



# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

March 2019

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The ISTC is the largest UK body representing scientific and technical communicators. If you are involved in technical writing, technical illustration, or communicating technical information in other ways, it's the professional association that can support your career. Interested in membership? Find out more [here](#).

This free newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus* contains listings and articles of general interest to the profession. Subscribe [here](#).

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## Welcome!

As we compile this month's *InfoPlus* there is a pleasant whiff of spring in the air. How long it will last is uncertain but the transition to longer days is beyond doubt.

The ISTC's local area groups provide the theme of this edition. Many of us have been holed up over winter, and understandably so, but the desire to hibernate shrinks at this time of year. Meeting fellow technical communicators brings many advantages and we invite you to join – or even to set up – a group in your region. See the article below and the listings on page 5 and 6 for more details about how you can get involved.

## ISTC news

### A sense of community

*By Darren Mitcham*

The ISTC support many local area and specialist groups. Some are more active than others, and we are keen to facilitate more engagement in this area.

Some groups have professional presenters on defined topics, while others are more social. There are thriving local area groups in the Thames Valley, East of Scotland and North East England, and other groups are re-emerging and forming. As you can see in the "Latest news" section (page 5), members in Cambridge and Devon would like to meet with other communicators. If you are you interested in setting up a group in your area, please contact me.

You don't have to stick to the pre-designated local area regions – whether you are in London or Loddon, you might have other local authors or illustrators who want to meet for a conversation, to discuss a work problem, or even get into technical communication. At our very first Thames Valley meeting one of our regulars was about to lose his job.

Even at that first meeting we rallied around him, gave him some advice and he took the courage to become a contract technical author. Something he continues today.

Our Thames Valley meetings cover both fun and serious topics, and whatever the theme they often end up being both. To help inspire other groups, here are some of the discussions we have had.

For educational purposes:

- DITA
- Agile project planning and scrums
- Learning management systems
- Supplemental software (e.g. Snagit, Inkspace)
- Style guides.

Some of the more successful fun topics:

- TechComm superheroes
- Ten TechComm commandments
- Fantasy TechComm software features
- Communicating with drawings
- The first document you ever wrote – memories of WordStar and WordPerfect.

While there are great benefits in having local meetings socially with other communicators, it doesn't have to be face-to-face. We recognise we live in a modern world where some communicators work in Reading one week and Reykjavik the next, so why not consider setting up or joining a virtual ISTC group? Such virtual groups could also work well if you work in a specialist area, for example DITA writers.

For a real sense of community, seeing, feeling, even smelling other technical communicators face-to-face can never be replicated by forums or video apps. We encourage you to join your local meetings,



Members of the Thames Valley group during a visit to Bletchley Park last summer



Complexity made clear

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help run them, or set up new groups. Once you have an idea for a meeting, we can help you publicise it on EventBrite, Twitter, Facebook and in *InfoPlus*. Make 2019 the year when you meet and socialise with more technical communicators.

If you would like to explore this further, please contact me via email: [community@istc.org.uk](mailto:community@istc.org.uk).

## TCUK 2019 Call for Proposals is open



If you'd like your presentation or workshop proposal to be considered for TCUK 2019 please submit it using our [online form](#) no later than **Friday 12 April**.

The conference takes place at the [Chesford Grange Hotel](#), Warwickshire, on 10 to 12 September. We welcome proposals on topics of general interest for technical

communicators, and also topics related to this year's theme of "10".



This title – prompted by the tenth anniversary of TCUK in its current form – 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 about technical communication 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. Please be as innovative and imaginative as you wish!

We look forward to receiving your proposal, and intend to confirm whether submissions have been successful by 17 May.

### 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](mailto:newsletter.editor@istc.org.uk).

*Lisa*



### Attention ISTC members!

Membership subscriptions are now overdue. If you haven't renewed, please do so as soon as possible to continue receiving the benefits reserved for members.

Please contact the ISTC office by email – [istc@istc.org.uk](mailto:istc@istc.org.uk) – to discuss your payment options.

## 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

#### Cambridge Area Group

##### Next meeting

Our next meeting – after a long break – will be on Thursday 21 March from 18:00 – 20:30. We will discuss graphics software. Venue: The Robin Hood pub in Cherry Hinton (<https://www.greeneking-pubs.co.uk/pubs/cambridgeshire/robin-hood/>).

