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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⁺* aims to cover anything of interest to the profession. To subscribe, contact the office.

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If you're reading a printed copy of this newsletter, go to www.istc.org.uk/our-publications/infoplus-newsletter/ and open it online to explore the links mentioned.

ISTC news

Announcing more keynote speakers for TCUK 2014: Doug Kim and Jessica Reading

We are delighted to announce that not one but two senior Microsoft staffers are joining us at TCUK 2014.

Doug Kim is Senior Managing Editor for Office.com, and leads guidelines and best practices for Voice in Office. He was Arts and Entertainment editor of The Seattle Times for 10 years, and actually finds that editing ballet and restaurant reviews was excellent practice for the tech industry.

A 24-year Microsoft employee, Jessica Reading has worked in localization, web site management, writing, and video production. She worked on Office before it was Office and will always have a soft spot in her heart for Excel. She led editorial voice efforts for Xbox for the last two years and is now doing the same for the Operating Systems Group (Windows, Windows Phone, Xbox, and more). With a background in French and theatrical performance, she views every presentation as a chance to break a leg.

Doug and Jessica will together present a keynote session and a special follow-up workshop on *No. More. Robot. Speak. – Our journey to a (way) better Microsoft Voice and why it matters.*



Doug Kim



Jessica Reading

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In their hands-on workshop, Doug and Jessica will recap the principles of good editorial voice and some of the mechanics that can help you achieve it. Participants will do one rewrite exercise as a group, then split into teams of two to three people. There, you'll revise a real piece of content that someone else brought, using the principles and writing techniques in play. Doug and Jessica will share out as many of the revisions as possible in the time available, then allow some socializing and discussion, centered around your revisions.

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Rahel Bailie's topic announced

In last month's *InfoPlus+*, we announced Rahel Anne Bailie as the first of our keynote speakers. We are pleased to announce that Rahel's Keynote topic is *Do You Trust Me Now?: technical content in the age of social media* and she will also be presenting a workshop on *Social Business Initiatives: Identification and Responsible Implementation*.

+++Stop Press+++

You can book now for TCUK 2014 at www.technicalcommunicationuk.com.

Meet the Sponsors

This month TCUK spoke to Andrew Head, Business Development Manager at Semcon

TCUK: Why are you sponsoring TCUK 2014?

Andrew: Semcon have been a sponsor of ISTC for many years but have never really engaged with the group at TCUK. We attended last year's event with quite a small scale presence and were really enthused by the conversations we had with the delegates and the quality of the seminars. This year we will be better prepared and hope to expand the awareness of the Semcon brand within your membership and share some of

our ideas and experiences with them.

TCUK: What makes TCUK different from other Technical Communication conferences?

Andrew: To be honest, TCUK is the only tech conference we attend in the UK.

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

Andrew: We have very fond memories of the new friends we made last year!

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

Andrew: We are really embracing the digital content arena and have developed our own digital content distribution and web CMS platforms. That demonstrates a huge commitment to digital content from Semcon. We will have examples of our work at our booth and will gladly discuss the challenges technical communicators face when entering the digital arena and share some experiences of overcoming these challenges.

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

Andrew: The products our customers create are becoming more complex; more complexity requires more instructional content and greater levels of after sales support. However, as consumers, our expectations from the products we purchase are also increasing and we demand product features which are more intuitive – products which simply ‘do what I need them to do when I need them to do it’ products which rely less on our intervention and therefore rely less upon instructional content. How we address these opposing demands is one of the greatest challenges we, as technical communicators, face today!

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

Andrew: We have submitted a proposal for seminar contribution, we are hoping to showcase some new technologies (not sell new technologies) in the areas of digital content distribution and augmented reality interfaces. We are really excited by these advances and hope the delegates at TCUK 2014 will be equally excited!

TCUK: Brighton Pier and Brighton Pavilion are two of the most popular tourist

destinations in the UK: will you be taking time out on to visit?

Andrew: I hope to be far too busy meeting and discussing the digital world with your delegates to do that!

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.

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.

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 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.

ISTC local area groups

Southern Area Group next meeting

Tuesday 13 May from 7pm

The next ISTC Southern Area meeting will be at The Keep in Guildford. 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.

Afterwards there will be the usual opportunity for questions, for serious discussion, or light-hearted chat, depending on your mood and inclination.

The event is free, and is open to ISTC members and non-members. But if you are planning to come, please register on Eventbrite here: www.eventbrite.co.uk/e/wordpress-websites-with-graham-armfield-tickets-10997910045 so we can let the venue know how much space to reserve for us and how many people are likely to want food.

