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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

January 2019

Happy New Year!

Hopefully you're feeling relaxed and refreshed after your Christmas break. A new year stretches ahead of us, and we're looking forward to making 2019 a fulfilling and productive one.

As you'll read in this edition, the Technical Communication UK (TCUK) team have already set the wheels in motion for this year's conference. The date, venue and theme have all been chosen and are announced below. Let's just say for now that we sincerely hope you can keep the second week of September free for our annual get-together.

ISTC news

Membership renewals

ISTC members have received an invitation to renew their membership which is due by 31 January 2019. Payment can be made online at https://www.istc.org.uk/online-shop/renew-your-membership/ (making sure you log on first). If you already have a direct debit in place there is no need for you to do anything further.

There are also ways to save:

▶ Group discounts for multiple people in the same company renewing or joining at the same time.

▶ Recommend-a-friend: if a new or lapsed member joins by 31 January on your recommendation, then your renewal will be at the 2018 rate and they won't have to pay the joining fee.

Email the ISTC office – istc@istc.org.uk – for information about these discounts.

Benefits of ISTC membership

If you are not yet a member, you can find out how to join here. Below is a summary of the benefits of ISTC membership:

- You are part of a vibrant professional community, with member-only discussion forums hosted on the ISTC website.

- You receive four issues of our respected journal, *Communicator*, plus any special supplements (worth £48 based on the subscription cost for UK-based non-members).

- You have access to the *Communicator* archive online (from 2004).

- You are entitled to member rates for TCUK (our conference), which saved £150 on the full residential rate in 2018. ISTC members are also often able to obtain discounted rates for other technical communication conferences and training. In addition, members are eligible for a 25% discount on our recently published books.

- Junior members can get individual support from our mentoring scheme. Established professionals facing a turning point in their career (for example, progressing to a management role or
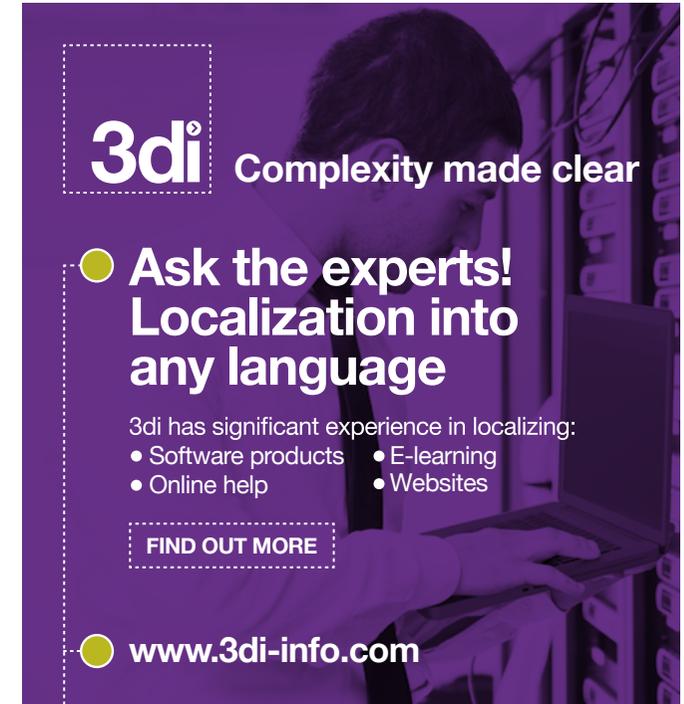
facing a dramatic change in industry, working practices or tools) can also get support.

- If you are a Member or a Fellow, to provide evidence that you have been accepted into the ISTC at those grades you can:
  - Use the letters MISTC or FISTC after your name (as appropriate).
  - Use our logos for Members and Fellows on your online profiles and business cards, for example.

What we are doing?

We'd like to share some highlights of what the volunteers on the ISTC Council, as well as our wider network of volunteers, are currently doing:

- We continue to provide this monthly newsletter. *InfoPlus* is distributed to both members and non-members, providing industry news, event listings and ISTC updates.

- We hold the annual UK Technical Communication Awards.

- We are working with universities and other education providers to identify courses and qualifications appropriate for technical communicators at all

stages of their careers.

- We support a number of area and special interest groups across the UK.

- We continue to make improvements to the ISTC website, making it both a resource for members and a way of raising the profile of the technical communication profession in general.

