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February 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.

Advertising: Felicity Davie
 Editorial: Newsletter Editor
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 Events: Events Editor
 Blogs: Blogs Editor

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

Agile vs. documentation?

By Louise Fahey, InfoPlus+ editor

Since the last edition of *InfoPlus+*, I've added a few letters to my name. No, I didn't get married. I did however become a Certified ScrumMaster which has allowed me to put the abbreviation "CSM" after my name.

To become a Certified ScrumMaster, I had to complete two days of very enjoyable training in London and then pass an online exam. I was the only technical communicator on the training course – the rest were developers or managers of some sort. As a result, our priorities over what we believed contribute to a successful project differed slightly. As you can see from the photo I took, out of the 18 people on the course, very few of them listed comprehensive documentation as something that they believe contributed to the success of a project:



While I don't think that comprehensive documentation automatically means good documentation, I do think that a few more people should have joined me in adding a sticky note listing "clear background documentation". As technical communicators, clear background documentation (however rare it might seem at times!) makes our jobs much easier. It provides us with information and sometimes even a rough draft of the text we will use to document a feature.

I also think that we aren't the only ones who can benefit from good background documentation. If members of a self-organising Agile team are expected to pick up tasks on a Sprint board, then surely having good background or requirements documentation would help get them up and running on a task quicker.

However, it wasn't all bad news for documentation on the CSM course. When it was time to complete an exercise which required us to list items that we'd like to see included in our definition of done for a product feature, I was very pleased to see that almost everyone on the course included "updated product documentation" in their list.

February

During the month ahead, I hope to meet some of you at [World Information Architecture Day: London](#). World IA Day London is a one-day conference on Information Architecture that takes place at City, University of London. Tickets are excellent value for a one day conference, plus the line-up looks good.

Another good value conference that's taking place over two days in February is the [Content Strategy Applied](#) conference (see page 5 of *InfoPlus*⁺ for more).

The regular price to attend the conference is £850, but organisers are offering ISTC members a massive discount of £750 off (so to confirm, it's £100 to attend a two day conference!). If you're interested in getting this discount then email Elaine on istc@istc.org.uk and she will give you a secret code for it.

Finally, keep an eye on the [ISTC Events Calendar](#) this month as I've finally gotten around to updating it. It's a work in progress but my aim is to make it your go-to place for tech comms events. If you have an event that you'd like to share, then please email events@istc.org.uk.

"Ask Me Anything" sessions

By Cecily Roberts



We had Andrew McFarland Campbell answering your questions in January's "Ask Me Anything" session. Andrew took questions on documentation automation, including tools for automating documentation, using automation for API documentation, and much more! You can

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The advertisement features a purple background with a blurred image of people in a meeting. The 3di logo is in a white dashed box. The text is in white and yellow.

read the full session here (if you're an ISTC member and logged on): www.istc.org.uk/our-community/discussion-forums/topic/ama-about-automating-documentation-with-andrew-mcfarland-campbell/ Thank you very much to Andrew and to everyone who contributed to the questions and discussion.

AMA February

Several people from [3di](#) will be available for questions on a variety of topics. 3di provides technical authoring, translation

Communicator

The award-winning quarterly journal from the ISTC.

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Print

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"Thank you again for letting me be one of your authors. It is a true privilege."

Maxwell Hoffmann



"The Spring 2015 issue of Communicator is possibly one of the best I've seen yet."

Claire Wood

www.istc.org.uk

and localization services, whether by taking on projects to do within 3di or by finding permanent or contract technical communicators for their clients.

If you would like to ask a member of 3di a question, log on to the Discussion Forums section of the ISTC website on Monday 13th February. You will see a new post, introducing 3di and inviting questions. Our "Ask Me Anything" sessions are forum posts, rather than live sessions and over the course of the day or even week, 3di will respond to questions posed. There isn't a closing date or time, but questions added days or weeks later may wait longer for a response.

Several people from 3di will be available for questions on a variety of topics. 3di provides technical authoring, translation and localization services, whether by taking on projects to do within 3di or by finding permanent or contract technical communicators for their clients.

