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InfoPlus+

December 17

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The ISTC is the United Kingdom's professional association for scientific and technical communicators, which includes authors, 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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ISTC news

TCUK 2018: An Update

By Derek Cooper

I hope that by now you have all added 25th to 27th September 2018 to your calendars as the dates for TCUK 2018. If not, now is an excellent time to do that, because you can also add the venue for the 2018 conference. It's the De Vere Hotel at the Staverton Estate in Daventry, Northamptonshire.

The De Vere Hotel provides all the facilities we need for the conference, and provides a stimulating environment in which to network. The bedrooms are comfortable and of a high standard, and the hotel offers leisure facilities that are available to all guests. The food choice is among the best I've seen for a TCUK conference venue, and includes healthy and vegetarian options.



Located only 7 miles from the nearest rail station, 30 miles from Birmingham International Airport, and 8 miles from junction 16 of the M1, the Staverton Estate provides a pleasant rural setting for our conference.



Darren Mitcham takes over as ISTC Community Lead

Darren Mitcham is taking over from Carol Leahy as ISTC Community Lead. We catch up with Darren to find out a bit more about him and his plans for the role.

InfoPlus⁺: Congratulations on the new role Darren. You're already pretty well known among ISTC members in the Thames Valley area thanks to your efforts coordinating the

area group meetings. For those outside of the Thames Valley, can you please tell us a bit about yourself?

DM: I have been a technical communicator for over 20 years and always worked in the tech sector. I gained a degree in electronic engineering with physics but have no formal writing or English qualifications. Over the years, I witnessed material produced with typewriters, image setters, desktop publishing software, word processors and more recently DITA XML systems.

InfoPlus⁺: What made you decide to go for the role of ISTC Community Lead?

DM: When I first joined the ISTC I went to a TCUK conference. I was blown away at the warmth, friendliness, knowledge, and fun that enveloped me. I want to recreate those feelings for other writers irrespective of their industry sectors. I am acutely aware many of them work alone or are sole writers in teams and it you can feel isolated. Knowing people are there that can understand your issues or answer some of your questions is invaluable. I want to also extend that sense of community to include our local meeting groups and also on our forum.

InfoPlus⁺: Is there anything you're particularly excited about in your new role?

DM: Meeting and getting to know even more people from the ISTC. Also seeing how the cogs work in the engine room of the ISTC.

InfoPlus⁺: Outside of work and your responsibilities with the ISTC, what do you get up to in your spare time? How does our new Community Lead unwind?

DM: I love music, both on my beloved hifi and live concerts. Even on the most stressful of days, I find music relaxes me. I also travel the country and the continent in my classic car attending many rallies. I work with many engineers who believe a fit body gives you a fit mind, so I join them playing badminton, swimming and attending the gym.

InfoPlus⁺: Thank you very much for your time Darren. We wish you the very best of luck in the new role and are certain you'll do an excellent job!



Darren Mitcham

A purple advertisement for 3di. It features a woman in a climbing harness and helmet on the right. The text on the left includes the 3di logo, the tagline 'Complexity made clear', a question 'Is your documentation lost in translation?', a description of 3di's services, a 'FIND OUT HOW' button, and the website 'www.3di-info.com'.

3di Complexity made clear

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3di can help you provide effective information to your international customers by managing the translation and localization of your products, processes and services.

FIND OUT HOW

● **www.3di-info.com**

ISTC local area and special interest groups

The ISTC area groups offer an opportunity for technical communicators to network and share knowledge and expertise. The groups are open to everyone from all industries in the local area (you don't even need to be an ISTC member to attend), and it's free. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Special interest groups give you an opportunity to meet people in your own industry.

Thames Valley Area Group

From Darren Mitcham

The November Thames Valley local meeting theme was supplemental software. We often talk about our main writing software (Word, Flare, Oxygen), but give little thought to all the other items in our toolbox.

Many of us use SnagIt for screenshots and use its excellent callout facility, which allows you easily to add numbered callouts. Beyond Compare was favourably mentioned when you want to compare various text or XML files. A few writers use mindmaps for doc planning, one example is Mindmap.

