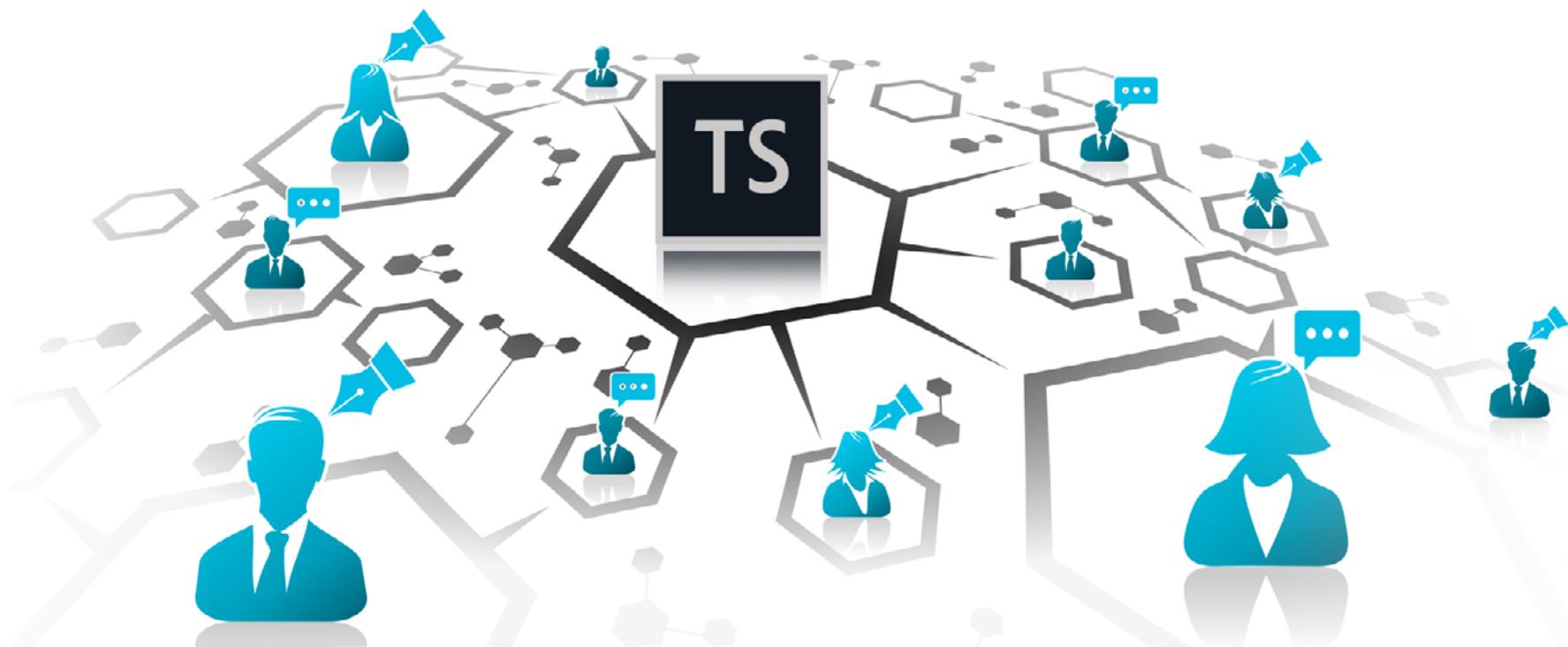




83% knowledge workers report their productivity is negatively affected due to document collaboration challenges.

Collaborate smarter with Online Review in **Adobe Technical Communication Suite (2019 release)**.

FREE 30-day trial





InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

October 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!

September was a busy month and we have plenty to reflect on and celebrate in this edition.

If you went to our TCUK conference we hope you're still buzzing; we certainly are. The winners of this year's UK Technical Communication Awards have also been announced, and we welcome three new members onto the ISTC Council too.

ISTC news

TCUK 2019 in retrospect

By Derek Cooper

After a year of planning and preparation for TCUK 2019, the final few weeks leading up to the conference and the three days of conference itself seemed to pass in a flash. And what a flash it was! I may be biased — OK, **I am** biased — but I thought it was the best TCUK since 2016 when I took the hot seat for the first time.