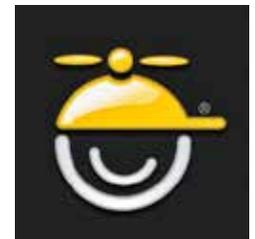
3di has been an ISTC business affiliate for many years and Paul and his colleagues have been regular contributors to ISTC events and other initiatives. Paul's day job is running the business, and meeting with customers to persuade them to invest in getting technical communication and localisation done properly.

Volunteers wanted

If you would like to volunteer for one of our "Ask Me Anything" sessions, we would love to hear from you! You can volunteer with a colleague and/or opt for "anything" to be limited to a particular field. Please email Cecily Roberts on cecily.techauthor@gmail.com for more details.

Volunteering opportunity – MadSIG user group

Calling all MadCap enthusiasts! We are looking for a volunteer to run the MadSIG forum. For more information on what's involved, please contact the ISTC office on istc@istc.org.uk.



Attention ISTC members!

Membership subscriptions are now overdue. If you haven't yet renewed, please do so as soon as possible and continue to receive the benefits reserved for members. Please contact the ISTC office on istc@istc.org.uk to discuss your payment options.



Content Strategy Applied conference: discount code for ISTC members

We want to extend a special invitation to you to attend a content strategy conference that we are organising on Feb 9-10: Content Strategy Applied. Here are the top benefits for technical communicators:

- Practical information you can take back to your workplace and use right away.
- A bit announcement from Adobe that has the potential to change how technical communicators work, particularly working with Adobe Experience Manager.
- A core CS process that anyone can implement, whether content is your world or you're doing content strategy off the side of your desk.
- Five half-day workshops that teach you how to get most out of your content and processes.

- A program that includes some big names, some new names, some borrowed names, some blue... oops, COOL, I meant cool names - presenters that we can all learn from.
- A reception where you can socialise with speakers and attendees over a drink.
- A workshop where sponsors show how their tools can streamline content processes.

All of this value is packed into two days, at a value-packed price. We are offering ISTC members a super deal - a secret code of £100 (regular price £850) by entering a special code into the promotional field – contact the ISTC office for the special code. Email: istc@istc.org.uk.

Registration link: www.contentstrategyapplied.eu/registration/.

Programme link: www.contentstrategyapplied.eu/programme/.

If you have any questions, don't hesitate to ask. Hope to see you there!

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InfoPlus⁺ submission deadlines

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

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

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 meeting report

From Darren Mitcham

At the Thames Valley meeting in January, we looked at jobs. We gathered information on the various job websites, what type of jobs are advertised, pay rates and skills required.

It became rapidly apparent that you have to search for technical writer, author and communicator to get access to all relevant jobs. A few specialist companies still exist but they mainly focus on providing writing services. The majority of relevant jobs are on the large websites such as jobsite. You can also add your CV to many of these sites.

We had seen a couple of jobs that required security clearance and we ended up having a good discussion on that topic.

Finally, we took away an action to add recommendations to each of our profiles on LinkedIn, to increase our desirability.

Thames Valley Area Group next meeting

The Thames Valley group will meet on Tuesday 7th February at 7.15pm at the Bird-in-Hand Country Inn, Bath Road, Knowl Hill, Reading, RG10 9UP. Bring along the first document you ever wrote. If you do not have that still, just bring your memories of it.

All are welcome and you don't need to be an ISTC member. However, if you would like to attend, please register via Eventbrite here: <https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-31254416802>.

The organiser for the event is Darren Mitcham who may be contacted by email: thamesvalley_areagroup@istc.org.uk.

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.

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 Domic at: areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Derek Cooper or Jeff Bronks	cambridge_areagroup@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	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
Northern Ireland	Alex Mansell	nireland_areagroup@istc.org.uk
Southern	Tom Domic	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
Yorkshire	Emma Sheridan	yorkshire_areagroup@istc.org.uk

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Tom Bridley or Kai Weber	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 – N/A
- 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>.

