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March 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
 Letters: Letters Editor
 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

TCUK 2017 - Call for proposals

The TCUK Committee proudly announces the theme for the 2017 conference: Staying on Topic.

Topic-based authoring uses a modular pattern for content creation. It structures information into topics that can be combined and reused in different contexts, and is distinct from book-oriented or narrative content that follows a linear structure from beginning to end.

Topic-based writing methodologies are gaining recognition and acceptance across all business domains. They require content creators to produce information in distinct stand-alone chunks or topics, which can combine to create deliverables that are well-written, well-structured, and of high quality for efficient and effective distribution through any chosen delivery channel. In return, end users find the content more convenient to access and navigate, and



the information they seek easier to find and more reliable.

There is a particular skill to the creation of topic-based and modular content. It involves careful analysis and categorization of the source material and the creation of discrete stand-alone topics that are complete and properly formed in their own right. The modular nature of these topics means Content Developers can reuse them many times. Subsequently, subject matter experts need to review them only once as a stand-alone entity, after which they need only to review their validity as a component of a larger collection.

We look forward to meeting experienced practitioners of topic-based writing, those

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 office to discuss your payment option (istc@istc.org.uk).

who have yet to develop the necessary skills, and delegates who have a more general interest in technical communication. As usual, the conference also invites proposals for off-theme presentations on subjects that are of broader interest to scientific and technical communicators.

The conference offers valuable opportunities for delegates, speakers and tools vendors to network and exchange ideas and experiences, and to benefit from working in an environment that is rich in technical communication expertise.

We also welcome those who might still be at University and still undecided about their future career path, or who may be unaware of the opportunities that our profession presents. Again, we also invite those who are closely involved in the recruitment process so they may benefit from having a potential pool of talent from which to draw candidates for their growing businesses.

For more details and to submit your proposal please visit: http://technicalcommunicationuk.com/?page_id=6849

The call for proposals ends on 14th April 2017.



“Ask Me Anything” sessions

By Cecily Roberts

We had Paul Ballard from 3di answering your questions in February’s “Ask Me Anything” session. Paul took questions on tech comms culture and practice in different countries, 3di’s approach to finding experienced technical authors, and much more! You can read the full session here (if you’re an ISTC member and logged on): www.istc.org.uk/our-community/discussion-forums/topic/ama-with-3di/. Thank you very much to Paul and to everyone who contributed to the questions and discussion.

AMA March



Ellis Pratt will be available for questions on a variety of topics in March. Ellis is a Director and co-founder of Cherryleaf. He has been working in the field of documentation since the early 1990s. He has a BA in Business

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The advertisement features a purple background with a photograph of three people looking at a laptop. The text is white and yellow. A dashed white box highlights the 'SEND US YOUR CV' button.

Studies, and he is a Member of the Institute of Scientific and Technical Communicators, an Associate of the Institution of Engineering and Technology, and an Affiliate of the Institution of Mechanical Engineers. Since September 2014, Ellis has been on the Management Council for the Institute of Scientific and Technical Communicators.

If you would like to ask Ellis a question, log on to the Discussion Forums section of the ISTC website on Monday 13th March. You

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Maxwell Hoffmann



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

Claire Wood

www.istc.org.uk

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will see a new post, introducing Ellis 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, Ellis 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.

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.

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.

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

The Thames Valley ISTC group met in February to reminisce about the first document you ever wrote.

Memories of WordStar, WordPerfect and

Runoff text files were evoked. One member recalls having 40 people to sign off on their first document. Imagine doing that without Acrobat shared reviews. In addition, the book, *The Elements of Rhetoric*, got a brief mention.

Thames Valley Area Group next meeting

The group will meet on 7th March at the Bird in Hand Country Inn, Knowl Hill, Reading from 7.15pm. We will have our first guest speaker, Phil Lane from Imprimatur who will be talking about content management systems.

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: www.eventbrite.co.uk/e/istc-thames-valley-area-group-meeting-tickets-32256598354.