Your membership fee helps the ISTC to nurture, educate and support technical

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This is a free monthly online newsletter for scientific and technical communicators. *InfoPlus* is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

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communicators from all areas of specialism. We aim to continue to do this and to be even more effective for you and for all our members during 2019.

Request for CPD records

As part of the follow-up to the recent survey about our Continuing Professional Development (CPD) policy, we are inviting all Members and Fellows to submit their CPD records for 2018, on a voluntary basis, for review.

Please send your CPD record by email to education@istc.org.uk, using the subject line "ISTC CPD record 2018", by 31 January 2019. You can provide a Microsoft Word or PDF document as an attachment, or send a link to a web address.

We would like to publish anonymised examples of CPD records on the website so please let us know if you would be happy for an extract of your CPD record to be used in this way.

More information about our CPD policy is available here. If you have other questions about this topic, please email David Farbey FISTC, Council member for Professional Development and Recognition, via education@istc.org.uk.

TCUK – The how, when, where and what

By Derek Cooper

Happy New Year from the TCUK organising team.

We've been busy with the early stages of planning for TCUK 2019 – the tenth anniversary of TCUK in its current form – and later in this article I want to tell you about it.

But first, I want to give you a brief insight into what planning our conference involves, to help you understand the compromises we have to make, how those compromises affect your experience of TCUK, and how we fine-tune them to give you the best experience we can achieve.

Venue selection criteria

The criteria we apply when we choose a venue include (but are not limited to) a series of important requirements:

▶ The venue must include syndicate rooms for the three presentation streams, with the ability to combine two of them for keynote speeches. The third room should be close to the other two.

▶ Sponsors of the conference must have a suitable, large area where they can network easily with delegates during the conference and in the evenings. Ideally that area should also provide space for refreshments served between presentations.

▶ Restaurant food must conform to a high standard, and must provide a good choice for delegates including those with special dietary requirements.

▶ It must be possible to combine syndicate rooms for the Gala Dinner.

▶ There must be bar areas where attendees can network and relax in the evening.

▶ There must be sufficient bedrooms available for the expected number of attendees, and those bedrooms must be clean and comfortable, and must be within the same building as the conference facilities.

▶ Access for disabled delegates must be supported fully by the venue design and facilities.

▶ The venue location must be reasonably easy to find and must be within reasonable distance of transport links including major roads, rail, and international airport links. Ideally it should also be reasonably close to a city, town or other location where attendees can sample the local amenities.

▶ There must be sufficient complimentary parking space for attendees who drive to the venue.

Naturally, it must be available for the full week of the conference. Autumn is a popular season for conferences, and we are finding it increasingly difficult to find a conference venue that meets our criteria and that is available for one of the weeks we specify.

Hotels that support these requirements invariably also provide other facilities such as a leisure pool and gym, but these are not part of our search criteria. If they exist at the hotel (which they usually do), then they are a bonus that delegates can enjoy.

Inevitably, there are compromises involved, because all this has to be affordable for delegates, many of whom pay for their own attendance or who have to justify the cost of attendance to employers. Locations that are within major cities, or are close to major airports, are usually too expensive.

TCUK 2019

So, what have we decided for TCUK 2019 which, as I have already mentioned, is the tenth anniversary of the conference in its current form?

We've identified a venue, a date, and a theme:

Venue

Our venue for TCUK 2019 is the Chesford Grange Hotel (https://www.qhotels.co.uk/our-locations/chesford-grange), near Kenilworth in Warwickshire.

This is a location that meets or exceeds all of our requirements, and that also meets most of the "nice to have" features too. The hotel is located in a rural area close to the town of Warwick in central England. This is in the heart of Shakespeare country, and there are some wonderful visitor attractions nearby including the stunning Warwick Castle.

Date

The conference dates for your diary are from **10 to 12 September 2019**. This is a week earlier than the earliest week we usually reserve for the conference during September, and this has been forced on us by restricted availability.

Theme

And for the theme – our title for TCUK 2019 is simply "10".

This title – prompted by the tenth anniversary – is deliberately enigmatic. You can use your imagination and interpret it in a number of ways, for example:

▶ Ten years – the past, the future.

▶ Ten things you have learned during the past decade.

▶ Ten Commandments of technical communication.

▶ We've deliberately presented the theme title in figures in case you might interpret it as a different number base – binary 10 might lead you to explore the impact of digital technology on technical communication.