For those on the move, Google Keep seems to be essential for making notes. Finally for those on a tight budget, Inkscape is great for vector graphics drawings.

Thames Valley Area Group next meeting

Next month on Tuesday 5th December, we will reflect on our discussions from the year over an Xmas meal and pre-booking is essential. This meeting will be held at the Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 7pm.

Please use the following link to Eventbrite to make your booking: <https://www.eventbrite.co.uk/e/istc-thames-valley-group-meeting-tickets-40091745490>.

North West Area Group Meeting

We have Steve Wiseman of Paligo coming along to give us a demo of Paligo on Monday 4th of December. This meeting will be held at the MadLab, 36-40 Edge Street, Manchester, M4 1HN from 7pm.

Paligo is an XML-based component content management system (CCMS) that users access entirely in the cloud. Paligo's team built on top of a custom topic-based version of Docbook XML to create a number of user-friendly features, which Steve will be demonstrating to us on the night.

Please register your attendance at Eventbrite using the following link: <https://www.eventbrite.co.uk/e/paligo-demo-tickets-39611217217>.

Current ISTC local area groups

If you're interested in attending please contact the local organiser or email istc@istc.org.uk. If you're interested in setting up either an area group or a special interest group, please contact our area groups manager Tom Dunic at: areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
London	Bridget Rooney	london_areagroup@istc.org.uk
Midlands	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	Jennifer van den Broek	southernengland_areagroup@istc.org.uk
South Wales	John Espirian	southwales_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
West of Scotland	Charles Addison	westscotland_areagroup@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Area group leader wanted	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Jennifer van den Broek	MadSIG@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?



- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546
 - ISTC Community www.linkedin.com/groups/8440733
- ### England
- Cambridge Technical Communicators www.linkedin.com/groups/1805651
 - London – N/A
 - ISTC Midlands Area Group www.linkedin.com/groups/4835591
 - North East England – N/A
 - ISTC NW England www.linkedin.com/groups/2445779
 - Southern Area Group www.linkedin.com/groups/4795279

- ISTC South West England www.linkedin.com/groups/8269000
- Thames Valley Area Group www.linkedin.com/groups/4805266
- Yorkshire www.linkedin.com/groups/4662452

Wales

- South Wales Group www.linkedin.com/groups/5161265

Scotland

- East of Scotland www.linkedin.com/groups/13536907
- West of Scotland Area Group
www.linkedin.com/groups/5081412

Ireland

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

Special interest group

- MadCap UK and Europe Users Group
www.linkedin.com/groups?gid=5081593

ISTC Community online

The ISTC Community has its own digital presence in social media networks including Twitter, Facebook and LinkedIn. Following these networks you'll be able to keep up to date with news, events, area group developments and other community activities.

Facebook:

www.facebook.com/istccommunity.

Twitter:

[@istc_community](https://twitter.com/istc_community).

LinkedIn:

<https://www.linkedin.com/groups/8440733>.

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Business affiliate news



Morson Group win prestigious M.E.N Business Award

This article originally appeared [here on the Morson Group website](#).

Morson Group are delighted to have won the prestigious Mitchell Henry Prize at the Manchester Evening News Business Awards 2017. The award, named after the founder of the Manchester Evening News, recognises businesses or people that have made a lasting contribution to the Greater Manchester region.

The ceremony took place at the Principal in Manchester city centre on Thursday 9 November.

Morson were praised for our particular commitment to charity and the strong links in place with the regions educational establishments. In the presentation, the

M.E.N said “Morson Group is not only committed to growing its business model, now operating in 52 locations across the UK, but it has also show huge commitment to local community, whether that’s through local charities or teaming up with University of Salford to encourage more females to think about a career in engineering.”

Operations director Adrian Adair said “A huge well done to everyone involved. We’re incredibly proud, not only because it’s from a fantastic publication like the Manchester Evening News but also when we consider we have been up against so many other fantastic businesses in the North West region.”