Business affiliate news

Announcing Cherryleaf's Communicating in Business newsletter



We've decided to create a new newsletter – [on communicating in business](#).

You can now subscribe to:

1. The existing monthly [Cherryleaf Update newsletter](#) for technical documentation professionals on developing end user content.
2. Our new [Communicating in Business newsletter](#) on developing policies and procedures, reports, marketing copy, and presenting data.

Both provide free advice and news on developing content. Your details won't be shared with anyone, and you can un-subscribe at any time.

MadCap Software Launches Industry-First Content Management Solution Designed Specifically for the Technical Documentation Industry



MadCap Software, Inc., the leader in multi-channel content authoring and a showcase company for Microsoft (NASDAQ MSFT) Visual Studio, today announced the launch of MadCap Central, the first cloud-based platform for content and project management designed specifically for the documentation industry.

MadCap Central is integrated with MadCap Flare, MadCap's flagship product and the industry's most advanced single-source, multi-channel authoring and publishing solution. Together MadCap Flare and MadCap Central combine powerful technical authoring software with a cloud-based publishing and content management environment to significantly streamline the entire documentation workflow and enable documentation teams to manage projects

and content in one centralized location. The result is a comprehensive, agile, and cost-effective alternative to enterprise content management (ECM) and component content management system (CCMS) solutions.

MadCap Flare is already used by thousands of companies worldwide to create and publish their technical documentation, user guides, instruction manuals, online Help, and support websites to any number of print, web, desktop and mobile formats—in users' languages of choice. It is the only professional authoring and publishing solution that allows authors to create and publish responsive HTML5 output with top navigation, which more closely resembles a modern, search engine-optimized, and completely customizable informational website. And its native XML architecture gives MadCap Flare the extensibility of leading ECM systems.

MadCap Central is the powerful cloud-based content management solution designed specifically for the creators of Flare-based content. With MadCap Central, technical communications professionals can facilitate collaboration among teams and departments, automate publishing,

track tasks and projects, manage user permissions to control access and maintain quality, and host projects and content in the cloud—all from one central location. Additionally, the highly scalable MadCap Central can grow to meet the demands of any size organization.

“From the start, our mission at MadCap Software has been to create a superior experience for technical communications and documentation professionals by empowering them to efficiently develop and deliver state-of-the-art technical content,” said Anthony Olivier, MadCap founder and CEO. “Our new cloud-based MadCap Central builds on this commitment by putting a comprehensive content management solution, which is designed specifically for content creators and extends the functionality of our industry-leading MadCap Flare software, within the reach of companies of all sizes.”

To read this press release in full, click [here](#).

Industry and general news

Growing technical writing across government

By Jen Lambourne

This blog post originally appeared on the Government Digital Service (GDS) website. To view the post in full, click [here](#).

As our director general said recently in a blog post, GDS is here to support, enable and assure government departments in their digital transformation. That means more listening, more collaboration and more sharing between us all.

In this spirit, I spent 5 days with the Ministry of Justice (MOJ) Digital and Technology team at the end of last year. I was invited over to the MOJ offices at Petty France to help them with work they are doing to establish a new specialism: technical writing.

The MOJ has deep experience in content design and digital engagement, but they recognised that technical writing needs a different set of skills. Technical writers

must have a strong understanding of both technology and content so we can make technological things easy to understand. These skills are currently not widespread within government and, where they do exist, they often exist in isolation without much support.



Government Digital Service

Why do we need technical writing?

I'm one of 4 technical writers at GDS and our team is growing. Across

government, departments and agencies are starting to recognise technical writing as an important skill – and, in some cases, recruit people to help with technical writing in a full-time role. But there's still some misunderstanding about what technical writing is and how to improve it.

Development teams build and improve a lot of systems and services across government. Although we design services and systems to be as simple as possible, sometimes users need extra guidance and documentation. Clear technical guidance that's readily accessible, such as API documentation, helps technology teams learn about best practice and share their experiences with each other, which can save a lot of time and duplicated effort.