Further meeting dates for your calendars: Wednesday 17 April and Tuesday 21 May.

If you need more information, have an idea for a future meet-up, or would like to suggest a topic for discussion please email Zsuzsa Nagy: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk).

#### Devon Meeting

I've recently moved to East Devon and would like to get to know some more technical communicators who are living in the area. I'll arrange a first meeting in Exeter; subsequent meetings could be elsewhere in Devon.

Let's have an initial meeting one evening in April – say the first Wednesday of the month.

If you're a technical communicator, content person or in documentation etc. and would like to network with like-minded people, get

in touch. Katherine Judge: [commissioning.editor@istc.org.uk](mailto:commissioning.editor@istc.org.uk).

#### East of Scotland Area Group

The group met up on Thursday 31 January when we welcomed a new member and discussed our TechComm New Year's resolutions. They included: "being a more vocal tech pubs advocate", "making sure more of my content is reusable", and "attending more meet-ups".

##### Next meeting

Our next meeting is scheduled for Thursday 25 April. Location and theme to be decided. Check the LinkedIn group – <https://www.linkedin.com/groups/13536907/> – or contact Holli Hamilton via [eastscotland\\_areagroup@istc.org.uk](mailto:eastscotland_areagroup@istc.org.uk) for more information.

## North East England Area Group

The group met in Newcastle-Upon-Tyne on Tuesday 5 February in the local pub, Town Wall, to discuss authoring tools.

### Next meeting

Our next meeting will be on Tuesday 5 March from 18:00 – 20:30. We will discuss reusable content. Venue: The Town Wall, Pink Lane, Newcastle upon Tyne NE1 5HX. Please register via Eventbrite (<https://www.eventbrite.co.uk/e/istc-technical-communication-meetup-north-east-area-tickets-56616659954>) or email Joanna Suau: [northeastengland\\_areagroup@istc.org.uk](mailto:northeastengland_areagroup@istc.org.uk).

## Thames Valley Area Group

At the recent Thames Valley meeting we tested online translators, such as Google Translate and BabelFish. We each brought along documents that had been processed through a translator and then back into English again. We picked a variety of languages (Russian, Chinese, Japanese) and a variety of documents (The Lord's Prayer, technical procedures, famous speeches). We were moderately disappointed to see no amusing poor translations. Indeed, unless the original included old-fashioned or ambiguous words, the translations were more or less the same as the originals.

## Next meeting

At our gathering on Tuesday 5 March, Jen Lambourne from Government Document Services (GDS) will be joining us to talk about "Docs as Code". Not to be missed!

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](mailto:thamesvalley_areagroup@istc.org.uk).

### 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](mailto:newsletter.editor@istc.org.uk).

# Communicator

The award-winning quarterly journal from the ISTC.

Online

Print

Member

*"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](http://www.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](mailto: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 Dunic, at [areagroupsmanager@istc.org.uk](mailto:areagroupsmanager@istc.org.uk).

### Area groups:

Name	Leader	Email Contact Details
Cambridge	Zsuzsanna Nagy	<a href="mailto:cambridge_areagroup@istc.org.uk">cambridge_areagroup@istc.org.uk</a>
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	<a href="mailto:irishtechnicalwriters@istc.org.uk">irishtechnicalwriters@istc.org.uk</a>
ISTC Irish Group	Adrian Rush	<a href="mailto:irishgroup@istc.org.uk">irishgroup@istc.org.uk</a>
London	Bridget Rooney	<a href="mailto:london_areagroup@istc.org.uk">london_areagroup@istc.org.uk</a>
Midlands	John Burns	<a href="mailto:midlands_areagroup@istc.org.uk">midlands_areagroup@istc.org.uk</a>
North East England	Joanna Suau	<a href="mailto:northeastengland_areagroup@istc.org.uk">northeastengland_areagroup@istc.org.uk</a>
North West England	David Jones	<a href="mailto:northwestengland_areagroup@istc.org.uk">northwestengland_areagroup@istc.org.uk</a>
Southern	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
South Wales	John Espirian	<a href="mailto:southwales_areagroup@istc.org.uk">southwales_areagroup@istc.org.uk</a>
Thames Valley	Darren Mitcham	<a href="mailto:thamesvalley_areagroup@istc.org.uk">thamesvalley_areagroup@istc.org.uk</a>
West of Scotland	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
East of Scotland	Holli Hamilton	<a href="mailto:eastscotland_areagroup@istc.org.uk">eastscotland_areagroup@istc.org.uk</a>
Yorkshire	Dee Vincent-Day	<a href="mailto:yorkshire_areagroup@istc.org.uk">yorkshire_areagroup@istc.org.uk</a>