Sam, who has a lead role with [Morson’s Women in Engineering](#) program, said “It’s a tremendous acknowledgement of our commitment to future proofing the engineering talent pool through key initiatives such as teaming up with University of Salford to encourage more females to think about a career in engineering.”

Firehead relaunches with new offerings for 2018



This article originally appeared [here on the Firehead website](#).

There are so many new things afoot at Firehead this quarter that we’ve barely had a chance to blog about them, so we thought we’d take a deep breath and let you all know what’s been going on – and what’s about to happen...

1. Happy birthday to us!

Earlier this summer the Firehead blog turned eight years old. We’ve come a long way since we started with our first post, [Blogging is fantastic](#), which was inspired by Tom Johnson of I’d Rather Be Writing and many others at that 2009 STC Trans-Alpine chapter conference. Nearly 400 blog posts

later, we're still going strong and are active in our various communities within digital communications, from content strategy to techcomm, metadata to AI, recruitment to market trends.

2. We're relaunching

We've been working hard on our brand new responsive site, which also brings new offerings in consultancy and training to the Firehead brand. The redesign – sneaky peak of the new homepage above – will also open up our offering to more collaborations in these areas, and we'll be actively seeking new avenues and opportunities to grow. Watch this space.

3. Busy getting out there

TCUK-2017 Firehead is the first and only recruitment and training company dealing exclusively in digital communications in the UK and continental Europe, and founder CJ Walker has been busy commuting between countries to attend various events. In the past two months she's been to the UK three times to attend [Technical Communication UK](#) (the ISTC's annual conference), run a CV surgery at the [ProCopywriters Copywriting Conference](#), and visit clients.

4. Firehead presents...

As the managing director of Firehead, CJ Walker has also been working with educational establishments to share her expertise in recruitment in the digital comms field. Recently she gave a webinar on 'Trends in Information in the Age of Artificial Intelligence' to the students in the [TCLoc \(Technical Communication and Localisation\) Masters programme](#) at the University of Strasbourg. It's part of the virtual Masters programme's residence week. Under discussion were topics such as:

- Artificial intelligence: what it is and how it will impact digital communications
- Machine learning and predictive models/analysis: what jobs will this create for us?
- Big data, data science, IoT, security, video, APIs, docs as code, and other trends in our industry: what does it mean in job terms?
- Information 4.0: what it is and where it fits in the Industry 4.0 movement

She also gave a guest lecture via webinar at the Cork Institute of Technology on hiring and research trends in information development (technical communication): where the field is going, where their

skills overlap, and practical resources for following the trends.

If you'd like to connect with CJ around guest blogging or guest speaking, please do [get in touch](#).

5. Looking for interviewees and guest bloggers

If you're working in metadata or machine learning, we'd love to hear from you and find out about your work. Our blog interview series goes behind the scenes of different jobs in digital communications and we want to know more about the roles available in this growing area, including how you got into the field, what tasks are involved, what skills are needed, and so on.

If you're up for sharing your knowledge, we'd love to hear from you so please [get in touch](#). You can see examples of [previous Q&As here](#).

We're also interested in guest bloggers who have expertise in metadata and machine learning and can advise our readers about trends in these areas and the career landscape in particular.