Much of the credit can fairly be attributed to Claire Kelly, Felicity Davie and Chantel Sankey from ASL, and to the members of the TCUK Programme Committee. The rest of the credit belongs to the presenters and the sponsors who added meaning and value to the three intensive days of workshops, talks, and networking activities. Thanks to everyone!

From the general buzz of the conference, and the happy and animated faces I saw exiting from each presentation, it seems I'm not alone in feeling this was a good and worthwhile experience for all.

As usual, we will be seeking permission from the presenters to load their slides and the audio recordings to the TCUK website for conference delegates to access in due course. There are some



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Rollinson. Congratulations to Jean! We had many entries, and excellent feedback from the sponsors and the delegates who participated prompts us to run the competition again in the future.

To mark the tenth anniversary of TCUK, we gave awards to the sponsors and to the individual supporters of this year's conference. Again, this idea was so popular that we want to repeat these awards in future. They look rather good sitting in a trophy cabinet or adorning an office desk! If you were one of the ISTC member-supporters who were unable to attend the conference, you should receive your award through the post very soon. Sponsors and supporters are welcome to share photos of their awards *in situ* in future issues of *InfoPlus*.

Sadly, the poster competition this year had only one entry, and that means we don't intend to run it in its current form in



future. However, we are already developing ideas to include posters in some other manner for future conferences, so please watch for news about this as we prepare for TCUK 2020.

Future of TCUK

A Wednesday evening fringe event this year focused on the future direction of TCUK, and there were some interesting ideas proposed and discussed. For delegates and sponsors who were unable to attend the fringe event,



we will shortly be sending a link to a survey that you can use to provide your feedback on the overall conference this year, and to include suggestions for future conferences.

Several delegates spoke to me during TCUK and offered ideas and suggestions, but I was unable to note all these down at the time. The survey gives you an opportunity to submit your ideas through a formal route for consideration during the planning of our next conference.

Conference scope

The conference organisers are very keen to widen the scope of delegates and attendees to include technical illustrators, translators, training professionals, and others who communicate technical information in one way or another. Technical communication encompasses many skills and talents, as we

discussed last year when we considered the polymath nature of our profession. It would be enlightening to include workshops and presentations from these specialisms too.

Each year we see many presentations that have a software focus, and given the developing nature of our profession this is both inevitable and welcome. However, I also would like to see more representation from technical communicators in the fields of precision, electronic, and heavy engineering; the sciences; and the medical and pharmaceutical professions. These need not be from practicing technical communicators but instead from subject matter experts in their fields, and I am sure their presentations would be of considerable interest to us all — perhaps as a keynote. Please let your colleagues inside and outside the technical communications sphere know of our interest, and invite them to consider attending and presenting at a future TCUK.

Let's communicate

What would you like to see in our newsletter?

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

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

Lisa



And so, planning starts for TCUK 2020...

Following a week of working with the organisers of an international robotics competition, I have now returned to my usual routine and have already started to make preliminary plans for TCUK 2020, and even TCUK 2021.

Please watch for news and updates in *InfoPlus*, in *Communicator*, on the [ISTC website](#), and through the LinkedIn, Facebook, and Twitter channels as we assemble and publish details of the next conference. I can't wait!

ISTC Council – new members

By Carol Leahy, ISTC President

I'm delighted to welcome three new faces to the ISTC Council: Helen Harbord, Liz Gregory and Mike Mee.

Helen has over 23 years' experience in technical communication for software development, Liz is a regular contributor to our discussion forums and community pages, and Mike is probably best known for his regular VBA for Microsoft Word articles in *Communicator*.

All of you are going to be great assets to the Council and I look forward to working with you.

UK Technical Communication Awards 2019



The purpose of the annual UK Technical Communication (UKTC) Awards is to recognise the value of clear, concise and effective information products. Whether online or printed, the impact of highly effective documentation is

felt by industry, commerce, academia and most of all, users. Individuals and teams

that develop excellent information products deserve to have their efforts recognised, as do the companies that invest in them.