### Special interest groups:

Name	Leader	Email Contact Details
MadSIG	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>

## 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](http://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, please contact the organiser, even if it is at short notice.*

## 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](http://www.linkedin.com/groups/1858546)

### England

- Cambridge Technical Communicators [www.linkedin.com/groups/1805651](http://www.linkedin.com/groups/1805651)
- London – N/A
- ISTC Midlands Area Group [www.linkedin.com/groups/4835591](http://www.linkedin.com/groups/4835591)
- North East England – N/A
- ISTC NW England [www.linkedin.com/groups/2445779](http://www.linkedin.com/groups/2445779)

- Southern Area Group [www.linkedin.com/groups/4795279](http://www.linkedin.com/groups/4795279)
- ISTC South West England [www.linkedin.com/groups/8269000](http://www.linkedin.com/groups/8269000)
- Thames Valley Area Group [www.linkedin.com/groups/4805266](http://www.linkedin.com/groups/4805266)
- Yorkshire [www.linkedin.com/groups/4662452](http://www.linkedin.com/groups/4662452)

#### Wales

- South Wales Group [www.linkedin.com/groups/5161265](http://www.linkedin.com/groups/5161265)

#### Scotland

- East of Scotland [www.linkedin.com/groups/13536907](http://www.linkedin.com/groups/13536907)
- West of Scotland Area Group [www.linkedin.com/groups/5081412](http://www.linkedin.com/groups/5081412)

#### Ireland

- ISTC Irish Group – N/A
- Irish Technical Writers – An ISTC Area Group [www.linkedin.com/groups/3369559](http://www.linkedin.com/groups/3369559)

#### Special interest group

- MadCap UK and Europe Users Group [www.linkedin.com/groups?gid=5081593](http://www.linkedin.com/groups?gid=5081593)

## ISTC on social media

Like us on Facebook, follow us on Twitter and Instagram, 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](http://www.facebook.com/istccommunity)

The ISTC group: [www.facebook.com/groups/490570891153888](http://www.facebook.com/groups/490570891153888)

The TCUK page: [www.facebook.com/techcommuk/](http://www.facebook.com/techcommuk/)

#### Our Twitter presence:

ISTC: [@ISTC\\_org](https://twitter.com/ISTC_org)

TCUK: [@TCUK\\_conf](https://twitter.com/TCUK_conf)

#### Our Instagram presence:

[ISTC\\_org](https://www.instagram.com/ISTC_org)

#### Our YouTube channel:

[www.youtube.com/user/istctechcomm](http://www.youtube.com/user/istctechcomm)



## Business affiliate news



### Adobe and the Royal Shakespeare

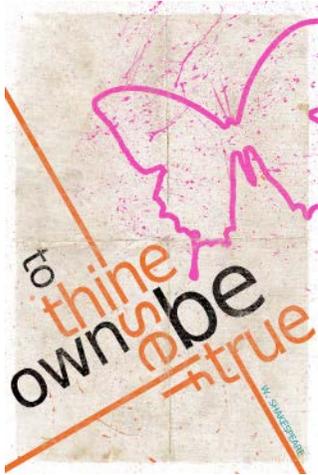
#### Company join forces to champion creativity in education

*This new strategic partnership highlights the need for industry to support educators in bringing creativity and creative problem-solving to the fore.*

Adobe and the Royal Shakespeare Company (RSC) have announced a partnership designed to bring digital and creative skills to the fore across one of the most loved and timeless classroom topics: Shakespeare.

This long-term partnership will support teachers looking to inject additional digital skills and creativity into their classroom practice. They will receive free teaching resources full of creative exercises and ideas combining Adobe's cutting-edge technological expertise with the RSC's unique rehearsal room approach to teaching Shakespeare. It will also help students develop the creative problem-solving skills increasingly needed in the workplace.

As part of the RSC's popular First Encounters with Shakespeare touring



productions for 7 to 13-year olds, Adobe will co-present the 2019 tour which, for the first time, will include a digital learning experience through Adobe Spark and Creative Cloud. Giving teachers an understanding of how to use the techniques

that RSC actors employ in rehearsals to unlock Shakespeare's language and plays, the resources will also integrate Adobe's creative tools including video, production, graphics and animation. In turn, for students who are native content creators, it gives the opportunity to explore their creativity around a core subject.