The choice is yours – these are just suggestions. We offer a prize for the most innovative and imaginative interpretation of the theme.

As usual, we will also be looking for off-theme submissions from presenters who have something to say that doesn't fall within the formal theme context.

Timetable and deadlines

We will be publishing the timetable and deadlines early in January. Note that the earlier date of the conference will affect these timescales.

Please refer to the social media channels for further news of the conference details. I'll also include updates in future issues of *InfoPlus*.

Let's communicate

What would you like to see in our newsletter?

If you're reading this, it's likely that the desire to communicate is part of your genetic makeup so please let me know your thoughts! Feedback regarding content and ideas for new features are always welcome. Similarly, if you would like to submit an article I would love to hear from you.

Email me at any time: newsletter.editor@istc.org.uk.

Lisa

ISTC community

ISTC local area and special interest groups

The ISTC groups offer an opportunity for technical communicators to network and share knowledge and expertise. They are open to everyone (you don't need to be an ISTC member) and are free to attend. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Joining a group is an excellent way to meet like-minded people in your area and get to know fellow specialists.

Latest news

East of Scotland Area Group

Next meeting

We will be meeting at 18:00 on Thursday 31 January at Corero Network Security, Hanover Street, Edinburgh. Check the LinkedIn group – https://www.linkedin.com/groups/13536907/ – or contact Holli Hamilton via eastscotland_areagroup@istc.org.uk for more information.

North East England Area Group

The group met in Newcastle Upon Tyne on Tuesday 4 December in the local pub, Town Wall, to discuss procedures, processes and best practices for maintaining internal documentation. We dived into very low-level details discussing various platforms, tools and techniques (like a visual management board) used to ensure collaboration between teams, so that we, the authors, can obtain, document, and share as much knowledge as possible.

Next meeting

Our next meeting will be on Tuesday 15 January from 18:00 – 20:30. We will discuss usability testing. Venue: The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX. Please register via Eventbrite if you would like to attend: https://www.eventbrite.co.uk/e/istc-technical-communication-meetup-north-east-area-tickets-53637730897.

If you need more information, have an idea for a future meet-up, or would like to suggest a topic for discussion please email Joanna Suau: northeastengland_areagroup@istc.org.uk.

Thames Valley Area Group

At the Thames Valley Area Group Christmas meeting we all brought our favourite Christmas recipes along. The most memorable were from a crime writer cookbook, *Len Deighton's Action Cook Book*, in which the recipes were all pictorial.

Next meeting

For the first meeting of 2019, moved to the second Tuesday (8 January), we will be performing mock job interviews and looking at job interview techniques. Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30.

For more information, email Darren Mitcham: thamesvalley_areagroup@istc.org.uk.

Current ISTC groups

If you'd like to attend one of the groups, please get in touch with the leader or email istc@istc.org.uk. If you're interested in setting up either a new area group or a special interest group, contact our Area Groups Manager, Tom Dumic, at areagroupsmanager@istc.org.uk.

Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuza Nagy	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	Joanna Suau	northeastengland_areagroup@istc.org.uk
North West England	David Jones	northwestengland_areagroup@istc.org.uk
Southern	Area group leader wanted	istc@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	istc@istc.org.uk

Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite. Where this is the case, we ask 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.

Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Group leader wanted	istc@istc.org.uk

ISTC online groups

ISTC on LinkedIn

There are a number of LinkedIn groups for ISTC members, and we invite you to join the relevant ones.

- Institute of Scientific and Technical Communicators www.linkedin.com/groups/1858546

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

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

- 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 on social media

Like us on Facebook, follow us on Twitter and watch us on YouTube to keep up to date with news, events and activities, and to chat with your TechComm colleagues.

If you're new to the ISTC and are wondering what TCUK is, it's our excellent (yes, we're biased, but it is) annual conference.

Our Facebook presence:

The ISTC page:
www.facebook.com/istccommunity

The ISTC group: www.facebook.com/groups/490570891153888

The TCUK page:
www.facebook.com/techcommuk/

Our Twitter presence:
ISTC: @ISTC_org

TCUK: @TCUK_conf

Our YouTube channel:

www.youtube.com/user/istctechcomm

Business affiliate news

Adobe Creative Residency

Technical Communication — Would you love to be more creative in 2019?