The following are the winners of UKTC Awards 2019:

- ▶ **Peter Loveland, Gabor Tangelmayer and the IBM Event Streams Team** for *IBM Event Streams Documentation Site*.
- ▶ **Salman Rashid, Karen Lewis, Jon Arter and Alison Till** for *Clearbank Knowledge Centre*.
- ▶ **Kosan Crisplant Lanka (Pvt) Ltd** for *LPG Cylinder Filling Systems Manuals*.
- ▶ **platformOS** for *platformOS Developer Portal*.
- ▶ **Certikit** for *GDPR and ISO27001 Toolkits*.
- ▶ **Terry Howard – ACM Systems Team, Babcock (DST)** for *Acoustic Countermeasure Launcher Assembly*.

And the overall winner of the 2019 UKTC Awards is:

- ▶ **The IBM Event Streams Documentation Site**.

Congratulations to all the winners!

More information about the entries, including feedback from the judges, is available [here](#).

TCUK 2019 – the interviews

This episode of [The Cherryleaf Podcast](#) contains interviews recorded at TCUK 2019. There were additional interviews recorded too which may appear in a forthcoming ISTC podcast episode.

Watch this space for more podcast news.

Discounted rate for tcworld conference

If you would like to register for the [tcworld conference](#) in November, here is the procedure for booking at the cheaper member rate:

1. Access the online registration tool [here](#).
2. Click on the “Non-Members” button, and then on the “Conference ticket (includes fair ticket)” button.
3. Fill in the form. At the bottom of the form you will see a series of buttons for “Attendance Type”. Click on “Partner Association”.
4. You will then need to upload a copy of your ISTC membership certificate to prove that you are an ISTC member.

Many thanks to Edward King for sharing this information.



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

The next meeting is scheduled for Tuesday 22 October at 18:00 in the [Robin Hood pub](#) in Cherry Hinton. We are going to share feedback about TCUK 2019.

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.

East of Scotland Area Group

Next meeting

The East of Scotland Area Group are next meeting at 18:00 on Thursday 24 October. We're back at the Corero office at 53 Hanover Street (the door between Pret and Lakeland) this month. A slight break from the usual "last Thursday of the quarter" date to allow for Halloween plans, so you may need to tweak your diaries. Join us for tech writing chats and a few drinks in the pub after!

Check the LinkedIn group – <https://www.linkedin.com/groups/13536907/> – or contact Holli Hamilton via eastscotland_areagroup@istc.org.uk for more information.

Thames Valley Area Group

Next meeting

At the Thames Valley group meeting on Tuesday 1 October we will discuss the recent TCUK conference and compare notes on what we liked and what we learnt. All are welcome to join us.

Usual venue: Bird in Hand, Bath Road, Knowl Hill, Reading, RG10 9UP from 19:30.

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

Current ISTC groups

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

Area groups:

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

Special interest groups:

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

Using Eventbrite to register attendance at area group meetings

Some area group meetings are posted on Eventbrite. Where this is the case, we ask anyone expecting to attend to register online using this event management service. You can see a list of ISTC related events by visiting: www.eventbrite.com/org/495786380.

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

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



- Thames Valley Area Group
www.linkedin.com/groups/4805266

- Yorkshire
www.linkedin.com/groups/4662452

Scotland

- East of Scotland
www.linkedin.com/groups/13536907

Ireland

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

Special interest group

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

ISTC on social media

Like us on Facebook, follow us on Twitter and 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



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

The TCUK page:
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



Business affiliate news



Adobe DITA World Conference 2019

The world's biggest DITA online conference for marketing and TechComm professionals is happening from 9 to 11 October, and it's [free to register](#).

Last year more than 3400 content experts attended, and this year more than 4500 people from across the globe have already registered. This means it is the biggest technical communication event in the world. The agenda for the 2019 conference is packed with customer presentations and their real-world experiences around DITA, content strategy and content management.

In addition to the forthcoming conference you can also watch session recordings from last year [here](#).