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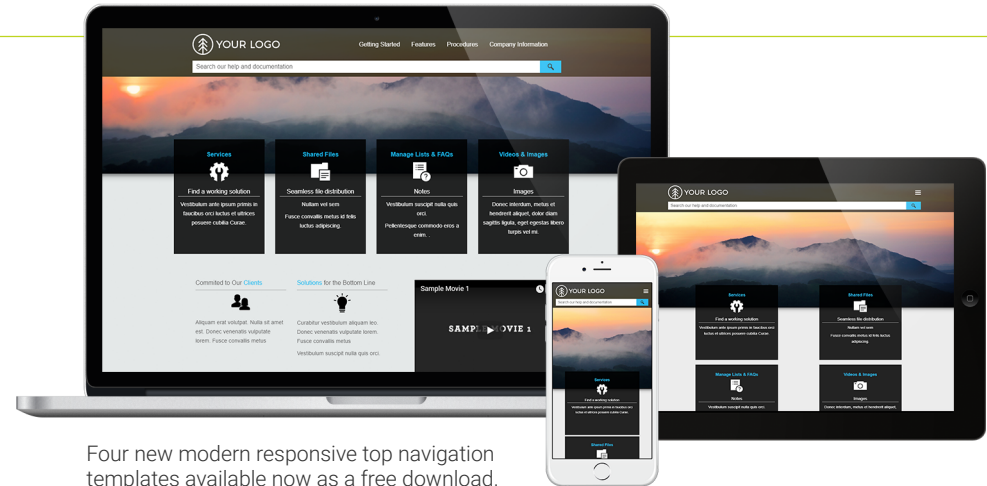
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Industry and general news

APIs are everywhere, but documentation is wanting

This article was written by Joe McKendrick and originally appeared in full on the ZDNet website [here](#).

Private or internal APIs are far more common than the more well-known public ones.

However, as developers move on to other projects and jobs, will others understand the intent and inner workings of all these APIs?

These are some of the takeaways from Postman's [annual community survey](#) of its developers, which finds that 80% of API activity is for private APIs, versus 20% spent on public APIs.

One weak spot is API documentation – developers rated API documentation as below average, at a 2.3 mean on a scale from 0 to 5. There were many suggestions for improving documentation, with standardization (58%), better examples (55%) and sample code (50%) topping the suggestion list. Interestingly, software

development kits (SDKs) were the lowest ranked result, at 17% – indicating that while developers use SDKs, they prefer good API documentation.

To make text as clear as possible, use Simplified Technical English

This article originally appeared [here](#) on the TechScribe website and describes a presentation that Mike Unwalla will give at the [IDEAS Online Conference](#) in January 2018.



Human failures cause accidents. A typical cause of human failure is unclear instructions. Simplified Technical English (STE) helps to make instructions clear, and thus STE decreases the risk of human failure. The specification for STE is ASD-STE100 (www.asd-ste100.org).

STE helps to make sure that technical terms are correct and that technical communicators do not use synonyms of approved technical terms.

Standard English can be difficult for people who read English as a second language. Phrasal verbs (multi-word verbs) such as

'carry out', 'put up with', and 'work out' are a special problem. STE helps to make text clear to people who read English as a second language.

Frequently, instructions must be supplied in the languages of the readers. If STE is used as the source language, the cost of translation to each language is minimized, because the text is consistent.

STE is a controlled (natural) language, which initially was developed for the aircraft industry. Now, it is used in many safety-critical industries. This presentation gives some examples of rules from STE and briefly compares STE with other types of simplified English.

The implementation of STE in an organization is not easy. The implementation must include terminology management. Input from subject-matter experts is necessary. Possibly, technical communicators will resist the use of STE, because they do not like to conform to a controlled language. Technical communicators must be trained to write STE.

The STE specification is large, and to remember all the rules is not easy. Software

can help to find many nonconformities. But, software cannot find all types of error.

Structured writing is an established feature of technical communication. But, for a document to be fully structured, the permitted terms and the permitted sentence structures must be specified. A validating XML editor must give a validation warning if a technical communicator uses other terms or sentence structures. ASD-STE100 helps to give structure to the sentences.

In this presentation, you will learn about the benefits of STE. You will learn not only what it is, but also, what it is not. The implementation of STE is not easy, and [Mike Unwalla](#) talks about some typical problems that an organization must solve to implement STE effectively.

Register for the IDEAS Online Conference: <https://ideas.infomanagementcenter.com/event/writing-well-2018/>.

Bitesize STE – Essentials 6: Adverbs

Bitesize STE is written by Mekon's Simplified Technical English trainer Ciaran Dodd. This article originally appeared on the Mekon website [here](#).