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

Yorkshire Area Group meeting report

From Helen King

After the last meeting of the Yorkshire Area ISTC group, Area Co-coordinator Emma Sheridan asked for volunteer deputies to host ISTC events in new venues. This would allow group members to get together without long journeys across the largest county in England (either Yorkshire or North Yorkshire depending on which definition you prefer).

The York social event was the first ISTC meeting in the beautiful city of York and the first ISTC event for all four attendees, Martin Crawford, Adrian Hannam, Helen King (Organiser) and Rab Tait. We all agreed it was a worthwhile and interesting evening.

Despite coming from different backgrounds and working (or not) as technical writers in three different industries – food manufacturing, electrical engineering and software development – we found plenty

of tech comms issues to talk about. The person not working (me!) is studying for the MA in Technical Communication and E-learning at the University of Limerick.

The main topic of conversation for the evening was re-usable content. One member was able to share his experience of using MadCap Flare with others who are considering buying it (or studying it). We discussed the merits of a range of systems for managing content and the increasing importance of this in everyone's work.

The overlap between technical writing and e-learning was another of the evening's discussion topics and we agreed that in some companies technical writers are expected to take on both roles. This can lead to interesting jobs, but to make the double role manageable companies may need to invest in e-learning software such as Captivate.

Finally, Emma asked us to consider and report on the format, frequency and content of future Yorkshire ISTC meetings. We all agreed that her idea of hosting meetings in different cities should continue. This may mean that over time north and south sub-groups form which would work well. We agreed quarterly meetings would be more manageable than monthly ones, perhaps

alternating around venues. We'd like to see a formal topic for the first hour of the meeting and a more sociable open agenda in the second hour.

Finally, we wondered if there could be an All Yorkshire event in summer, perhaps a half-day event with formal presentations on topical issues.

Thanks to the York attendees – it was great to meet with you all. And thanks to Emma for all her help behind the scenes with organising the event. I think there is enough interest for another event in York (or nearby) in the near future, so watch this space.

Yorkshire Area Group next meeting

Join us for our next ISTC Yorkshire Area Group Meetup on March 22nd from

7pm in the HG1 Bar and Brasserie in the Yorkshire Hotel in the heart of historic spa town Harrogate.

The Yorkshire Hotel is just 5 minutes away from Harrogate Train Station.

Tables have been set aside for us, please ask for the ISTC Meeting when you arrive.

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: www.eventbrite.co.uk/e/istc-yorkshire-area-group-march-meetup-harrogate-tickets-31900405973.

The organiser for the event is Jacquie Mercer who may be contacted by email: yorkshire_areagroup@istc.org.uk.

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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 Dumic 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 Dumic	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

Introducing Edissero's newest recruit, Alex Pooley!

Alex joined Edissero in late 2016 as a resourcer, working alongside Michelle, Rachael, Louise and Toby. As an English Literature graduate with a passion for language and communication, and a keen eye for detail, Alex is a valuable member of the team and she looks forward to speaking to you.



Edissero's Alex Pooley

To see how Alex and Edissero can help you recruit, find your perfect role, or if you'd just like to say hello, please contact her on 01483 422111 or email alex@edissero.com.

Adobe Technical Communication Suite (2017 release) is here!

This article originally appeared on the Adobe Blog. To view the article in full, click [here](#).

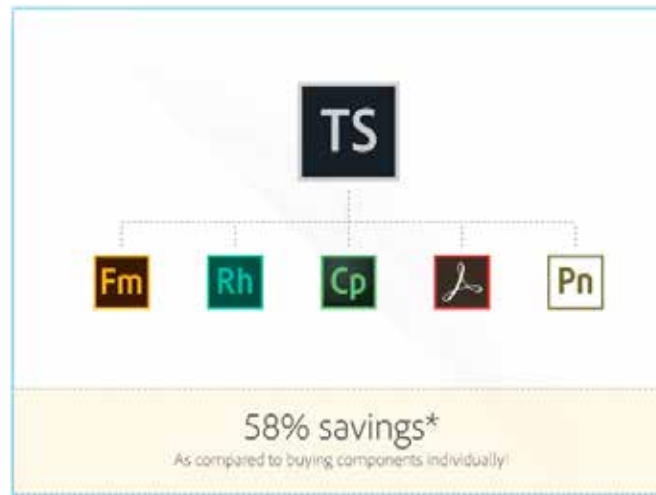
The 2017 release of Adobe Technical Communication Suite is available from now on! The TechComm Suite has everything you need to deliver rich, engaging content experiences across devices. Right from authoring content, to creating responsive eLearning modules and interactive presentations to omnichannel publishing, the suite provides everything.