You can access the full announcement [here](#).

### 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](#).

## The MadCap Authoring and Management System



*The MadCap Authoring and Management System (AMS), a new offering from MadCap Software, combines the power and flexibility of desktop authoring with the convenience of cloud-based content workflow and management.*

With MadCap AMS, content developers have a single solution designed to support the entire content development lifecycle, including:

- ▶ Authoring and publishing
- ▶ Cloud-based editing, publishing, project & content management
- ▶ Lightweight contribution and review
- ▶ Translation.

All components within the MadCap AMS are not new – the industry-leading applications have been available individually, and still can be purchased separately. This new offering combines all of the components into a single subscription, along with Platinum-level Support and Maintenance and the MadCap Flare Introductory Training Course, making the all-in-one solution priced at a tremendous value for customers looking to reap the benefits of both a desktop and cloud-based solution. Plus, tight integration between each product – Flare, MadCap Central, MadCap Capture, MadCap Mimic, MadCap Lingo as well as the plugin developed by MadCap Software for Salesforce – ensures that workflows are streamlined and efficient. No third-party applications are necessary.

By utilising both the cloud and desktop environment, technical writers and documentation teams can take advantage of the distinct benefits of each solution without sacrificing common issues such as network reliance, security, or platform dependency.

More information about MadCap AMS is available [here](#).



## INTRODUCING

# MadCap Authoring and Management System (AMS)

A Complete Solution Supporting the Entire Content Development Lifecycle.



“MadCap Central’s seamless integration with Flare helps multiple people to share and manage changes to files in a central location. As a result, team communication and content quality have greatly improved.”

– **KATE DOHERTY** | L&D Team Lead & Senior Instructional Designer, simPRO

## MADCAP AMS INCLUDES:



MadCap Flare



MadCap Capture



MadCap Mimic



MadCap Central  
1 Author Seat  
2 SME Seats



Cloud Storage  
30 GB



MadCap Lingo



MadCap Connect  
for Salesforce®



MadCap Flare  
Introductory  
Training Course



Platinum-level  
Support and  
Maintenance



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## MadWorld 2019 Dublin

Conference registration is now open for MadWorld 2019 Dublin.

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

- ▶ Tuesday 8 October: Technical Support Lounge and Welcome Reception
- ▶ Wednesday 9 October: Main Conference, Day 1 and Networking Event
- ▶ Thursday 10 October: Main Conference, Day 2 and Closing Reception
- ▶ Friday 11 October: Advanced Workshop and Happy Hour.

The full schedule, speaker line-up, workshop details and hotel information are now [available](#).

There is also an early registration discount if you register by 31 March.

## Industry and general news

### Domino's Pizza must make app and website accessible



Domino's Pizza has been told that its app and website must be made fully accessible to blind people, after losing a legal case in the US.

It follows a complaint from a blind customer who said he was unable to order a customised pizza via Domino's mobile app as it did not work with screen-reading technology. This meant the customer was also unable to take advantage of online deals.

The lawsuit claimed that the pizza company

was in violation of the Americans With Disabilities Act and advised that it should ensure that its online platforms meet the standards outlined in the Web Content Accessibility Guidelines (WCAG), the internationally accepted standards for web accessibility.

The case was initially dismissed in 2017 but was successful on appeal. It may now set a precedent for others.

More information about the case, and web accessibility in general, is available on the Scottish Council on Visual Impairment (SCOVI) [website](#).

### Helen Harbord and Ben Woelk discuss acting, presenting and improv

As many of you know, Ben Woelk was a keynote speaker at TCUK 2018 where his presentation, "Lessons learned on an introvert's journey to leadership", got a superb reception.

Ben hosts the "Hope for the Introvert" podcast – a series of conversations with and about introverted leaders, their strengths, and how they apply them in the workplace and other parts of life. In a recent edition, Ben talks to Helen Harbord FISTC. It's a

fascinating discussion about the value of improv training, how acting is not the same as presenting, the importance of being yourself, and quite a lot more. You can listen to the podcast here:



If you struggle with giving presentations, or just generally enjoy Ben's positive and morale-boosting attitude towards introversion, it's worth tuning in.

