders who are driving innovation in measuring across channels, creating and managing the consumer profile, and enabling consistent, highly personalised experiences that lead to conversion.

ICC ExCel, London, UK

http://summit.adobe.com/emea/.

18-21 STC 2014 Summit
Hyatt Regency Phoenix, Arizona, USA

http://summit.stc.org.

June

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 technical communications 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.

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/.

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

...June

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/.

July

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/.

October

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/.

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/.

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This is the Newsletter for technical authors, technical illustrators and information designers.
InfoPlus+ is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

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Back page

Return of the back page

It's been a while since *InfoPlus⁺* carried a Back page section; originally intended for the more light-hearted look at the world of scientific and technical communication.

In the past we've had quite a variety of submissions: amusing examples of technical documentation, signage and translations, photo caption competitions, cartoons and crosswords. We've also had mini profiles of readers telling us about what they do when they're not being technical communicators.

Look out for more of the same in forthcoming editions of *InfoPlus⁺* and do tell us what you would like to see. If you have anything you'd like to contribute to this section, please send to **newsletter. editor@istc.org.uk**.
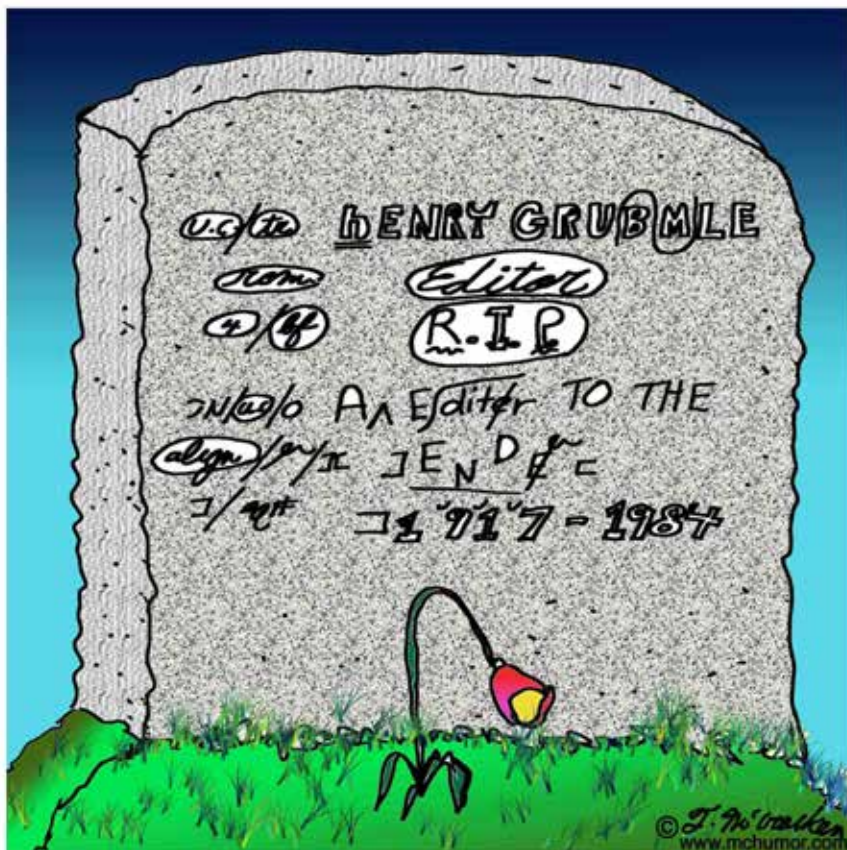
HENRY GRUMBLE, AN EDITOR TO THE BITTER END.

Cartoon used with permission from T- McCracken @ www.mchumor.com

Caption competition

Who can come up with the best caption for this photo? Top answers will be published in April's *InfoPlus⁺* provided they're received by 24th March. By 'Top answers' we mean those that the editor thinks are worthy of, and suitable for, printing! Email your captions to **newsletter.editor@istc.org.uk**.

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This is the Newsletter for technical authors, technical illustrators and information designers. *InfoPlus⁺* is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.