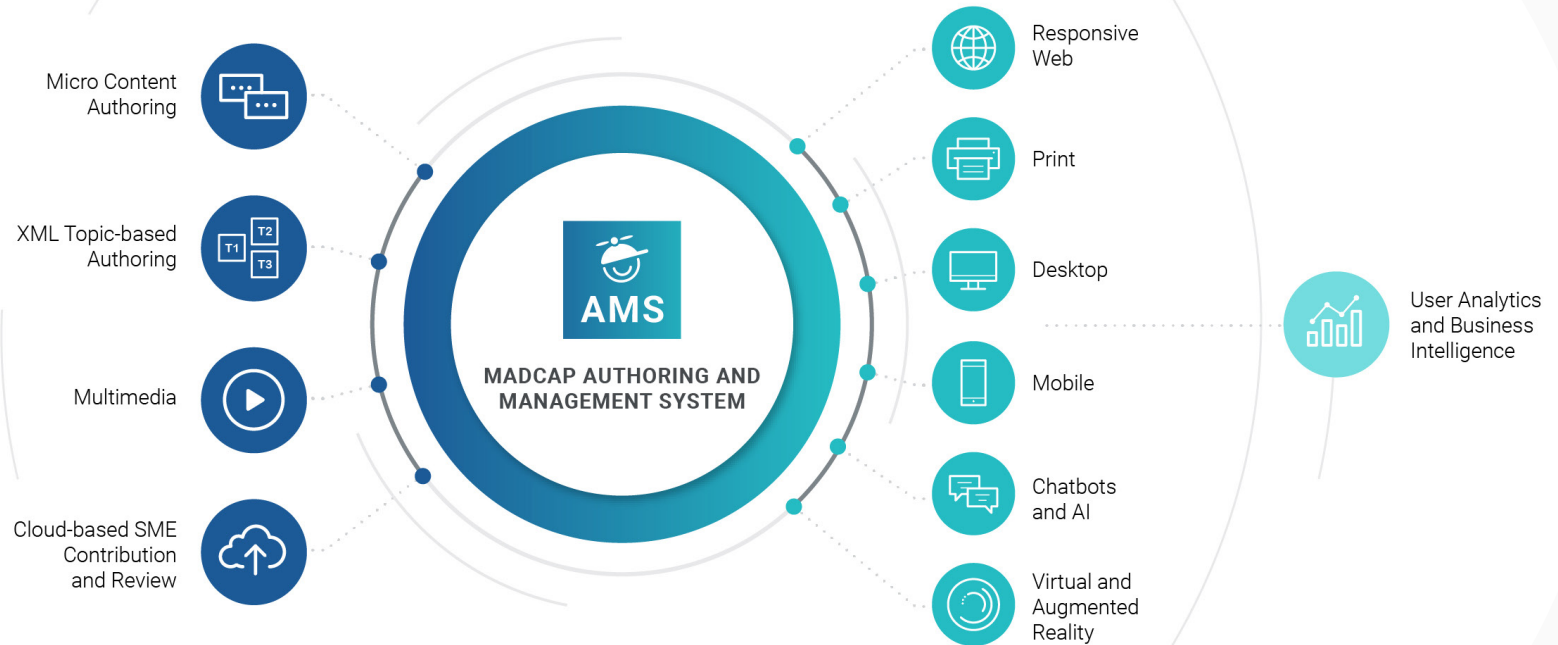


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The MadCap Authoring and Management System (AMS) lets you deliver technical documentation at scale with advanced single-source, multi-channel content authoring and publishing.





# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

April 2020

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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!

We sincerely hope all our readers are staying safe, remaining sane, and feeling healthy in these troubling times. If you're trying to settle into a new routine of working from home, we've included some helpful tips for you this month.

This edition is slightly curtailed by the current situation as many events and training courses have been postponed or cancelled. On the plus side however, some forthcoming conferences have switched to online formats, and more webinars are available too. We also remain optimistic that TCUK Metro will still happen in September.