Spending 5 days with the MOJ

The MOJ has a lot of technology-related content that needs to be produced and made accessible so people across the department can work to the same standards and principles. The department also wants to share its technology best practice and experiences with the rest of government, through blog posts and other content. The technology and content design teams thought that a technical writer might be a useful addition to the department. They were keen for me to discover how much of their work actually required a technical writer and also how to get the best out of this potential new role.

I spent a week with the MOJ team to understand how they create, update and share technology policies and other content. I spent time with around 15 people across the department, including:

- technical architects
- security experts
- intranet specialists
- service managers
- engagement teams

Based on our discussions, it was easy to see how a dedicated technical writer

would be able to help create and organise that content, freeing technical architects and others to concentrate on digitally transforming the justice system. I collated my findings and advice into a content strategy, and now the MOJ is preparing to hire its first full-time technical writer.

How does technical writing work at GDS?

At GDS, every technical writer is embedded within a team. We move around depending on which teams need help and work with technology experts to produce accessible, accurate content. As I type this, I'm sat with a content designer to my left and a technical architect to my right. Content production is much easier if I'm able to ask both of them questions or advice.

We help teams like the Service Manual, registers, Common Technology Services and GOV.UK Verify, and help to run the Technology at GDS blog. We also get involved in other technology-related content, including technical job adverts, policies and writing for user interfaces.

What's happening in other departments?

We've started working more closely with other departments to improve how they share technical knowledge with their users and within their organisations.

As well as my recent work with the MOJ, departments and agencies such as HMRC and Companies House are also heavily involved in technical writing. Both publish technical documentation for developers. For example, HMRC publishes API documentation on its API Developer Hub. As we continue to build services and systems across government, this type of content will only become more important. Government technology users should be able to rely on support and guidance to use that technology, especially if they didn't build the technology themselves.

What's next for technical writing in government?

As well as helping project teams with their documentation and publishing user guidance, technical writers across government are starting to evolve their role.

For example, at GDS we're introducing writing guidance and standards for developer documentation. We're also building a community to support anyone doing technical writing across government. You can find the community on the cross-government Slack at #technical-writing and on Basecamp.

Socitm survey: A third of council homepages fail accessibility tests

By Rebecca Hill

This article originally appeared on the PublicTechnology.net website. To view the article in full, click [here](#).

A third of UK council websites have not passed the first stage of Socitm's annual test to assess their accessibility to people with disabilities.

Socitm, which represents IT and digital professionals in the public sector, runs annual tests councils' websites through its Better Connected assessment, which includes a set of tests on accessibility.

This year, it has chosen to run the accessibility test in two stages, with only those that pass the first stage – which amounts to two-thirds of the 416 councils tested – being eligible for the second assessment in February.

The first stage tests only the councils' homepages against the same set of 14 criteria used in the full test – which also assesses other pages of a council's site by asking assessors to attempt to carry out particular tasks.

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The tests check for the degree of access available to people with disabilities – who make up around 15% of the UK population - including those with low-vision, colour-blindness and dyslexia and people who access sites by using just a keyboard or other assistive technologies.

Councils automatically fail stage one if their homepage has keyboard traps – when a keyboard-only user cannot move away from an interactive element – or it lacks the visible focus indicators that help keyboard-only users find their way around. In addition, they will fail if they fail on seven or more of the 14 criteria.

Among those councils that have failed at the first stage are Aylesbury Vale District Council, Birmingham City Council and West Somerset Council.

Socitm said that sites that have failed the first stage have until 27 January to fix the issues and apply for a re-test, which would allow them to participate in the second stage.

“It is very easy” to introduce accessibility problems even with what appear to be simple updates, the body said, adding that accessibility “cannot be guaranteed” by coders or third-party site designers.

“Content editors need also to be aware of things they do that may introduce accessibility barriers, like adding images with no ‘alternative text’ or links like ‘click here’ that may not be meaningful when read out by a screen reader,” Socitm said.

The body said that it wanted to raise awareness of the issue, as well as guiding councils on how to manage them properly.

It added that all forms and documents that are linked to on councils’ sites should also be accessible, as well making sure that video elements of the website should accommodate disabled people.