Who should use Adobe Technical Communication Suite (2017 release)?

Technology has brought the world closer together, allowing information created in one corner to be delivered and consumed on every continent in a matter of seconds. It has also changed the way content is consumed, with people increasingly using smartphones and tablets in lieu of desktops and print. Audiences have transitioned from seeking information to expecting it to be intuitively delivered, and tailored to their needs.

With Adobe Technical Communication Suite (2017 release), content development professionals can confidently meet the challenges of a modern, connected, always-on-the-go world.

Adobe Technical Communication Suite (2017 release) – The Best Deal for Your TechComm



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We are happy to help you with a personal demo. Feel free to reach out to us with your requirements. You can email us at techcomm@adobe.com.

A Dubious Classic, or a 1918 Techwriting Style Guide?

3di's Jakub Wiśniewski discusses Strunk and White's 'Elements of Style'. This article originally appeared on the 3di website. To view the article in full, click [here](#).



Apart from analysing the product, waiting for SMEs, interpreting the UI, fixing minor technical problems, going to meetings, planning the work, peer reviewing, proofreading and plumbing the depths of the engineer's mind, a part of the techwriter's job is actual writing.

Writing takes coffee and the right mindset. The former is easy to get, but achieving the latter takes some time and effort. Certain books may come in handy, and one such book is the around-90-page-long The Elements of Style. There's a great chance that some of you read it.

Disclaimer: this is not a review attempt, I wouldn't dare. They say it's a classic and the stats seem to prove it, as the Open Syllabus Project lists it as the most commonly assigned text in more than 1 million US academic syllabi. But I found a copy at our 3di office and asked myself: do we need it here?

The original text was a short set of language usage rules written down and self-published by William Strunk Jr., an American professor of English. Although Strunk Jr. was born in 1869 and died in 1946, his style guide is still read by basically everyone who makes attempts at writing in America, which is quite spectacular considering how English has changed since 1918. This success is largely due to the asynchronous co-author, E. B. White (Strunk Jr.'s student, by the way), who meddled with the book in 1959, accidentally turning it into a worldwide bestseller (10 million copies sold so far, that's something).

Regarding the book's content: calling its overall tone utopianly prescriptive is not enough. It doesn't just mimic a 1918 classroom, it is a genuine 1918 classroom rendered on paper, and you can literally hear the teacher's ruler hitting the blackboard as he or she makes you repeat: "Form the possessive singular of nouns by adding 's'", "Enclose parenthetical expressions between commas", "Do not break sentences in two", "Use active voice", "Put statements in positive form", "Use orthodox spelling". These two are my favourites: "Avoid foreign languages" and "Prefer the standard to the offbeat".

So here we are: a style Bible squeezed into 90 pages, and following it is enough to make

you a tolerable writer. Or is it? Well, if all the writing in the world's history had been done per Strunk Jr.'s rules, we would've never seen Conrad, Joyce, Faulkner, Woolf, Kerouac, Salinger, Melville, Burgess, Mark Twain... the list goes on. Of course, guys like London, Hemingway and Cormac McCarthy would have survived, but the conclusion is cruelly clear: The Elements of Style and fiction writing do not go along very well, even though Stephen King almighty says he likes it. And the old lie "you need to know the rules to break them, kid" doesn't help. This may be partly why the book has been called a "toxic mix of purism, atavism, and personal eccentricity". Or "the book that ate America's brain". Or an "aging zombie of a book". And those are quite wise people who wrote that.