## Information Design Summer School 2019

You may recall that Alison Peck wrote an excellent article about her experience of the Information Design Summer School last year. You can read the piece [here](#) (page 9).

The 2019 Summer School has just been announced. The week-long intensive focus on information design, with lectures, group work, critiquing and discussion will be held from 2 to 6 September at the University of Bath. More details can be accessed [here](#).



Information Design Summer School – Class of 2018

## Tricks of the trade

This feature is six months old, and hopefully it has already provided some useful food for thought and saved you a bit of head scratching.

Here is a recap of the ideas and suggestions that have been offered so far:

- ▶ Simon Butler shared a trick for extracting images from an MS Word document ([October 2018 edition](#)).
- ▶ Imogen Scott-Chambers told us about the TechTerms Computer Dictionary – a helpful resource, especially if you are new to the industry ([November 2018](#)).

- ▶ A handy tip for people who use Abortext IsoDraw on a Mac was illustrated by Bob Hewitt ([December 2018](#)).
- ▶ Michael Hopwood provided a useful link to free Darwen Information Typing Architecture (DITA) training ([January 2019](#)).
- ▶ LangageTool, software that can help you proofread, was discussed by Dr Mike Unwalla FISTC ([February 2019](#)).

A big “thank you” to all our contributors to date!

Thank you!

Please keep the tips and tricks coming. As a profession, we tend to be dispersed and it's common to not have many (or any) TechComm colleagues close at hand to share work-life conundrums and epiphanies with. Cue this newsletter – read by hundreds of like-minded individuals. Between us, we have vast amounts of knowledge across every facet of the technical communication, and we continue to learn new skills. Just think of how many “ah-ha!” moments we must collectively experience; those satisfying flashes of understanding which make life easier. And new discoveries feel even more rewarding when you can share them with others.

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](mailto: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.

Ulrich Henes on the Content Wrangler introduces a new guide – The Language of Localization:

<https://thecontentwrangler.com/2018/02/19/the-language-of-localization/#>.

I'd Rather be Writing's Tom Johnson gives advice on motivating users to provide feedback:

<https://idratherbewriting.com/2019/02/01/motivating-user-feedback-through-survey-links/>.

James Scott at UX Planet explains how to write the perfect error message:

<https://uxplanet.org/how-to-write-the-perfect-error-message-ffc132fda06a>.

Alexandra Gifuni tells how working in her organisation's Support team helped her write effective documentation leading to measurable positive results:

<https://medium.com/gsoft-tech/want-to-write-great-technical-documentation-work-in-support-96c97c63ddb8>.

Mark Robinson and Ana Savic on the NHS Digital blog explain how a different approach to health literacy on NHS websites makes content more accessible and understandable to a wider audience:

<https://digital.nhs.uk/blog/transformation-blog/2019/creating-better-content-for-users-with-low-health-literacy>.

From the edc blog some embedded help ideas that you may not have thought of:

<http://www.easydoccontents.com/2019/02/01/5-embedded-help-examples/>.

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](mailto: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.



### 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 April edition of *InfoPlus*, please email your copy to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) by **21 March 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.

## 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](mailto: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](mailto: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.

### March

#### 18-19 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

Armada, Sheffield.

[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

#### 21-22 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, Bristol.

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

#### 25-26 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.

Armada, Milton Keynes.

[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

#### 25-29 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) you want.

Armada, Reading.

[www.armada.co.uk/course/technical-author-training](http://www.armada.co.uk/course/technical-author-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, Milton Keynes.

[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).

**Armada  
April**

- 1-2 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, Bristol.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).
- 1-2 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](http://www.armada.co.uk/course/photoshop-training).

- 3-4 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](http://www.armada.co.uk/course/photoshop-training).
- 11-12 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, Reading.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-training).

- 11-12 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, Sheffield.  
[www.armada.co.uk/course/photoshop-training](http://www.armada.co.uk/course/photoshop-training).
- 24-25 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.  
[www.armada.co.uk/course/indesign-training](http://www.armada.co.uk/course/indesign-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](http://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.

...Armada  
...April

### 25-26 Introduction to Adobe Captivate

This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.

Armada, Bristol.

[www.armada.co.uk/course/captivate-training](http://www.armada.co.uk/course/captivate-training).

### Cherryleaf

We offer online training courses in:

ACCREDITED  
TRAINING  
COURSE



#### 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 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/](http://www.madcapsoftware.com/services/training/).