The Royal National Institute for Blind People also offers accreditation for organisations - they submit their apps and digital services for accessibility accreditation and if they don’t pass, the charity helps them improve so that they do. However, in an interview with *PublicTechnology* last year, the RNIB’s Steve Tyler said that no councils had accreditation at the moment.

About 25% of sites reviewed by the RNIB are reasonably accessible, he said, while the rest vary from “kind of okay to really difficult”, with issues including downloading PDFs, forms or tables commonplace. Tyler said that making the necessary changes would also save councils money.

Blog news

By Ginny Critcher

Hello everyone. Here is January 2017’s blog round up for you.

Laurel Nicholes and Niki Vecsei Harrold on the Content Wrangler blog provide tips for diversifying content strategy to improve customer engagement:

<http://thecontentwrangler.com/2017/01/05/diversifying-content-strategy-to-improve-customer-engagement/>.

Anne Gentle on JustWriteClick looks at server automation for documentation deployment:

<https://justwriteclick.com/2017/01/14/server-automation-for-documentation-deployment/>.

How much code do you need to know to create API developer documentation? Tom Johnson tells us:

http://idratherbewriting.com/2017/01/06/how-much-code-do-you-need-to-know/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Wri+ting%29.

Julie Norris at 2morodocs outlines how to write a blog post in record time:

www.2morodocs.com/2017/01/how-to-write-a-blog-post-in-record-time/.

Martin Edic posts some information design memes for 2017 on the easyDITA site:

<http://easydita.com/some-information-design-memes-for-2017/>.

Adrian Warman poses the question: do we reuse content or repurpose it?:

<http://blog.awarman.org/2017/01/content-choreography-reuse-or-repurpose.html>.

Cherryleaf's Ellis Pratt continues the discussion started by Adrian Warman on his blog about the future of technical writing:

www.cherryleaf.com/blog/.

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

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



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 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.

February

13-14 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, Reading.

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

15-16 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.

...February

20-21 FrameMaker Template Creation
Teaches everything you need to be able to:

- Create and maintain FrameMaker templates.
- Build and maintain multi-chapter books with cross-references, table of contents and an index.

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

20-24 Technical Authoring Training Programme
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- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

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Armada, Bromsgrove.
armada.co.uk/technical-author-training-course.

22-23 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.

March

1-2 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.

2-3 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.

...March

6-8 Introduction to Adobe RoboHelp
Course for beginners, teaches how to use RoboHelp to create online help in most popular formats.
10% discount for ISTC members.
Armada, Bromsgrove.
armada.co.uk/robohelp-training-course.

6-7 Introduction to Adobe FrameMaker
Provides newcomers with a thorough grounding in standard FrameMaker (unstructured mode), teaching how to use the powerful page layout and text features to generate printed documentation of a high standard.
10% discount for ISTC members.
Armada, Newbury.
armada.co.uk/framemaker-training-course.

8-9 FrameMaker Template Creation
Teaches everything you need to be able to:

- Create and maintain FrameMaker templates.
- Build and maintain multi-chapter books with cross-references, table of contents and an index.

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

13-17 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, Reading.
armada.co.uk/technical-author-training-course.

16-17 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.

20-21 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.

...March

27-28 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, Reading.

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

27-28 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.

29

Advanced technical writing & new trends in technical communication training

Discover the advanced new writing styles emerging in technical communication by attending Cherryleaf's popular training course. Depending on interest, there will also be a live web-based course for overseas clients on the 22nd/23rd March.

Cherryleaf, Central London WC2R

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

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 course

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

Firehead

Learn FrameMaker 2015

<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/.

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/

February

1-3 **UX+DEV SUMMIT**

Learn cutting edge practices in User Experience and Development and being part of the creative movement as this conference places you in its immersive experience.

Nova South Eastern University
De Santis Building, 3301 College Avenue, Fort Lauderdale, FL (USA)

www.uxdsummit.com/.