Alright, but how about Strunk Jr. and techwriting? Let's have another glance at some of his advice, this time with technical documentation in mind:

"Choose a suitable design and hold to it", "Make the paragraph the unit of composition", "Use the active voice", "Omit needless words", "In summaries, keep to one tense", "Place yourself in the background", "Revise and rewrite", "Do not explain too much", "Be clear", "Prefer

the standard to the offbeat", "Use definite, specific, concrete language".

Sounds familiar? Isn't it the essence of how techwriting should be done? Avoiding ambiguity, sticking to the standard, focusing on clarity, revision and improvement – it's just as user-oriented as The Elements of Style is reader-oriented. It's doubtful Strunk Jr. was thinking of documenting apps and radios in 1918, but to me it seems like he unknowingly hit the nail on the head.

It may be true that the primary reason why The Elements of Style is so frequently referred to is its tempting brevity. But what's wrong about it? It may also be true that parts of it are outdated, but it will probably keep getting edited (although much slower than any other style guides). That century-old vade mecum may sound ridiculous in the context of arts, but there are good reasons why this is the first book I came across when touring our 3di office bookcase, and I think it belongs here.

That said, this article probably breaks 95% of Strunk Jr.'s rules, so I'm going to wrap it up. But I can't resist quoting the book's secondary author, E. B. White, who himself wrote: "I hate the guts of English grammar"...

P.S. Ignore my fooling around and read The Elements of Style here if you haven't done it yet. It's fun. And, if you want to know some more, have a look at:

- A Slightly Obsessive History of Strunk & White's "The Elements of Style" by Mark Garvey
- Style and Alchemy by Jennifer Balderama

Industry and general news

New LanguageTool Plugin for SDL Trados Studio available!

This post originally appeared on the Post-edit a CAT website. To view the post in full, including a link to the plug-in, click [here](#).

LanguageTool Plugin is an application for SDL Trados Studio.

It is a verification module, which is used to check the translated text for grammar and language errors. The plug-in connects to LanguageTool server via RestAPI and



generates a list of all errors detected by LanguageTool server.

LanguageTool is an open-source proof-reading software, which detects a lot of grammatical, stylistic, spelling, typographical or punctuation errors in more than 25 languages. On the example of Polish, we can safely say this tool can also be useful for professionals, proofreaders, editors or translators due to the range of detected errors. LanguageTool is entirely free for everyone.

LanguageTool is available as a stand-alone desktop application or as an extension for LibreOffice/OpenOffice, Chrome, Firefox, and Google Docs. Moreover, it can now be used in SDL Trados Studio with this plug-in. LanguageTool finds errors based on the morphological analysis of text and special rules.

5 top tips for prototyping web apps

This article was written by Emily Grace Adiseshiah and originally appeared on the Justinmind blog. To view the article in full, including examples and links, click [here](#).

There's a fair amount of confusion surrounding mobile computing and communication technologies. Currently, we've got web apps, native mobile apps, mobile websites, and, as of 2015, Google gave us progressive web apps. They've all got their place in the world of mobile, so here's a handy guide to the underlying technologies powering each solution. With Google driving cutting edge advancements in web app design, we're walking you through the prototyping capabilities of designing web applications. Read on for our top tips on prototyping your best web app yet.

What is a web app?

According to Acunetix, web apps are "computer programs allowing website visitors to submit and retrieve data to/from a database over the Internet. The data is then presented to the user within their browser as information is generated dynamically (in a specific format, e.g. in HTML using

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CSS) by the web application through a web server.” They are accessed via the web or mobile browser (depending on the device) and do not require the user to install them. Examples of web apps that we use every day include social media applications such as Buffer, project management tools such as Basecamp, file hosting services like Dropbox, and music streaming service Grooveshark.