Parking is available in the Tunsgate Multi Storey right next door to the Keep, or the Sydenham Road Multi Storey about 250 yards away, but be aware that some roads in the area are one-way streets, so check your directions carefully!

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

If you are interested in hearing about future events in the southern area, join the LinkedIn group: www.linkedin.com/groups?gid=4795279.

ISTC London Area Group meeting report

The ISTC London group met at The Two Chairmen just off Trafalgar Square. This venue was much more manageable than the Royal Festival Hall, where none of us could ever find each other! However, here it was easy once you found your way to the upstairs bar, although quite noisy in the first half of the evening. A lively group of nine authors and one aspiring author arrived from as far away as Reading and Chelmsford. Since David Farbey was one of them, TCUK 2014 was a hot topic and a good attempt was made at recruiting speakers and stewards. Let's hope the next meeting attracts even more people!

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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 Bradley Kai Weber	MadSIG@istc.org.uk
Oil & Gas	James Bromley	oilandgas@istc.org.uk

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
- 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

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.

Industry news

New CMS ISO standard is now available in its final draft form

During the development of the new international content management standard (CMS), ISO/IEC/IEEE 26531, there have had numerous enquiries from content management vendors, consultants, and CMS users wanting to see a copy.

The standard is now in its ISO DIS and IEEE D2 Recirculation ballot. At this point, IEEE makes copies of the Unapproved Draft available for sale to anyone interested. There are copyright restrictions on the use of the document, noted on the title page.

You can purchase and download *ISO/IEC/IEEE Draft International standard for Systems and software engineering – Content management for product life-cycle, user, and service management* documentation here: www.techstreet.com/ieee/searches/4179182.

About IEEE-SA

The IEEE-SA is a leading consensus building organisation that nurtures, develops and advances global technologies. Our standards drive the functionality, capabilities and interoperability of a wide range of products and services that transform the way people live, work and communicate.

Blog news

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

Welcome to our blog round up

Tom Johnson has been looking at linking techniques in a DITA environment.

Strategies for using links with DITA

<http://idratherbewriting.com/2014/04/08/linking-strategies-with-dita>.

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<http://tinyurl.com/njbe7pv>



Ruth Haworth asks what risks are documentation managers exposing themselves to by using DITA if the company hits bad times?

DITA in times of contraction

<http://focusonreaders.blogspot.co.uk/2014/03/dita-in-times-of-contraction.html>.

I've written a post on Issues for developers moving from on-premises software to Software as a Service.

Issues for developers moving from on-premises software to Software as a Service

www.cherryleaf.com/blog/2014/04/issues-for-developers-moving-from-on-premises-software-to-software-as-a-service/.

Diana Logan followed this up with a post on what persuades her to part with her cash for SaaS applications.

SaaS for cash

<http://roman9.com/2014/04/04/saas-for-cash>.

Colum McAndrew has provided some useful tips on how to narrate a screencast or video.

Video narration tips: preparation is key

www.cmcandrew.com/robocolumn/video-

[narration-tips-preparation-is-key](#).

Hoa Loranger summarises research that suggests, for Web content, some grammar rules are worth breaking if they improve fast comprehension.

Break Grammar Rules on Websites for Clarity

www.nngroup.com/articles/break-grammar-rules.

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

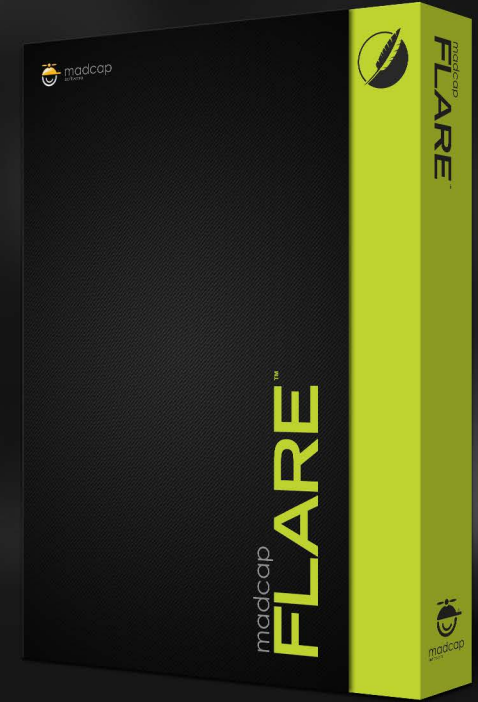
About Ellis Pratt

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.