## Events listings

If you know of an event that will be of interest to readers, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

ISTC events are highlighted.

### March

#### 5 **ISTC North East England Area Group Meeting**

We will be discussing reusable content. Please register via [Eventbrite](#) or email Joanna Suau: [northeastengland\\_areagroup@istc.org.uk](mailto:northeastengland_areagroup@istc.org.uk).

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

#### 5 **ISTC Thames Valley Area Group Meeting**

Jen Lambourne from Government Document Services will be joining us to talk about “Docs as Code”. For more information email Darren Mitcham: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30.

#### 14-15 **Future of Information and Communication Conference (FICC) 2019**

FICC 2019 aims to provide a forum for researchers from both academia and industry to share their latest research contributions and exchange knowledge with the common goal of shaping the future of Information and Communication. San Francisco, USA.

<http://saiconference.com/FICC>.

#### 21 **ISTC Cambridge Area Group Meeting**

We will be discussing graphics software. For more information email Zsuzsa Nagy: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk).

Robin Hood pub, 1 Fulbourn Road, Cherry Hinton, Cambridge CB1 9JL from 18:00 – 20:30.

## ...March

- 28 National Indexing Day**  
The Society of Indexers is holding a half-day event aimed at editors commissioning indexes and other interested publishing professionals. Manchester, UK.  
<https://www.indexers.org.uk/events/national-indexing-day-2019/>.
- 30-5 NN/g UX Conference**  
This conference will help you get up to speed on user experience best practices so you can create successful interfaces. Seven days of in-depth, full-day courses (attend as few or as many as you like). London, UK.  
<https://www.nngroup.com/training/london>.

## April

- 3 ISTC Devon Meeting**  
If you're a technical communicator, content person or in documentation etc. and would like to network with like-minded people, get in touch. Katherine Judge: [commissioning.editor@istc.org.uk](mailto:commissioning.editor@istc.org.uk). Exeter, UK.
- 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/>.

- 17 ISTC Cambridge Area Group Meeting**  
For more information email Zsuzsa Nagy: [cambridge\\_areagroup@istc.org.uk](mailto:cambridge_areagroup@istc.org.uk). Robin Hood pub, 1 Fulbourn Road, Cherry Hinton, Cambridge CB1 9JL from 18:00 – 20:30.

- 25 ISTC East of Scotland Area Group Meeting**  
Topic and location to be confirmed nearer the time. For more information email Holli Hamilton: [eastscotland\\_areagroup@istc.org.uk](mailto:eastscotland_areagroup@istc.org.uk).

## 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/>.

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## ...May

**7-8 COMtecnica Conference 19**  
This two-day conference brings experts together to discuss current and new trends in the field of technical communication. The focus of the conference will be on processes and technologies in TC and Intelligent Information, with a particular focus on the latest trends and fast-evolving and pressing needs.  
Rimini, Italy.  
<https://comtecnica.it>.

**21 ISTC Cambridge Area Group Meeting**  
For more information email Zsuzsa Nagy: [cambridgeareagroup@istc.org.uk](mailto:cambridgeareagroup@istc.org.uk).  
Robin Hood pub, 1 Fulbourn Road, Cherry Hinton, Cambridge CB1 9JL from 18:00 – 20:30.

## June

**11-13 LocWorld40**  
If you're involved in the creation, management, translation, or delivery of multilingual content, LocWorld is the conference for you. Each LocWorld event features case studies, lessons learned, best practices presentations, industry panel discussions and more.  
Estoril, Portugal.  
<https://locworld.com/events/locworld40-portugal-2019/>.

**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

**20 Information Design Summer School**  
A week-long intensive focus on information design, with lectures, group work, critiquing and discussion.  
University of Bath, UK.  
<https://www.simplificationcentre.org.uk/events/summer-school>.

**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, UK.  
<http://technicalcommunicationuk.com>.

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## 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/conference/madworld-2019-dublin/#content>.
- 9-11 Adobe DITA World 2019**  
The world's biggest DITA online conference for marketing and TechComm professionals.  
Online.  
<https://2019-adobe-dita-world.meetus.adobeevents.com>.