The Adobe Creative Residency is an exciting opportunity for early-stage creatives to push their careers forward. It enables recent graduates to spend a year focusing on building their dream career, while being supported with a full salary plus other benefits.

You can apply for the 2019 Adobe Creative Residency from 7 January until 7 February. UI/UX, illustration and design are just some of the areas of focus that Adobe is interested in.

Take a look at the details on the website – it sounds fantastic! Let us know if you decide to apply. We would be absolutely thrilled if an *InfoPlus* reader is selected to join the programme.

Speak at MadWorld 2019 Dublin

If you have resolved to give your career a boost this year, here is another interesting possibility. The MadWorld 2019 Dublin Call for Presentations is open until 11 January.

MadWorld is a great opportunity to showcase professional skills and experience to the MadCap Software user community. The technical communications and content strategy conference will take place in Dublin from 8 to 11 October 2019.

In the past, speakers have presented on best practices, success stories, case studies, or advanced techniques on MadCap Flare. Got an idea? Fancy a trip to the Emerald Isle? Why not make a submission!

Policies and procedures writing training course

Registration is open for Cherryleaf's first policies and procedures writing training course of 2019. This one-day course will teach you how to write clear and effective policies and procedures in a straightforward and efficient way. It is based on Cherryleaf's best practices which have been developed from writing policies and procedures for clients, and their 20+ years' experience of teaching task-based writing.

The course will be held on Tuesday 22 January 2019 in central London.

About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 15 years. It enables organisations to take advantage of a range of benefits, and to contribute to promoting technical communication as a profession. Find out more here.

A full list of our current Business Affiliates is found here.

Industry and general news

New app lets you sketch 360-degree scenes

Illustrators and designers can now easily sketch 360-degree scenes with a new Microsoft app called Sketch 360.

This free program uses Windows Ink to allow users to draw digital models and share them with others, reducing the time it takes to explain, edit and re-do prototypes.

These can then be used to create 3D models – which tend to be very labour-intensive – before being exported to Windows Mixed Reality devices, other headset platforms or a web browser so that an entire team can walk around the design and view it in detail.

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InfoPlus is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

MADWORLD

DUBLIN, IRELAND

The Premier Technical Communication and Content Strategy Conference

The Marker Hotel | Dublin, Ireland >>> **OCTOBER 8-11, 2019**

Transform the way you think and work.

Spread out over three full days of learning, the MadWorld technical communication and content strategy conference is your chance to learn from the experts, network with your peers, and take home best practices.

Call For Presentations Now Open
SUBMISSION DEADLINE: JANUARY 11, 2019

Learn more at **madcapsoftware.com/madworld**

Registration and Full Schedule Available February 2019

Microsoft wins Technology Initiative of the Year award for accessibility

[Microsoft has won the Technology Initiative of the Year prize](#) at the recent Disability-Smart Awards in London, an event which "recognises individuals and organisations around the world that have made an outstanding contribution to disabled people".

The company embeds accessibility features, such as Immersive Reader and Read Aloud, into its products to ensure people with a range of disabilities can use technology to its fullest extent.

They have also announced that Skype and PowerPoint will soon get live captions and subtitles to help the deaf and hard-of-hearing community by offering the ability to read what is being spoken in real-time.

Training and event reviews

Have you recently attended a training course or event that you think would be of interest to our community of readers? Why not submit a short review? Email newsletter.editor@istc.org.uk.

Tricks of the trade

This month, **Michael Hopwood** has shared a useful link to free Darwen Information Typing Architecture (DITA) training. We'll let Michael tell you about it in his own words.

[LearningDITA.com](#) is a free online course in DITA authoring provided as a cooperation between various tool vendors, writing services, and consultants. Although I don't use DITA for every project where I work, I used the course to teach myself, and tested out the syntax in oXygen XML Editor.

For anyone used to XML/HTML, DITA should be quite easy to learn. I found that using the structured format helped me to sharpen up my sense of how to meaningfully classify topics into concepts, reference material, tasks etc.

Every year LearningDITA.com also presents a free, online virtual conference which I sign up for, or at least watch the webinar recordings. Here are the sessions for 2019:

https://learningdita.com/learningdita-live-2019/2019-sessions/.

Maybe see you there.