4-8 **Interaction 17**

Interaction 17 asks: how does environment shape interaction, and how should we, as designers, respond? Join us at IxDA's 10th annual gathering, as 1,000 design leaders, professionals, and students converge for an active program of workshops, talks, and awards.

The Redbury, 29 E 29th St, New York, NY 10016 (USA)

<http://interaction17.ixda.org/>.

7 **Thames Valley Area Group Meeting**

Bring along the first document you ever wrote. If you do not have that still, just bring your memories of it.

The Bird in Hand Country Inn, Knowl Hill, Reading at 19.15.

<https://www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-31254416802>.

...February

9-10 Content Strategy Applied
At Content Strategy Applied we go beyond the theory so you can take away learnings you can use - immediately. Our theme this year is Benchmarking Content. How do we know we're doing a good job? etc. Marble Arch, Garfield House, 86 Edgware Road, London, W2 2EA
<http://contentstrategyapplied.eu/>.

9-11 XML Prague
A conference on markup languages and data on the web. Topics include: Markup and the Extensible Web, semantic visions and the reality, publishing for the 21st century, XML databases and Big Data, and state of the XML Union. University of Economics (UoE) campus at nam. W. Churchilla 4, Prague, The Czech Republic
www.xmlprague.cz/.

13-17 Webstock
Webstock is an annual celebration of the web and what lies beneath, and of its makers. It is a celebration of the creativity, the culture, the challenges, the craft, and everything in between. St James Theatre, 77/87 Courtenay Place, Wellington, New Zealand
www.webstock.org.nz/17/.

16-17 19th International Conference on Information and Computer Technology
The ICICT 2017: 19th International Conference on Information and Computer Technology aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Information and Computer Technology. Holiday Inn London – Wembley, Empire Way, Wembley, Middlesex, HA9 8DS, London
<https://www.waset.org/conference/2017/02/london/ICICT>.

18 World IA Day London
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. World IA Day London, a one-day conference on Information Architecture, will take place at City, University of London. City, University of London, Northampton Square, London EC1V 0HB
<http://2017.worldiaday.org/location/london-united-kingdom>.

23-24 tcworld India 2016
tcworld India is an international learning platform for Indian technical communicators and language professionals. It is the best platform in India for showcasing products and services to the Indian market. ITC Gardenia, Bangalore, India
<http://conferences.tekom.de/tcworld-india-2017/home/>.

...February

- 26-02 San Diego UX Conference**
NN/g's UX Conference helps you get up to speed on user experience best practices so you can create successful interfaces. Attend up to 5 days, or just 1.
Omni San Diego, 675 L Street, San Diego, CA (USA)
<https://www.nngroup.com/training/san-diego/>.
- 27-28 6th Annual Symposium on Communicating Complex Information**
SCCI explores how the design and presentation of complex information affects how humans use it. This year SCCI includes a special half-day session focused on the complexities of healthcare information.
East Carolina Heart Institute, 115 Heart Dr, Greenville, NC (USA)
<http://workshop.design4complexity.com/SCCI-home.php>.

- 28-02 ConveyUX**
ConveyUX is a Seattle-based event designed for practitioners of interaction and visual design, user research, and content strategy. The upcoming program will feature 30 great speakers presenting over 40 educational sessions through three full days.
The Motif, 1415 Fifth Avenue, Seattle, WA (USA)
<http://conveyux.com/>.
- 28-02 LocWorld33 Shenzhen**
Theme: Continuous Delivery.
English is the working language of the conference.
Marco Polo Shenzhen, No.28, Fuhua 1st Road, Futian CBD, Shenzhen, China 518048
<https://locworld.com/events/locworld33-shenzhen-2017/>.