Since issue 7 of the ASD-STE100 Simplified Technical English (STE) specification came

out in January, I have read it thoroughly while I updated our two-day Introduction to [STE course](#). As part of the course, we review some essentials of grammar that you have to know to understand the rules of STE. In the next few issues of Bitesize, we'll look at these essentials and explain why you need to know them in order to write well in STE. We'll also explain any changes in issue 7, 2017.

In our latest Bitesize STE Ciaran takes a closer look at adverbs.

What is an adverb?

"A word that modifies a verb, adjective, or another adverb. It answers the questions, "how?", "where?", "how often?" and "how much?".(2-0-4, ASD-STE100, 2017).

Adverbs, like adjectives, modify or describe other words. I like to think of adverbs and adjectives as adding extra information. The fact that both words start with 'ad' helps me to remember this definition. Like adjectives, adverbs are an important part of technical writing. Here are some examples that answer the questions in the definition:

- ▶ "Make sure that the pressure decreases quickly." (2-1-Q1, ASD-STE100, 2017)
- ▶ "Move the levers forward." (2-1-F10, ASD-STE100, 2017)

- ▶ "Always keep the brightness control on the LCD display at maximum." (2-1-A12, ASD-STE100, 2017)
- ▶ "Turn the control to the fully closed position." (2-1-F13, ASD-STE100, 2017)

Position

As you can see with these examples, adverbs have three possible positions:

1. at the beginning of sentences;
2. at the end of sentences; and
3. in the middle of sentences.

The adverbs that go at the beginning of sentences usually relate to the previous sentence (thus), or describe manner (carefully), or describe time or frequency (always).

The adverbs that go at the end of sentences typically describe manner (correctly), time or frequency (frequently) or place (aft).

The adverbs that go in the middle of sentences also describe manner, time or frequency and place as well as making another word stronger or weaker (very, almost).

More, most

If you want to compare or emphasise adverbs, use comparative or superlative forms. For example:

Positive	Comparative (compares two actions or states)	Superlative (compares all the actions or states in the same group)
Slowly	More slowly	Most slowly
Fast	Faster	Fastest
Well	Better	Best

(Adapted from: <https://en.oxforddictionaries.com/grammar/comparative-and-superlative-adverbs>)

In STE, adverbs that form the comparative and superlative forms with 'more' or 'most' are not listed because 'more' and 'most' are permitted words in the dictionary.

Adjective to adverb

Some adverbs are easy to identify because they are formed by adding 'ly' to an adjective, for example:

- ▶ careful (adjective) carefully (adverb)
- ▶ full (adjective) fully (adverb)
- ▶ tight (adjective) tightly (adverb)

Adverb or something else?

We know that words that are adverbs can be other parts of speech. Unlike the examples in the previous section, these adverbs look the same for both parts of speech. For example, 'through' is permitted as both an adverb and a preposition meaning "into one end or side and out of the other" (2-1-T5, ASD-STE100, 2017). This is unusual in STE, because in most cases a word is permitted in STE with one part of speech. For example, 'back' is permitted as an adverb, but not permitted as an adjective. The alternative adjective is 'rear'.

So, unlike adjectives (see September's Bitesize STE), these descriptive words are relatively straightforward.

Next month, we look at prepositions.

Looking for Simplified Technical English (STE) Training?

Book your place on one of our [Simplified Technical English training courses](#). Find out more call +44(0)20 87228400 or email susanne.berg@mekon.com.

Blog news

By Ginny Critcher

Ginny has a background as a skilled trainer and information designer, and is responsible for the development of Cherryleaf's training courses. In addition to her skills in information design, she has over twenty years experience in teaching and training throughout the world. She is Cherryleaf's representative to the Institute of Scientific and Technical Communicators (ISTC).



Hello everyone. Here is the latest blog round up for you.

To celebrate 15 years in the tech authoring business Cherryleaf have created the Carol Johnston Memorial Award; find out more about the award and who is eligible in this post:

<https://www.cherryleaf.com/blog/2017/10/carol-johnston-memorial-award/>.