Michael Hopwood, Technical Writer

Global Legal Entity Identifier Foundation (GLEIF)

Do you have a TechComm trick or tip to share? Have you recently come across something that made you exclaim, "If only I'd know that sooner!"? It might be software-related, a grammar tip, the discovery of a particularly useful YouTube tutorial…

Please send an overview of your insight, and a short description of who you are, to newsletter.editor@istc.org.uk and I will publish it in a future edition. Let's put our heads together and help each other out.

Blog news

By Ginny Critcher

Hello again! Here's the latest blog round up from the popular blogs on technical communication.

Tom Johnson has continued his "Simplifying Complexity" series, looking at being a generalist and specialist:

https://idratherbewriting.com/2018/11/30/trends-generalist-specialist-topic-in-simplifying-complexity-series/.

On the Cherryleaf blog, we reported on a presentation by Rosie Hatton, the Strategy Delivery Lead for Parliament's Digital Service (PDS) at the Houses of Parliament, about keeping focus when implementing a digital strategy:

https://www.cherryleaf.com/2018/11/keeping-focus-when-implementing-a-digital-strategy/.

Sarah Maddox has been reporting on open source, community and development from the KubeCon conference in Seattle:

https://ffeathers.wordpress.com/2018/12/13/open-source-community-development-talk-at-kubecon/.

The Government Digital Services blog reports on the latest version of its technical documentation tool:

https://gdstechnology.blog.gov.uk/2018/12/07/updating-the-gds-technical-documentation-tool/.

Robert Mills, on the GatherContent blog, reports on a recent series of webinars on ContentOps. ContentOps is about processes in systems that are required for a content supply chain:

https://gathercontent.com/blog/the-coming-of-age-of-contentops.

Do you have a blog? Seen an interesting post? Let me know so I can include it in my monthly review. 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 ISTC.

Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to newsletter.editor@istc.org.uk. If you would like to promote your course or event, 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.
Please note that 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 copy deadline will be listed. For others, we cannot guarantee listing if space is limited and details may be abridged.
*Armada, Cherryleaf, ESTON Training, Firehead, and MadCap Software.

Armada

Armada is offering a 10% discount for ISTC members on all the following courses.

January

17-18   **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.
Armada, Reading.
www.armada.co.uk/course/photoshop-training.

21-22   **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.
Armada, Bromsgrove.
&
Armada, Bristol.
www.armada.co.uk/course/indesign-training.

Armada
...January

23-24 **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.

Armada, Milton Keynes.

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

28-29 **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.

Armada, Bromsgrove.

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

February

4-5 **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.

Armada, Newbury.

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

11-15 **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.

Armada, Bromsgrove.

www.armada.co.uk/course/
technical-author-training.

13-14 **Advanced Adobe FrameMaker**
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.

Armada, Newbury.

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

14-15 **Introduction to Adobe Captivate**
This course teaches everything you need to create professional standard e-learning tutorials and high quality demos.

Armada, Bromsgrove.

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

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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.

Armada, Newbury.

www.armada.co.uk/course/authoring-structured-framemaker-documents-training.

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.

Armada, Newbury.

www.armada.co.uk/course/creating-element-definition-documents-edds-training.

21-22 **Introduction to Adobe Captivate**
This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.

Armada, Sheffield.

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

Cherryleaf

We offer online training courses in:

Technical Author/Technical Writing:
https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/. Cherryleaf is offering a 10% discount to ISTC members for this course.

Technical Copywriting:
https://www.cherryleaf.com/training/technical-copywriting-training-course/. This online technical copywriting training course teaches you how to write clear and effective marketing copy, in a straightforward and efficient way. Let us share with you the best practices we've developed for writing copy for software (SaaS and desktop) and other technical products.

Advanced Technical Communication:
https://cherryleaf.teachable.com/p/advanced-technical-communication. Cherryleaf's advanced technical communication skills course provides you with access to a collection of online modules in technical communication, under a low-cost monthly subscription plan. Each module is self-contained, so you can to choose to take just a single module, if you wish.

It contains:

• DITA Fundamentals
• Single Sourcing and Content Reuse
• Introduction to Content Strategy
• Documenting REST APIs
• Managing Software Documentation Projects
• Writing and Designing Embedded Help
• Markdown
• Revising and Editing Content
• Trends in Technical Communication

ESTON Training

Technical/Commercial Authorship (Former ISTC Syllabus Parts 1 & 2): http://www.estontrg.com/technicalcommercial-authorship/. A £50 discount is offered to ISTC members for this course.