## Upcoming webinars

If you know of a webinar that will be of interest to readers, please email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

### March

- 7 Navigation 101: A Guide to Links in MadCap Flare**  
In this webinar, Neil Perlin will take a deep look at the various link types available in Flare, discussing how to create them and how to customise them with CSS. In addition, he'll cover the pros and cons of each type, and the effect on users navigating your content.  
<https://www.madcapsoftware.com/resources/live-webinars.aspx>.
- 12 Let's Talk Cybersecurity**  
Join Scott Abel, The Content Wrangler, for a discussion about cybersecurity with Toni Flores, editor of "The Language of Cybersecurity", M.K. Palmore, Senior Federal Law Enforcement

Executive for the FBI, and cyberdefense specialist, Keyaan Williams of Cyber Leadership and Strategy Solutions, LLC. We'll discuss the current state of cyber warfare and help you understand a variety of vulnerabilities, exploits, defenses and controls.

<https://www.brighttalk.com/webcast/9273/336535>.

### **19 Planning for a DITA Implementation**

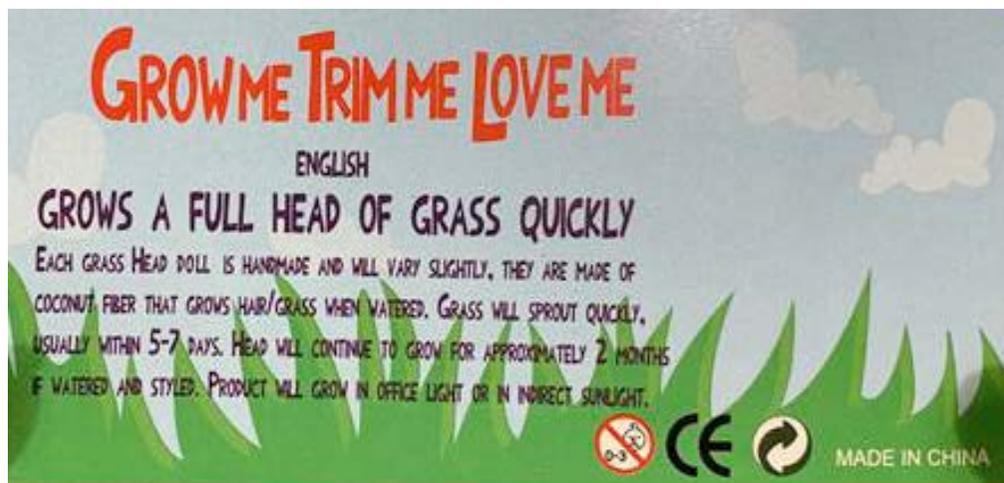
Join Paul Perrotta, The Technical Communication Wrangler, and his special guest, Stephani Clark, Head of Customer Success at Jorsek LLC, the creators of easyDITA, for this free, one-hour webinar. Stephani will outline the major aspects of a DITA implementation and what you should plan for when embarking on a DITA implementation.

<https://www.brighttalk.com/webcast/9273/349645>.

## Back page

### Quirky projects

Adam McStravick received a novelty desk toy recently — a grasshead doll — which came with some poorly translated instructions.



Adam and his new co-worker

### Instruction Sheet:

1. Put The Whole Grass Head Into Water No Less Than 6 -8hours.then Put On The Pvc Cup Which Filled With Water .(Note:the String Under Grass Head Must Be In Water)
- 2.Watering It Everyday To Keep Moisture Enough.
- 3.It Will Start To Germinate Within 5—7 Days In Spring,summer,autumn Seasons, Note:it Will Take Longer Time(15—20days)to Start Germinate If In Winter Temperture Under 15 Degree.
- 4.You Can Do Your Own Haircut Style Whe The Grass Growing Long Enough.

Adam writes, “Probably the quirkiest thing is that most of the words are capitalised, apart from those at the start of a sentence. Then there are the other SPAG errors. But aside from this, I hope this will bring me and my desk neighbours some amusement over the next couple of months — I will be bringing in trimming scissors shortly because he already has a decent head of hair!”

### Do you have an entertaining project like Adam’s?

One intention behind *InfoPlus* is to promote the sense of community within the ISTC and help us get to know one another better. Please share your stories and pictures. Silly is good, and inspiring is wonderful. Maybe you’ve signed up for an unusual challenge this year? Let’s hear about it!

Amusing notices, unfortunate instructions and funny layouts that cross your path are also welcome. Don’t forget our Neologism Contest either — make up an amusing alternative definition for a common word.

Send all contributions to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).