March

- 13-16 MobileTechCon 2017**
The MobileTech Conference is the leading conference in Mobile Innovation & Technology in the german-speaking countries both on device-, operating system (Android and iOS) and the Serverside.
Holiday Inn Munich City Center, Hochstraße 3, 81669 Munich, Germany
<https://mobiletechcon.de/en/>.
- 22-23 COMTecnica 2017**
How can companies deal in the time of Industry 4.0 and the Internet of things (IoT) with the new technical challenges?
At COMTecnica 2017, international expert speakers will present current and future methods, tools and procedures to show how companies can face these challenges.
The main conference topic is "Intelligent Information".
Aemilia Hote, Bologna, Italy
<http://conferences.tekom.de/comtecnica-2017/comtecnica-2017/>

...March

22-26 IA Summit

This year's theme, Designing for Humans will bring multi-faceted discussions to the Summit around topics such as human-centered design, ethics in technology, and how to reconcile the presence of artificial intelligence with the real needs and experiences of people. Hyatt Regency Vancouver, British Columbia, Canada, V6C 2R7
www.iasummit.org.

23-25 ACES 2017

Join us for ACES (American Copy Editors Society) 21st national conference. The nation's premier editing conference will have dozens of informative sessions and networking opportunities. Hilton St Petersburg Bayfront, St Petersburg, 33701-4342, FL, USA
www.copydesk.org/aces-2017-st-petersburg.

25

UX Camp Brighton

This popular 'unconference' is for anyone involved or interested in user experience design, user research, interaction design, information architecture, usability, accessibility and other associated fields. Attendees either run or participate in 20 minute sessions, such as talks, demos or discussions. The Skiff, Ironworks, 30 Cheapside, Brighton BN1 4GD
<http://www.uxcampbrighton.org/>.

25-31 London UX Conference

NN/g's UX Conference helps you get up to speed on user experience best practices so you can create successful interfaces. Park Plaza Victoria London, 239 Vauxhall Bridge Road, London SW1V 1EQ
<https://www.nngroup.com/training/london/>.

26-28 Spectrum 2017

The growth of the Internet of Things (IoT) has brought new challenges and opportunities. User Experience (UX) design is becoming more and more important. All of these changes bring a host of questions. Come to Spectrum 2017 to discuss these questions and more. Radisson Rochester Airport, 175 Jefferson Road, Rochester, NY 14623, USA
<http://stc-rochester.org/spectrum/>.

28-30 Intelligent Content Conference

The Intelligent Content Conference features knowledgeable and engaging speakers who will deliver two full days of presentations, case studies, and panel discussions. M Spa & Resort, Las Vegas, NV, USA
www.intelligentcontentconference.com.

...March

29-30 **Documation 2017**

The 23rd edition of this multi-specialist event focusing on information management in business. Documation offers support to information and data professionals, executive managers & business unit managers and IT managers, across all business units, for their content, documentation and data management projects.
Paris Exhibition - Porte de Versailles
- Hall 2.2, France
<https://www.documation.fr/en/home/>.

29-31 **MagmaConf**

MagmaConf is one of the most important community tech conferences in Mexico. We showcase innovative Software Development, UX/UI Design and Mobile sessions for engineers and designers that build cutting edge websites and applications
Manzanillo, Colima, Mexico
<http://magmaconf.com/>.

31-1 **Conduit 2017**

Connecting Minds. The STC-PMC Mid-Atlantic TechComm Conference.
USA
www.stcpmc.org/conferences/conduit-2017/.

31-2 **Wikimedia Conference 2017**

The annual meeting of all Wikimedia organizations (Wikimedia chapters, thematic organizations, user groups, and the Wikimedia Foundation), as well as other committees to discuss the future of the Wikimedia movement in terms of collaboration, structures and organizational development.
Mercure Hotel Berlin Tempelhof Airport, Hermannstrasse 214-216, 12049 Berlin, Germany
https://meta.wikimedia.org/wiki/Wikimedia_Conference_2017.

Upcoming webinars

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.

February

- 2 Introducing MadCap Flare 2017 + MadCap Central for Cloud-based Content Management**
Join us for a complimentary webinar as we take a deep-dive into the new features and integration added to Flare as well as the exciting new features and benefits of MadCap Central.
MadCap
<https://www.madcapsoftware.com/demos/signup.aspx?id=1148434197760140922>.

...February

14 Boost Your Productivity with WS Structure Tools and WS Utilities for FrameMaker

One webinar, two plugins.