New Release: MadCap Doc-To-Help 6



The latest release of Doc-To-Help features various improvements including:

- Support for Microsoft Word 2019.
- NetHelp improvements including the ability to create new web-based themes from custom themes.
- Section 508 compliance enhancements.
- Ability to manage your topic URLs in the topics panel.
- High DPI monitor support.
- Support for Microsoft SharePoint 2016.
- Redesigned start page for easy access to recent projects, pinned favourites and more.

You can learn more about this release [here](#).

CJ elected to the board of Information 4.0 Consortium



Carrie-Jean Walker of Firehead has been elected to the board of the Information 4.0 consortium.

The purpose of this [consortium](#) is to define the new information concepts, structures, models and processes that deal not only with Industry 4.0, but also more generally around AI and AR as our world changes to adapt to these industrial revolutions.

From Apache helicopters to the International Space Station



On the [Morson Group blog](#), James Kenealey describes a recent meeting with European Space Agency astronaut Tim Peake, the first British person on board the International Space Station. Peake talks about his training, flight and his campaign as a STEM ambassador.

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](#).

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.

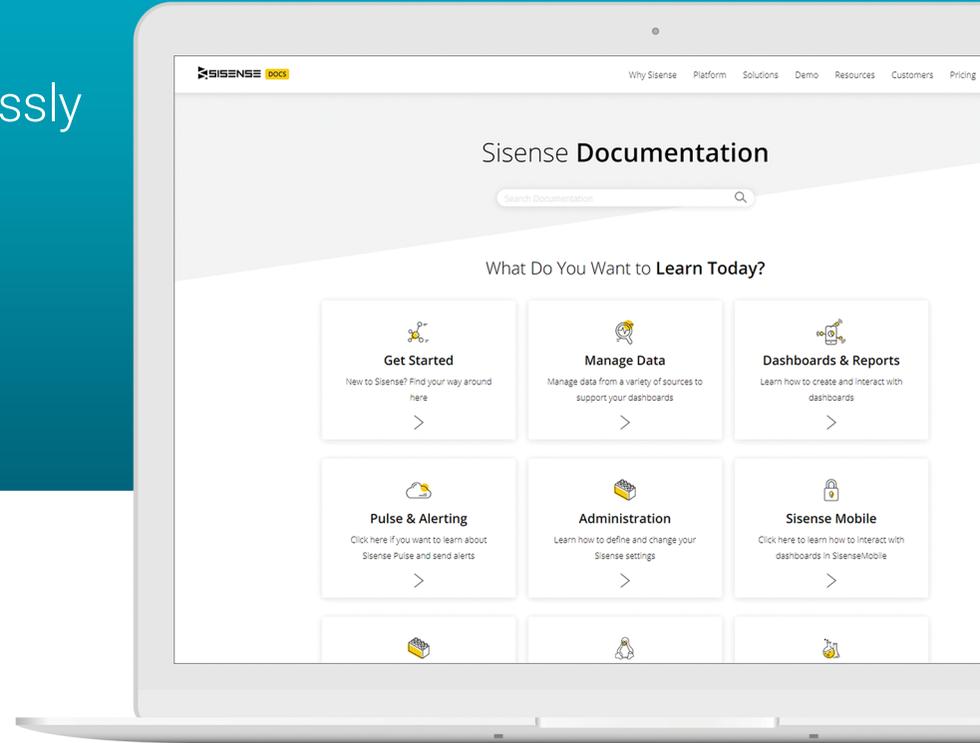
Sisense, Industry Leader in Business Intelligence, Uses MadCap Flare to Seamlessly Deliver Online Help and Documentation



Single-Source Publishing with MadCap Flare Streamlines Content Delivery

[READ SUCCESS STORY >>](#)

Migrating from WordPress to MadCap Flare offered Sisense the ability to easily produce multiple versions of intuitive, visually appealing web and print documentation while maintaining content consistency.



Being able to publish different versions of our content to multiple outputs from a single source with Flare has been the biggest benefit for us. Because we're much more efficient, the amount of accurate, quality content we produce now is much greater.