Neil Perlin's blog - Beyond the Bleeding Edge, describes some best practices for starting projects in Madcap Flare:

<http://hyperword.blogspot.co.uk/2017/11/more-best-practices-for-starting-to.html>.

On the Content Wrangler blog Marcia Riefer Johnston looks at Alex Masycheff's webinar discussing how emerging delivery technologies can take advantage of structured technical content to deliver contextually relevant content via conversational user interfaces, such as chatbots:

<http://thecontentwrangler.com/2017/11/07/structured-content-makes-chatbots-helpful/#>.

Sarah Maddox on her feather's blog summarises her thoughts on the Australian Society for Technical Communication's annual conference:

<https://feathers.wordpress.com/2017/11/12/technical-communicators-conference-2017-wrapup/>.

David Crystal on the OUP blog looks at how sentence length and weight impacts on clarity:

<https://blog.oup.com/2017/11/sentence-structure-for-writers/>.

Chris Holdgraf at the Berkeley Institute for Data Science blog looks at the results from a survey that asked developers to describe their views around documentation in their workflow:

<https://bids.berkeley.edu/news/most-developers-think-we-should-spend-more-time-documentation>.

Elizabeth C.Haynes explains why the best technical writers aren't techie at all:

<https://www.linkedin.com/pulse/best-technical-writers-techie-all-elizabeth-c-haynes/>.

Do you have a blog? Let Ginny know so she can include it in her monthly review. Simply email ginny@cherryleaf.com.

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. 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. 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.



Courses run by ISTC Business Affiliates that are notified to us by the deadline for inclusion in *InfoPlus*⁺ will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.

Armada, MadCap, Eston and Cherryleaf are ISTC Business Affiliates.

MadCap training

For details of the latest MadCap Software Training Schedule: Web-based and On-site Training, visit: www.madcapsoftware.com/services/training/.

Upcoming Webinars

www.madcapsoftware.com/resources/livewebinars.aspx.

Flare 12 Reviews and Customer Reaction

www.madcapsoftware.com/flare12/reviews-testimonials.aspx.

December

6-7 **Simplified Technical English (STE) Specification training**

A practical introduction for those who will use Simplified Technical English. The course introduces the philosophy of STE, explains the underlying grammatical principles and gives delegates opportunities to use STE in practical exercises.

Mekon, Mekon House, Sutton, London, SM1 1JN

<http://aerospace-defence.com/services/training/simplified-technical-english-specification-asd-ste100>.

...December

13-14 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, Sheffield.
armada.co.uk/illustrator-training-course.

14-15 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.
10% discount for ISTC members.
Armada, Milton Keynes.
armada.co.uk/captivate-training-course.

18-19 Authoring structured FrameMaker documents
Covers the fundamentals of using of FrameMaker in structured mode, teaching how to create and edit documents using structured FrameMaker templates. 10% discount for ISTC members.
Armada, Newbury.
armada.co.uk/framemaker-training-course.

20-21 Creating Element Definition Documents (EDDs)
Teaches how to:

- Build an Element Definition Document.
- Link elements using formatting rules to a FrameMaker template.
- Convert legacy data to a Structured FrameMaker file using a conversion table.

10% discount for ISTC members.
Armada, Newbury.
armada.co.uk/framemaker-training-course.

January 2018

8-9 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, Reading.
armada.co.uk/indesign-training-course.

11-12 Introduction to Adobe Captivate
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.
10% discount for ISTC members.
Armada, Bromsgrove.
armada.co.uk/captivate-training-course.

...January 2018

15-16 Introduction to Adobe FrameMaker

Provides a thorough grounding in standard FrameMaker (unstructured mode), covering the essential techniques for generating high standard printed documents. Includes master pages, graphics, tables and FrameMaker's document revision features.

10% discount for ISTC members.

Armada, Newbury.

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

18-19 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, Milton Keynes.

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

18-19 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, Reading.

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

25-26 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, Bromsgrove.

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

Online training courses

Cherryleaf

WriteLessons, our new training product, provides you with access to a range of online courses in technical communication <http://cherryleaf.teachable.com/>.