In this webinar Russ Ward from West Street Consulting will present two more of his great productivity boosters for Adobe Adobe FrameMaker:

W.S. Utilities

W.S. Structure Tools

Adobe

<https://2017-02-14-ws-structure-utilities.meetus.adobeevents.com/>.

14 Holy Trifecta of Global Content Success: Terminology, Structure, and Translation

Join Scott Abel, The Content Wrangler, and Val Swisher, Global Content Strategist, and CEO of Content Rules, for this free one-hour webinar. Val will provide information on the Holy Trifecta, how the components work together, and talk about why these are critical factors for successful global content.

Val Swisher, Founder and CEO of Content Rules, Inc.

<https://www.brighttalk.com/webcast/9273/243397>.

23 Measuring Content Value and Determining ROI

Join Scott Abel, The Content Wrangler, and his special guest, James Goldman, Content Strategy Program Lead at Equinix, for this free one-hour webinar. James will examine the need for normalizing measurements, making sense of key performance indicators, and communicating the value of digital content production improvements in ways that are meaningful to management.

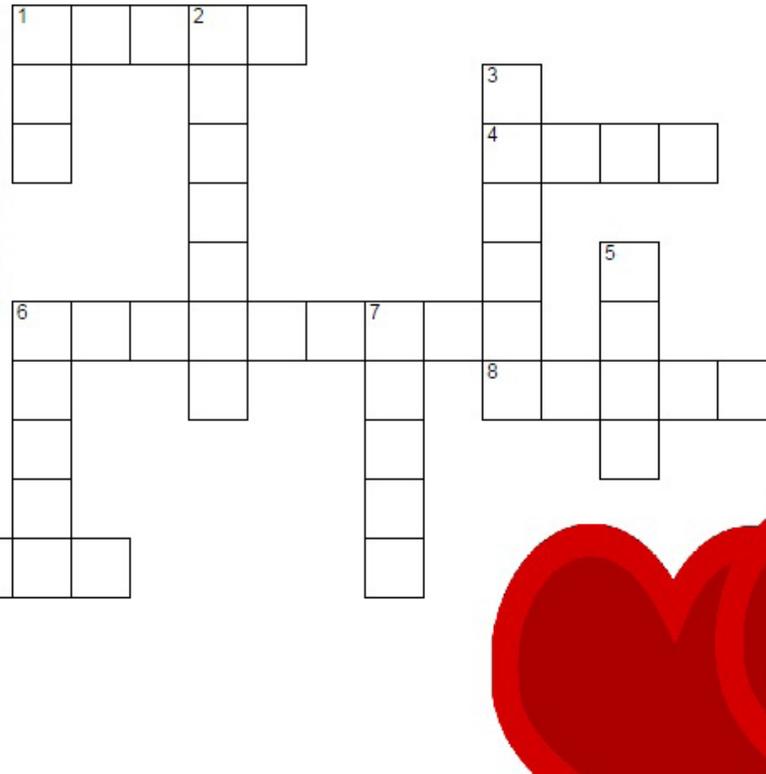
James Goldman, Sr. Manager of Content Strategy at Equinix

<https://www.brighttalk.com/webcast/9273/238267>.

Valentine's crossword

The back page

We hope you enjoy this month's Valentine's themed crossword!



- Answers:**
- ACROSS**
- 1 Heart 1
 - 4 Love 4
 - 6 Chocolate 6
 - 8 Roses 8
 - 9 Candy 9
 - 10 Red 10
- DOWN**
- 1 Hug 1
 - 2 Romance 2
 - 3 Flower 3
 - 5 Love 5
 - 6 Cupid 6
 - 7 Arrow 7
 - 9 Card 9

ACROSS

- 1 Red playing-card
- 4 All you need, to the Beatles
- 6 Brown confectionery
- 8 Romantic dozen
- 9 American sweet
- 10 One end of a rainbow

DOWN

- 1 Tight embrace
- 2 Affair of the heart
- 3 To bloom
- 5 Stolen item that's often returned
- 6 One who aims to hit singles?
- 7 Pointed missile
- 9 Stiff paper