GIDEON BEHRENSMEYER | Technical Writer, Sisense



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at [madcapsoftware.com](https://www.madcapsoftware.com)



Industry and general news

Cognitive biases in technical communication

We are nowhere near as rational as we might think. How we make decisions, hold conversations, and even write documentation or train Artificial Intelligence is greatly influenced by our previous knowledge and experience – which are by no means objective.

This is how Dimitor Simov introduces his recent article in the [tcworld e-magazine](#) which goes on to provide examples of cognitive biases and explain how they affect all human beings, even technical communicators.

Salary survey

The Write The Docs team is conducting a salary survey with the aim of getting a clearer idea of the pay scales and benefits in the software industry around documentation.



The survey is open until 31 October 2019 and you can complete it [here](#).

The anonymised results will be published on the Write The Docs website for free to help people gain a better understanding of what an appropriate salary is, and negotiate a better one.

Please consider sharing the survey with your network as the more data they collect the better it is for everyone.

Tricks of the trade

Seeking tips and tricks

Would you like to see your name in print AND help your fellow technical communicators?

If you've discovered a time-saving technique or other nifty tip please let us know! Your fellow *InfoPlus* readers will love you for it. It doesn't have to be directly related to TechComm; anything that makes your working life easier is worth sharing.

You don't need to be an experienced technical communicator either. If you're finding your feet in the profession and have discovered a juicy resource or had a recent "ah-ha!" moment, sending in a write-up will help fellow newbies and get your name

known too. Your tip could enlighten the more seasoned among us as well. Michelangelo apparently said, at the age of 88, "I'm still learning." There's always something we don't know.

Articles can be as short or as long as you wish (up to about 750 words), and accompanying pictures are welcome too. Send your copy, at any time, to newsletter.editor@istc.org.uk.

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

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



Blog news

By Ginny Critcher

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

Tom Johnson's I'd Rather Be Writing blog has a podcast by Lucie Le Naour talking about how to write inclusive tech documentation:

<https://idratherbewriting.com/blog/write-the-docs-episode-23-inclusive-tech-documentation/>.

Martin Jordan posts on the Government Digital Services blog about how service design is supported across government:

<https://gds.blog.gov.uk/2019/09/03/how-we-support-service-design-across-government>.

Fiona Cullinan on the Firehead blog posts their summer 2019 round up of useful links for digital communicators:

<https://firehead.net/2019/09/useful-links-for-digital-communicators-summer-2019-edition/>.

On the Scriptorium blog you can hear the Content Strategy Experts Podcast. Alan Pringle and Kaitlyn Heath discuss how you can apply the Learning and Training

specialisation to your content:

<https://www.scriptorium.com/2019/09/using-the-learning-and-training-specialization-for-your-content-podcast/>.

Sarah Maddox on the FFeathers blog posts from Write The Docs Prague on localisation of open source docs:

<https://ffeathers.wordpress.com/2019/09/18/wtd-prague-localisation-of-open-source-docs/>.

Aaron Verber outlines how Marqeta leveraged free tools such as AsciiDoc and Gatsby to build a modern docs site:

<https://medium.marqeta.com/write-your-developer-docs-in-asciidoc-78feb2a1304>.

Wojtek Aleksander posts on the true cost of content design and UX writing:

<http://uxwritinghub.com/ux-writing-cost/>.

Do you have a blog? Seen an interesting post? Let me know so I can include it in my monthly review. Email ginny@cherryleaf.com.

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



Training courses

Do you know of a training course that will be of interest to readers? If so, please send details to newsletter.editor@istc.org.uk. If you would like to promote your course or event, why not consider giving ISTC members a discount for courses and events listed in our newsletter. For more information, please email istc@istc.org.uk. Please note that listings are a service to members; a listing does not imply ISTC endorsement.



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

*Armada, Cherryleaf, ESTON Training, Firehead, and MadCap Software.

Armada

Armada is offering a 10% discount for ISTC members on all the following courses (coupon code ISTC10).

October

- 16-17 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.

...Armada
...October

17-18 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.