We also offer online training courses in:



Technical Author/Technical Writing online training course

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.

DITA fundamentals

<https://www.cherryleaf.com/training/dita-training-courses-in-london/>.

Single sourcing and content reuse training course

<https://www.cherryleaf.com/training/cherryleafs-single-sourcing-and-content-reuse-training-course/>.

Introduction to Content Strategy

<https://www.cherryleaf.com/training/introduction-to-content-strategy-1-day-training-course/>.

...Online training courses

Writing skills for developers

<https://cherryleaf.teachable.com/p/writing-techniques-for-developers>.

Advanced technical writing techniques

<https://www.cherryleaf.com/training/trends-in-technical-communication-workshop-advanced-technical-writing-techniques/>.

Managing Software Documentation Projects

<https://cherryleaf.teachable.com/p/managing-technical-documentation>.

Revising and Editing Content

<https://cherryleaf.teachable.com/p/revising-and-editing-content/>.

Firehead

Learn FrameMaker 2017

<http://firehead.net/training/learn-framemaker-2015/>.

Learn adaptive content modelling

<http://firehead.net/training/learn-adaptive-content-modelling/>.

Creating mobile apps without coding

<http://firehead.net/training/creating-mobile-apps-without-coding/>.

ESTON Training

Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2)

www.estontrg.com/technicalcommercial-authorship/.

Simplified English Course

www.estontrg.com/english-language-courses.

Standard Generalised Mark-up Language (SGML)

www.estontrg.com/standard-generalised-mark-language-sgml-course.

Editing and Publishing Magazines Course

www.estontrg.com/editing-publishing-magazine-course.

Report Writing Course

www.estontrg.com/report-writing-course.

Business English Course

www.estontrg.com/business-english-course.

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.

You can also find information using the online event calendar at: www.istc.org.uk/calendar/

December

- 4 North West Area Group Meeting**
We have Steve Wiseman of Paligo coming along to give us a demo of Paligo on Monday 4th of December from 7pm.
MadLab, 36-40 Edge Street, Manchester, M4 1HN
<https://www.eventbrite.co.uk/e/paligo-demo-tickets-39611217217>.

- 4 API The Docs mini-conference**
API The Docs is a one-day conference about all aspects of API documentation. Registration is free but required.
Circl, Gustav Mahlerplein 1B, 1082 PP Amsterdam,
Netherlands
<http://apithedocs.org/amsterdam/>.

- 5 Thames Valley Area Group Meeting**
Next month on Tuesday 5th December, we will reflect on our discussions from the year over an Xmas meal and pre-booking is essential.
Bird in Hand Hotel, Bath Road, Knowl Hill, RG10 9UP, Reading at 19:00.
<https://www.eventbrite.co.uk/e/istc-thames-valley-group-meeting-tickets-40091745490>.

- 5-6 Digital Summit**
Brilliant speakers bring phenomenal content on Marketing Strategies, UX & Design, Email, Search, Mobile, Video, SEO and so much more. Digital Summit is not only a place for keeping up with the trends, but also for being an active player in their creation.
Irving Convention Center, Irving, Texas, USA
<https://dallas.digitalsummit.com/>.
- 6 RIDE**
The RIDE is CIDM's new one-day regional conference, designed to provide a "highlight reel" of the innovative and successful strategies that leading companies are taking in the area of information development.
Austin, Texas, USA
<https://ride.infomanagementcenter.com>.

...December

11-14 Information Development World 2017

The London International Conference on Education (LICE-2017) is an international refereed conference dedicated to the advancement of the theory and practices in education. The LICE-2017 main themes are Global Issues in Education and Research.

University of Cambridge
<http://liceducation.com/>.

January 2018

23-24 Writing Well

IDEAS is a two-day conference that you can attend virtually from your own office. The conference includes five 60-minute concurrent sessions in two tracks, giving you a choice of 11 unique presentations. Participate live according to the published schedule or watch a recording of any session when it's more convenient for you.

Online

<https://ideas.infomanagementcenter.com/>.