Top tips for prototyping web applications with Justinmind

1. Prototype to the design, not the device

With web apps, designing for different screen sizes is a must. One of the most common problems with web apps is that users are accessing them from devices that have different features and different screen sizes. But designing for different screens isn't as simple as scaling your content for each mobile browser. You also need to think about the visual hierarchy to avoid misplaced clicks with poorly placed content.

A good starting point is to design your web app responsively so that it automatically adjusts to the device's display capabilities. Prototyping responsive web design is actually pretty easy, designing the layout proportionally in a fluid grid structure and

resizing the layout's widths accordingly for each screen.

2. Prototyping business logic and conditional navigation

As we mentioned above, web apps enable users to submit and retrieve data via their mobile browser and complete tasks. In order to do this, the data needs to be organized using business logic. Business logic is program code that encrypts the real-world business rules that determine how data is translated and calculated in our sites, apps, programs and software. Business logic uses conditions that enable the user to complete their task and progress through the flow of the web app.

3. Optimize your visual content

Once you've got the hair stuff out of the way, you can start thinking about the aesthetics of your web app. With a mobile-first approach, you'll want to optimize your visual content for smaller screens.

Loading content

Users tend to browse on their mobile devices on the go – and aren't always connected to Wi-Fi. When adding images to your web apps, be wary of heavy images that are slow to load and a real pain for

the busy user. Consider using assets that are highly compressible, for example SVG vectors. SVG vectors can be easily scaled and modified to fit your mobile screen.

4. Have mobile gestures in hand

When it comes to accessing your web app on mobile, you need to be in control of your mobile gestures. Consider that we use our thumb and index finger the most when interacting with our mobile, so make buttons and menu navigation big enough for fingers and thumbs, and make sure that the elements in your web app for mobile devices can be reached comfortably.

5. Make forms friendly

Forms in web apps are a common feature, such as in banking web apps where you need to log in to complete a task.

When it comes to viewing and interacting with a web app form in a mobile browser, you want to focus on two things:

- Requesting the minimum amount of info from the user
- Intuitive form filling e.g. putting categories in an order that makes sense: first name, last name, email

Blog news

By Ginny Critcher

Hello everyone. Here is February 2017's blog round up for you.

Tom Johnson at I'd rather be writing has a recording of his recent presentation on User-Centered Design Principles for Organizing Documentation:

http://idratherbewriting.com/2017/02/15/design-principles-organizing-docs/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+TomJohnson+%28I%27d+Rather+Be+Wri+ting%29.

David Hobbs at the Content Wrangler talks us through content migration planning:

<http://thecontentwrangler.com/2017/01/31/content-migration-planning-unpacking-the-boxes/>.

Mekon's Victoria Ichizli-Bartels discusses what business processes are and why they are important to keep in mind and under control along with the business rules documenting them:

<http://aerospace-defence.com/news/business-processes-s1000d-business-rules/>.

The guest post this month on the ISTC's blog is from Sibéal Murph of TWI and offers practical tips for producing effective presentations:

www.istc.org.uk/presentation-tips-for-technical-communicators-persuading-your-audience/.

Cherryleaf's Ellis Pratt poses the question: How old are your readers? His post examines why we should aim for a lower reading age with website content:

www.cherryleaf.com/blog/2017/02/how-old-are-your-readers/.

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

<https://justwriteclick.com/>.

Danielle M. Villegas on her TechCommGeekMom blog reviews the Adobe Tech Comm Suite 2017:

<https://techcommgeekmom.com/2017/02/14/adobe-tech-comm-suite-2017-is-better-than-ever/>.

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, 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.

March

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.

27-28 Getting started with the DITA Open Toolkit

An accessible, insightful introduction to DITA-OT programming. It is intended for two primary roles: developers or authors who need to maintain publishing stylesheets; and technically-minded team leaders.

Mekon, Sutton, London.

<http://mekon.com/news/getting-started-dita-open-toolkit/>.

29-30 DITA authoring with oXygen Author

A course which offers both experienced and novice DITA authors everything they need to work with the oXygen Author XML authoring tool.