18 Advanced Adobe InDesign
Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:

- Handling colour with confidence.
- Harnessing the power of stylesheets.
- Streamlining your workflow and improving productivity, to get a greater return on investment.

Armada, Milton Keynes.
www.armada.co.uk/course/advanced-adobe-indesign-training.

21-22 Introduction to Adobe InDesign
Provides a comprehensive introduction to the powerful capabilities of InDesign, including setting up new documents, shapes, frames and using InDesign's most popular features.
Armada, Bristol.
www.armada.co.uk/course/indesign-training.

28-29 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.

November

7-8 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.

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, Milton Keynes.
www.armada.co.uk/course/indesign-training.

...Armada
...November

- 13 Advanced Adobe InDesign**
Ideal for existing InDesign users who want to take their use of the application to the next level. The techniques you will learn include:
- Handling colour with confidence.
 - Harnessing the power of stylesheets.
 - Streamlining your workflow and improving productivity, to get a greater return on investment.
- Armada, Milton Keynes.
www.armada.co.uk/course/advanced-adobe-indesign-training.

- 18-19 Introduction to Adobe Photoshop**
Learn how to create and edit images using the de facto standard in the graphics industry. Techniques covered include colour correction, working with layers, compositing images and preparing images for use on the Web.
- Armada, Milton Keynes.
www.armada.co.uk/course/photoshop-training.

- 21-22 Introduction to Adobe Captivate**
This course teaches everything you need to create professional standard e-learning tutorials and high-quality demos.
- Armada, Reading.
www.armada.co.uk/course/captivate-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) relevant to your experience.
- Armada, Bromsgrove.
www.armada.co.uk/course/technical-author-training.



- 28-29 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.

Cherryleaf

We offer online training courses in:

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

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



...Cherryleaf

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:

<https://firehead.net/course/framemaker-2019-training-technical-authors/>.

Learn Adaptive Content Modelling:

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

Creating Mobile Apps without Coding:

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

Customer Journey Mapping:

<http://firehead.net/training/customer-journey-mapping/>.

MadCap Software

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

Training and events – discounts for ISTC members

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

Events listings

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

ISTC events are highlighted.

October

1 **ISTC Thames Valley Area Group Meeting**
We'll be discussing the recent TCUK conference and comparing notes on what we liked and what we learnt. All welcome to join us.
For more information email Darren Mitcham: thamesvalleyareagroup@istc.org.uk.
Bird in Hand Hotel, Bath Road, Knowl Hill, Reading, RG10 9UP at 19:30.

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/>.

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>.

11 **Copywriting Conference**
The one-day conference for everyone who works with words.
London, UK.
<https://www.copywritingconference.com>.

14-17 **2019 S1000D User Forum & ILS Specification Day**
Through a mix of tutorials, product demonstrations and keynotes from senior industry figures, the event will bring together some 300 aerospace & defence professionals. This presents the ideal platform for sharing experiences in relation to the development of international specifications.
London, UK.
<https://www.adsgroup.org.uk/events/s1000d/>.

21 **TechSmith Learn Con 2019**
A one-day conference designed to teach you how to easily produce outstanding video and images for your eLearning content.
Las Vegas, NV, USA.
<https://www.elearningguild.com/devlearn/content/5869/devlearn-2019-conference--expo--techsmith-learn-con-2019/>.

22 **AI & Learning Summit**
Exploring the emerging world of AI, including what it is, how it works, and most importantly, how it will transform what learning and development looks like in the future.
Las Vegas, NV, USA.
<https://www.elearningguild.com/devlearn/content/5865/devlearn-2019-conference--expo--ai--learning-summit/>.

...October

22 ISTC Cambridge Area Group Meeting
We will be meeting at the [Robin Hood pub](#) in Cherry Hinton at 18:00, and sharing feedback about TCUK 2019. For more information email Zsuzsu Nagy: cambridge_areagroup@istc.org.uk.

23-25 DevLearn (Main Conference)
Whether you're new to the field or a seasoned expert, DevLearn is the place to engage with your professional community and explore how technology can support learning and development. Las Vegas, NV, USA.
<https://www.elearningguild.com/devlearn/content/5844/devlearn-2019-conference--expo--who-should-attend/>.