26-27 TC Camp 2018

Join Our Unconference and use the day to talk about everything techcomm. Our Camp attracts nearly 200 participants every year! TC Camp 2018 will offer a Pre-Camp API training day, three workshops, and the afternoon unconference.

Mission College, Santa Clara, United States

<http://www.tccamp.org/>.

29-30 Agile Content Conf

All about using agile methods to work together digitally and move away from linear workflows where publication of content is the final step. Case studies from Global Radio, GOV.UK, and Breast Cancer Care.

Sadler's Wells Theatre, London

<https://2018.agilecontentconf.com/>.

February 2018

8-10 XML Prague 2018

A conference on markup languages and data on the web featuring topics such as: web markup, semantic visions and reality, publishing for the 21st century, XML databases and big data, and the state of the XML union.

University of Economics, W. Churchilla 4, Prague, Czech Republic

www.xmlprague.cz/.

18 World IA Day

World Information Architecture Day is a one-day annual celebration hosted by the Information Architecture Institute and held in dozens of locations across the globe.

Global

<http://iainstitute.org/>.

...February 2018

- 18 World IA Day – Manchester**
The theme of this year's World Information Architecture Day is Information Architecture for Good. Manchester Metropolitan University Business School, All Saints Campus, Oxford Road, Manchester, M15 6BH
<https://2018.worldiaday.org/location/manchester-united-kingdom>.

Upcoming webinars

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December

- 5 Fred NXT Case Study: From Tripane to a Modern Website Using MadCap Flare's Templates**
In this webinar, Sophie Lissonnet, will show us how she updated Fred NXT's online Help from a legacy

tripane online Help site to a fully responsive support site using the out-of-the-box Top Navigation templates in MadCap Flare.
MadCap Software
<https://www.madcapsoftware.com/demos/signup.aspx?id=1151085944156862722>.

- 5 GDPR Puts Your Translation Supply Chain at Risk**
The EU GDPR is the new European framework for data protection, designed to harmonize data privacy laws across Europe and give greater protection and rights to individuals.

In this webinar, Tim Walters of Digital Clarity Group and SDL's Katie Rigby-Brown will share practical insights for organizations that suspect or know that they send personal information out as part of the translation process.

SDL
www.sdl.com/event/language/webinars/12-2017/gdpr-puts-your-translation-supply-chain-at-risk.html.

- 12 Accelerating New RoboHelp Project Development**
In this webinar, you'll learn that with a little forethought, you can provide order to your project, reduce your overall initial project build by approximately 30 %, and have a better concept of how your project is structured.

Adobe

<https://2017-12-12-robohelp.meetus.adobeevents.com/>.

- 12 Copywriting to Content Design: Creating Content That Delights**
Join, Scott Abel, The Content Wrangler, and special guest, Padma Gillen, of Scroll UK, for this free, one-hour webinar. Formerly Head of Content Design for the UK's Government Digital Service, Padma has been at the heart of this emerging discipline since its earliest days. He now teaches others how to do it, and helps organizations rebuild their entire content function around the principles of user needs, designing with data and agile content production.

<https://www.brighttalk.com/webcast/9273/285583>.

...December

- 14 Tracking and Controlling Technical Documentation Projects**
Join, Scott Abel, The Content Wrangler, and special guest, Barry Saiff, CEO of Saiff Solutions. Barry is the author of The Seven Habits of Highly Effective Technical Communications Leaders, and a 30-year veteran documentation leader. He will lead a discussion about the ins and outs of calculating costs and return on investment for documentation projects.
Scott Abel, The Content Wrangler
<https://www.brighttalk.com/webcast/9273/272013>.

- 21 Ten Smart Tips to create eLearning like a pro with Adobe Captivate (2017 release)**
Join Dr. Pooja Jaisingh, Senior Adobe Learning Evangelist, to learn about some nifty tips and tricks to create eLearning courses like a pro using Adobe Captivate 2017.
Adobe
<https://elgwebinar12212017.meetus.adobeevents.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.

***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.