Mekon, Sutton, London.

<http://mekon.com/news/dita-authoring-oxygen-author-training/>.

April

3-4 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.

...April

3-7 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, Sheffield.

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



4-5 Simplified Technical English (STE) Specification

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, Sutton, London.

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

10-11 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.

12-13 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.

20-21 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.

...April

24-28 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, Milton Keynes.

armada.co.uk/technical-author-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 course

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

Firehead

Learn FrameMaker 2015
<http://firehead.net/training/learn-framesmaker-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

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

March

7 **Thames Valley Area Group Meeting**

We will have our first guest speaker, Phil Lane from Imprimatur who will be talking about content management systems.

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-32256598354>.

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/>.

19-23 **Adobe Summit 2017**

The premier event for digital marketing professionals, Summit has the latest insights from the world's leading digital marketing experts.

The Venetian | The Palazzo, 3355 S Las Vegas Blvd, Las Vegas, 89109, NV, USA

<https://summit.adobe.com/na/>.

22 **Yorkshire Area Group Meeting**

Join us for our next ISTC Yorkshire Area Group Meetup in the HG1 Bar and Brasserie in the Yorkshire Hotel in the heart of historic spa town Harrogate.

The Yorkshire Hotel, Prospect Place, Harrogate, HG1 1LA at 19.15.

<https://www.eventbrite.co.uk/e/istc-yorkshire-area-group-march-meetup-harrogate-tickets-31900405973>.

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.

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.

April

2-5 **MadWorld 2017**

A Learning and Professional Development Conference Like No Other. The MadWorld 2017 conference returns to the Hard Rock Hotel in downtown San Diego's iconic Gaslamp Quarter. With 40 sessions, 20 expert speakers and hundreds of passionate users, it is a conference like no other.
Hard Rock Hotel San Diego, 207 Fifth Avenue, San Diego, CA 92101, USA
www.madcapsoftware.com/events/madworld/.

...April

- 7 TCeurope Colloquium 2017**
The Colloquium theme is Technical Communication at a Crossroads. In many ways, the technical communication field is at a crossroads, facing new requirements and asking questions about reinventing and surviving. The Braille conference room at Näkövammaisten liitto ry facility, Marjaniementie 74, FI-00930 Helsinki, Finland
<https://www.eventbrite.co.uk/e/tceurope-colloquium-2017-helsinki-finland-tickets-28946763549>.
- 7-8 Bulgaria Web Summit 2017**
A 2-day event about technologies and fun. An event about (almost) everything a modern web person should know.
Sophia, Bulgaria
<https://bulgariawebsummit.com/>.

- 10-12 Collaborate 2017**
Join like-minded technical communication professionals for an exciting and inspiring three days of presentations and workshops designed to challenge, inform and reignite your passion for what you do.
Quality Hotel Parnell, Auckland, New Zealand
<http://conference.techcomm.nz/>.
- 24-26 Content Management Strategies/ DITA North America Conference**
Join the Center for Information-Development Management for the nineteenth annual Content Management Strategies/DITA North America Conference.
Hyatt Regency Mission Bay, 1441 Quivira Road, San Diego, CA 92109, USA
<https://cm-strategies.com/>.

- 25-27 Ergonomics & Human Factors 2017**
Ergonomics & Human Factors 2017 will feature nearly 80 presentations and workshops from leading ergonomists and human factors specialists.
Staverton Estate, Daventry Road, Daventry, Northamptonshire NN11 6JT
<http://events.ergonomics.org.uk/event/ehf2017/>.

...April

28 European Academic Colloquium on Technical Communication Studies

The European Academic Colloquium is an annual event that focuses on scientific contents with respect to technical communication. It is targeted at members of the European scientific community who are teaching and doing research in the area of technical communication or related fields, such as translation, multilingual communication, localization, terminology, information management.

University of Leuven - Faculty of Arts, Campus Sint-Andries Antwerpen, Sint-Andriesstraat 2, 2000 Antwerpen, Belgium

www.teccom-frame.eu/the-colloquium/.