24 ISTC East of Scotland Area Group Meeting
Join us for tech writing chats and a few drinks in the pub after! For more information email Holli Hamilton: eastscotland_areagroup@istc.org.uk.
Corero Network Security, 53 Hanover Street, Edinburgh at 18:00.

29-30 Content Strategy Applied
The only content strategy conference focused on showcasing the application of content strategy methods, approaches, standards, tools, and technologies. San Jose, CA, United States.
<https://contentstrategyapplied.com>.

November

4-7 Boye 19 – The Digital Leadership Conference
Now in its 15th year, this three-day event has been rebranded as “The digital leadership conference”. Expect keynotes, talks, sprints and networking around topics such as

content strategy, UX, intranet, the digital workplace and tech trends. Aarhus, Denmark.
<https://aarhus19.boye-co.com>.

4-7 Web Summit
Web Summit brings together the people and companies redefining the global tech industry. At a time of great uncertainty for industry and the world itself, we gather the founders and CEOs of technology companies, fast-growing start-ups, policymakers and heads of state to ask a simple question: where to next?
Lisbon, Portugal.
<https://websummit.com>.

12-14 tcworld conference 2019
At tcworld, experts from the entire process of information development present their knowledge and experience to an interactive global audience.
Stuttgart, Germany.
<https://conferences.tekom.de/tcworld19/>.

Upcoming webinars

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

October

2 **Powerful Strategies for Keeping Your Technical Content Fresh**

Join Scott Abel, The Content Wrangler, and his special guests, Joe Gelb, President and Head of Business Development at Zoomin Software, and Megan Gilhooly, VP of Customer Experience at Zoomin Software, for this free webinar. Joe and Megan will reveal strategies for maintaining content freshness and creating personalised content experiences, using case studies to demonstrate how you too can get the most value out of your technical content.

<https://www.brighttalk.com/webcast/9273/349663>.

10 **Introduction to SCHEMA ST4**

This webinar will give you a comprehensive overview of the functionalities of the Component Content Management SCHEMA ST4.

<https://www.schema.de/en/events/webinars-for-the-curious/details/introduction-to-schema-st4>.

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 editorial control over the information you may find at these locations so cannot be responsible for changes to content. The ISTC disclaims any responsibility for the accuracy, completeness and availability of any linked site.

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 November edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **21 October 2019**.

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

Join the ISTC



Discover the five benefits of being an ISTC member:

What the ISTC offers

Feedback and contributions

This newsletter is produced for the benefit of both ISTC members and technical communicators in the wider community. We are always pleased to hear from our readers. Send your feedback and any ideas for articles, new features or regular sections to newsletter.editor@istc.org.uk.

Back page

Collective nouns

By Rachael Penycate, Edissero Ltd

Having returned from an enjoyable and successful TCUK, I remembered a request on the Back Page of September's *InfoPlus* for reports of interesting conversations held at the conference. I thought you'd like to read about a conversation Michelle and I had with a group of delegates where we wondered what the collective noun for technical authors might be. Several were suggested, but these seemed to be especially fitting:

- ▶ A paragraph of technical authors.
- ▶ A manual of technical authors.
- ▶ A version of technical authors.

What do *InfoPlus* readers think? Are there any more suggestions? Send them to newsletter.editor@istc.org.uk.

P.S. my personal favourite collective nouns are "a smack of jellyfish", "a grumble of pugs" and "a beautification of spatulas".



A grumble of pugs

The meaning of LOL

By William Waddilove, FISTC

There is a salutary lesson here in the use of abbreviations and other contractions and jargon that may not be familiar to the reader.

For example, when did LOL (Lots of Love) get changed to LOL with a very different meaning? If it is thought to be "Laugh out Loud" it could cause some serious communication and relationship problems!

And last, but not least...

A mum texts, "Hi! Son, what does *IDK, LY, & TTYL* mean?"

He texts back, "I Don't Know, Love You, & Talk To You Later."

The mum texts him, "It's OK son, don't worry about it. I'll ask your sister, love you too."