Simplified English: http://www.estontrg.com/english-language-courses/.

Standard Generalised Mark-up Language (SGML): http://www.estontrg.com/standard-generalised-mark-language-sgml-course/.

Editing and Publishing Magazines: http://www.estontrg.com/editing-publishing-magazine-course/.

Report Writing: http://www.estontrg.com/report-writing-course/.

Business English: http://www.estontrg.com/business-english-course/.

Firehead

Learn FrameMaker 2019: http://firehead.net/training/learn-framemaker-2017/.

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/.

Customer Journey Mapping: http://firehead.net/training/customer-journey-mapping/.

MadCap software

For details of the latest MadCap software training schedule (both on-site and online) visit: www.madcapsoftware.com/services/training/.

Training and events – discounts for ISTC members

To see all the discounts currently available to our members, log on to the Discussion Forum on the ISTC website – www.istc.org.uk/our-community/discussion-forums (you **must** be logged on to see the forums) – and go to the "Training and Events - Membership Discounts" thread in The Lobby.

Events listings

If you know of an event that will be of interest to readers, please email newsletter.editor@istc.org.uk.

ISTC events are highlighted.

January

| 8 | **ISTC Thames Valley Area Group Meeting** We will be performing mock job interviews and looking at job interview techniques this month. For more information email Darren Mitcham: thamesvalley_areagroup@istc.org.uk. Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30. |

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15   ISTC North East England Area Group Meeting
We will be discussing usability testing. Please register via Eventbrite if you would like to attend: https://www.eventbrite. co.uk/e/istc-technical-communication-meetup-north-east-area-tickets-52520069943. For more information email Joanna Suau: northeastengland_ areagroup@istc.org.uk.

The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX from 18:00 – 20:30.

22-23   IDEAS Online Conference – Reusing Content
Reuse is one of the key business drivers for the adoption of a structured mark-up publishing model such as DITA. The conference includes five 60-minute concurrent sessions in two tracks, giving you a choice of 11 unique presentations.

Online.

https://ideas. infomanagementcenter.com.

29-31   6th International Conference on MSIVISM 2019
Multimedia, Scientific Information and Visualization for Information Systems and Metrics.

Las Palmas de Gran Canaria,

Spain.

www.alaipo.com/MSIVISM-2019/ MSIVISM.html.

30-1   OmnichannelX
OmnichannelX is a new cross-disciplinary event and community for marketers, content specialists, commercial teams, and anyone else who needs to tackle today's content and communication challenges using multiple touch-points.

Amsterdam,

The Netherlands.

https://omnichannelx.digital/.

31   ISTC East of Scotland Area Group Meeting
Topic is as yet undecided. For more information email Holli Hamilton: eastscotland_ areagroup@istc.org.uk.

Corero Network Security, 53 Hanover Street, Edinburgh at 18:00.

February

12   SustainableUX: Design vs Climate Change
The conference for UX, front-end, and product people who want to make a positive impact – on climate-change, social equality, and inclusion.

Online.

https://sustainableux.com/.

21   The UX Conference
The theme of the conference is designers and marketing. With speakers from Canonical, Which?, Ocado, Monzo, Condé Nast, Booking, Thomas Cook, Virgin Atlantic and others.

London, UK.

https://theuxconf.com.

April

3-5 **Agile in the City**
Returning for its fifth year, the conference has a strong practical focus and attracts industry practitioners and decision-makers who want to improve their success with agile and lean methods.

London, UK.

https://2019.london.agileinthecity.net.

11-12 **Information Energy 2019**
Information Energy 2019 focuses on how we empower emerging technologies with information.

Amsterdam,

The Netherlands.

https://www.informationenergy.org/.

May

5-8 **STC's Technical Communication Summit**
The STC Summit, which celebrates its 66th anniversary in 2019, features top-notch presenters to discuss key trends, issues, and cutting-edge solutions in technical communication.

Denver, CO,

USA.

https://summit.stc.org/conference/.

June

20 **National Freelancers Day**
Join IPSE, the Association of Independent Professionals and the Self-Employed, for their annual flagship event.

London,

UK.

https://www.nationalfreelancersday.com.

September

10-12 **Technical Communication UK (TCUK) Conference**
The ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information.

Kenilworth, Warwickshire,

England.

http://technicalcommunicationuk.com.