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Nita Beck | Consultant, Nita Beck Communications

Training courses

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.

May

- 1 Publishing to mobile devices from RoboHelp**
Teaches 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.

12-16 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.

15-16 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

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.

grammatical principles and gives delegates opportunities to use Simplified Technical English in 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.

...May

19-21 Basic/Intermediate/Advanced FrameMaker
Provides a thorough grounding in FrameMaker in unstructured (standard) mode, covering the essential techniques for generating high standard printed documents. Includes the generation multi-document books, table of contents, index and cross-references.
10% discount for ISTC members.
Armada, Bromsgrove, Midlands.
www.armada.co.uk/framemaker-training-course.

19-20 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.
10% discount for ISTC members.
Armada, Central Birmingham, Midlands.
www.armada.co.uk/illustrator-training-course.

21-22 Introduction to Adobe Photoshop June
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.

27-28 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 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.

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.

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.

Event news

A better user experience (UX) with published content

From Blue Mulberry Ltd

From past experience, we know that it's difficult for managers and production staff to keep abreast of the constantly changing strategic considerations for creating, managing & delivering content and of course we all subscribe to the many technology newsletters that abound from various vendors.

That's okay, if you just like reading about the technology! But how do you ensure your end users experience is maximised and not leaving them frustrated? How do you really get the best value for your investments in publishing at the same time as making sure

that all of your production work continues to meet those ever shortening deadlines?

Blue Mulberry understands this dilemma and has brought together a number of topics and associated technologies for a half-day seminar that will show what can be done to make a difference to your current publishing environment.

Bringing together experienced practitioners in the field of content strategy, creation, management and delivery, to pass on their knowledge and experience to you. Our keynote speaker will discuss how the increased use of digital content is continuing to change the on-line content delivery dynamics for publishers.

Industry experts will cover topics including:

- strategic considerations for content owners;
- investing in content creation – the challenge and the benefits;
- the changing galaxy of managing publishing expectations for manufacturers and content owners;
- delivering digital content to today's multi-platform environment.

A better UX with Published Content will be

held at the Furniture Makers Hall in London at 12:30pm on Thursday 22 May 2014. You can register for the seminar at the Blue Mulberry Event page; the cost for entry is £20.00 per person.

Events listings

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. Please try to give us plenty of notice. The deadline for receiving information for *InfoPlus+* is 24th of the month preceding publication.

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.

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,

...May

and work together to improve the art and science of documentation.

Portland, Oregon, USA

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

7-8 SDL Innovate

At SDL Innovate 2014, you'll learn from customer experience leaders and visionaries who are driving innovation and delivering seamless, data-driven global experiences at each point of the buying journey. Gain actionable insights into the latest trends and make sure your company is on the cutting-edge of customer experience.

London

www.sdl.com/innovate-london.

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. Due to the nature of

their businesses, and the regulatory compliance, legal, and privacy issues they face, healthcare companies require specialised information management solutions designed specifically to address stringent business requirements.

Sir Francis Drake Hotel San Francisco, CA, USA

www.etches.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

The Summit consists of two parts. The first part is the over 80 educational sessions, organised in tracks, which begin Monday morning, 19 May, and continue until midday on 21 May. The second part of the Summit is the Expo, with more than 50 companies represented; this will open on Sunday evening, 18 May, and run through 5:00 PM on Tuesday, 19 May.

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 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/.

September

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.

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.

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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Caption competition

Thank you to all those who contributed captions for last month's photo. Firstly, three runners-up, in no particular order, are:

William Waddilove: *'... and here we have Sally the Seagull demonstrating the effectiveness of our in-car climate control for nesting birds.'*

Fiona Carruthers: *'He couldn't help thinking that someone had got the measurements wrong for the new seagull roller skate.'*

and

'I wonder if they've put the handbrake on?'

Martin Ley: *'I don't remember eating that...'*

[Ed: We owe Martin an apology for the poor quality graphics resolution in last month's *InfoPlus+*. The picture wasn't clear enough to show that his screen shot of Google Translate was set up to translate 'English' to 'Bovine'.]

But the winner is Clive Twinley: *'I like this one. I think I'll keep it and turn into a Gull Wing.'*

Well done Clive, who wins this month's star prize of an 8GB USB flash drive!



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. Thanks to William Waddilove for submitting a photo for this month's competition:



Cartoon Corner



"WHAT LUCK"

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