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.

March

1 Product Content: The Hidden Gem in the Content Marketer's Tool Kit

Join Scott Abel, The Content Wrangler, and special guest, Mary Laplante, Vice President of Client Services at Digital Clarity Group, for a lively session about product content and its role in connecting prospects and customers to revenue.

Scott Abel, The Content Wrangler and Mary Laplante, Digital Clarity Group

<https://www.brighttalk.com/webcast/9273/245323>.

2

Busting Down Content Silos

Improve the quality of both technical and marketing content for better customer experience – Putting Acrolinx to work with Adobe's XML Documentation Add-on for Adobe Experience Manager. In this webinar, we'll take this powerful integration one step further by demonstrating how you can improve the quality of all your content with Acrolinx.

Adobe & Acrolinx

<https://2017-03-02-acrolinx.meetup.adobeevents.com/>.

...March

7 **Unified Content Strategy: How To Make Product Content Work For You**

Join Scott Abel, The Content Wrangler, for a free, one-hour webinar with content strategy maven, Regina Lynn Preciado. Regina will discuss the need for a flexible, forward-looking content strategy. You'll learn what a Unified Content Strategy is, why it's important, and five things you can do to start working toward a more strategic approach to product content.

Scott Abel, The Content Wrangler and Regina Lynn Preciado, Content Strategy Consultant

<https://www.brighttalk.com/webcast/9273/244899>.

7 **Blueprint for Success: Selecting Technologies To Manage Global Content**

Join, Scott Abel, The Content Wrangler, and Andrew Lawless, for a free, one-hour webinar designed to help you select the right tools to

manage global content efficiently and effectively.

Scott Abel, The Content Wrangler and Andrew Lawless, President, Team Lawless

<https://www.brighttalk.com/webcast/9273/245559>.

8 **Single-sourcing and Localization Best Practices with MadCap Flare**

Translating your content into other languages is one of the greatest challenges in the technical communication process. In this presentation, hosted by Laura Dent, Technical Communicator, learn a combination of tools, best practices, tips and tricks for managing your localization projects in MadCap Flare.

MadCap

<https://www.madcapsoftware.com/demos/signup.aspx?id=1148666198840142693>.

8 **Five Steps to Consistent Language Across Your Organization**

There are five best-practice steps that you can take to mitigate linguistic risk while also lowering costs for support and reducing the need for damage control. Join Scott Abel, The Content Wrangler, and localization expert, Richard Sikes, for a free, one-hour webinar examining these five steps in detail. Scott Abel, The Content Wrangler and Richard Sikes, Content Rules

<https://www.brighttalk.com/webcast/9273/245411>.

...March

- 9 **The Importance of Governance in Regulated Content**
Join Scott Abel, The Content Wrangler, and Charles Cooper, VP of The Rockley Group, for this free one-hour webinar. In this session, Charles will explain the need for governance when creating content for a regulated industry, explain how governance can streamline the process for content creators, and identify the benefits of introducing the “right amount” of governance. Scott Abel, The Content Wrangler and Charles Cooper, VP of The Rockley Group
<https://www.brighttalk.com/webcast/9273/243409>.

- 15 **7 Habits for Success in Crafting Global Content**
Barry Saiff from Saiff Solutions, Inc. and Diana Ballard from STAR USA (STAR Group) will show you how to craft content for localization across languages to deliver satisfaction for your customers around the world.
Adobe
<https://2017-03-15-seven-habits-for-success.meetus.adobeevents.com/>.

- 23 **Selecting the Right Selector: Taking Advantage of Advanced CSS Selectors in MadCap Flare**
Join Certified Flare Consultant Daniel Ferguson as he lays the foundation for understanding advanced CSS options and demonstrates real-world examples of how he’s used them to meet some of his clients’ most demanding design requirements.
MadCap
<https://www.madcapsoftware.com/demos/signup.aspx?id=1148701186133410890>.

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.