October

8-11 **MadWorld 2019 Dublin**
The premier technical communication and content strategy conference for the MadCap Software user community.

Dublin,

Ireland.

https://www.madcapsoftware.com/blog/2018/12/06/speak-madworld-2019-dublin-call-presentations-now-open/.

Upcoming webinars

January

15   **TechComm Trends: Providing Value as a Generalist in a Sea of Specialists**
Join Scott Abel, The Content Wrangler, and his guest, Tom Johnson. Tom will talk about the growing complexity in the technology landscape that is ratcheting up the importance of technical knowledge in organisations, and overshadowing writing skills.

https://www.brighttalk.com/webcast/9273/343232.

15   **Principles, Not Prescriptions: The Coming of Age of ContentOps**
Join Scott Abel, The Content Wrangler, and his guest, Rahel Anne Bailie, Chief Knowledge Officer at Scroll UK. Learn why ContentOps is a necessary companion to DevOps and DesignOps, why organisations have been slow to adopt ContentOps, and how to move towards a ContentOps by rejecting prescriptive measures and instead identifying and applying principles.

https://www.brighttalk.com/webcast/9273/342552.

23   **How to Integrate MadCap Flare HTML5 Outputs with a Marketing Site**
Discussing the challenge facing technical writers when there is a lack of continuity between the marketing website and the HTML5 content produced from MadCap Flare.

https://www.madcapsoftware.com/resources/live-webinars.aspx.

InfoPlus copy deadline

Submissions to the newsletter are always welcome. If you have an article or other content you would like to see included in the February edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **21 January 2019**.

Every effort is made to ensure that *InfoPlus* is published and distributed as early as possible in the month to which it relates, generally on the first working day. However, occasionally it may not be distributed up to a week into that month. Please bear this in mind when submitting time-sensitive information.

Join the ISTC

Discover the five benefits of being an ISTC member:

What the ISTC offers

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This is a free monthly online newsletter for scientific and technical communicators.
InfoPlus is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

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Back page

Neologism contest

The Washington Post runs an annual competition in which readers are asked to make up alternative meanings for common words. Winning entries have included:

- **Coffee** (n.), the person upon whom one coughs.

- **Flabbergasted** (adj.), appalled over how much weight you have gained.

- **Abdicate** (v.), to give up all hope of ever having a flat stomach.

- **Esplanade** (v.), to attempt an explanation while drunk.

- **Willy-nilly** (adj.), impotent.

- **Negligent** (adj.), describes a condition in which you absentmindedly answer the door in your nightgown.
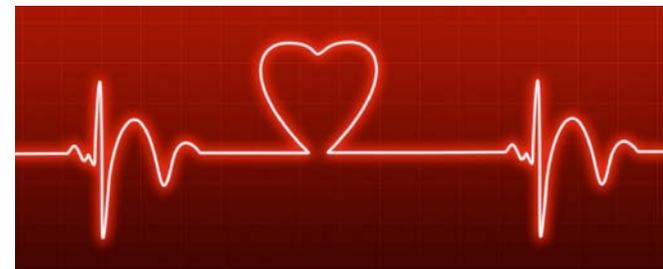
- **Lymph** (v.), to walk with a lisp.

- **Gargoyle** (n.), olive-flavoured mouthwash.

- **Flatulence** (n.), emergency vehicle that picks you up after you are run over by a steamroller.

- **Balderdash** (n.), a rapidly receding hairline.

We're certain that *InfoPlus* readers can concoct equally creative neologisms. Are you up for the challenge?

There's no deadline – you never know when inspiration might strike – and you can submit as many as you wish.

Send your newly coined definitions at any time to newsletter.editor@istc.org.uk. They will be shared here on our beloved Back Page so that you can bask in the glory of being a published neologist.

*Many thanks to **Liz Gregory** for seeding this idea. Liz will also be posting the answers to her Festive Quiz in The Lobby of the discussion forum on the ISTC website soon, just in case you're still scratching your head over some of the missing words.*

Seeking light-hearted content

Help keep our Back Page healthy by sending in:

- Amusing signs.

- Unfortunate translations.

- Awkward instructions.

- Funny layouts.

- Anything else that made you chuckle and is vaguely TechComm-related.

Guest editors are always welcome too if you fancy creating a whole page. Email newsletter.editor@istc.org.uk.

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