## ISTC news

### Announcing our first two speakers for TCUK Metro

*By Carol Leahy, ISTC President*

We are delighted to announce our first two speakers for TCUK Metro: Lucy Carey and James Bartley.

Lucy is a writer and content specialist with a strong background in technology and government. She has worked for the Cabinet Office, big tech companies and some major publishing labels as well.

James is a multi-lingual technical editor for knitting and crochet patterns. He is on a mission to remove common mathematical errors from patterns and make them easy to understand so anyone can follow them.

More information about these speakers can be found on the [TCUK website](#).

The current climate is a very unsettling one and I know



many of you are wondering if TCUK Metro will go ahead. As of now, TCUK Metro will go ahead as planned. We will keep you all informed if the situation changes.

## Seven ways to work from home

By Helen Harbord

If you're one of the many who have suddenly found themselves working from home as a result of the COVID-19 outbreak, you're probably in one of two groups. You're either punching the air, whacking up the music and firing up the coffee machine, or you're sitting there staring at the wall wondering how you're going to cope. If you're in the second group, don't panic. I've done this thing for years and although it can take some getting used to, there is loads of advice out there. Here's what I've learned.

### 1. Discover your best work vibe

Creating the right environment is vital but what works for others might not work for you. Try things out, see what helps and don't

worry if it takes a while to acclimatise. Some people thrive on the corporate atmosphere and need a workplace environment to get themselves into the right frame of mind. Others do better in a more relaxed zone. For them, working from home is a godsend as they can discard all the smart clothes and office-y stuff and just get on with work.



### 2. Consider your home & work personas

Most of us behave differently at work and at home. If you have a loud, outgoing character you may tone it down at work. If you're naturally quiet you may make more effort to speak out. If you're very tactile you likely

## Vacancy for newsletter copy editor

This paid role (£200 per issue) involves compiling content for *InfoPlus*, the free monthly online newsletter from the Institute of Scientific and Technical Communicators.

Duties include:

- ▶ Writing copy based on press releases.
- ▶ Editing submissions from contributors to *InfoPlus*.
- ▶ Liaising with contributors to *InfoPlus*.
- ▶ Soliciting content from other sources.
- ▶ Sending text and graphics to the layout editor.
- ▶ Sending a link for *InfoPlus* to the ISTC Community Lead for advertisement on social media each month.

If you would like to find out more about this vacancy, or you want to apply for it, please email your CV to [istc@istc.org.uk](mailto:istc@istc.org.uk).

try to suppress this in the office. If you react emotionally to things you have probably learned to keep this to yourself in a business setting. I suspect the bigger the difference between your work and home personas, the

harder you are likely to find working from home because your brain can't tell which mode you are supposed to be in.

### 3. Find your work switch

There are loads of ideas out there if you are struggling with getting into work mode. Start with these:

- Find a place you can assign as “work”. Ideally in a room where you can close the door but the kitchen table can work if you can make it different to how it usually is. Clear away any “home” stuff and add a plant or something that turns it into “the workplace”. At the end of the day put all your work stuff away so it reverts to home.
- Use a “work” mug. Bonus points if it actually comes from the office and has the company logo on it.
- Don't skip the commute. Go for a walk, run or even a drive before and after work. Pack your bag with your usual packed lunch.
- Wear your work clothes. Add your security lanyard for the full experience.
- Start and finish work at your usual office hours.

### 4. Identify & minimise distractions

There's no denying that being at home can be a huge distraction. How do you make sure your brain isn't tricking you into doing home things when you should be doing work things? As you go through the day, keep a note of every time you get distracted. This will reveal your danger areas.

Working with others in the house is a whole new level of



## TCUK Metro Conference 29th September 2020

**Hallam Conference Centre, London**

We are pleased to announce that this year's Technical Communication UK Metro Conference will take place at the Hallam Conference Centre, Marylebone, London.

Make sure you save the date.

Located in the West End, adjacent to the BBC and the Langham hotel, the Hallam Conference centre is near Great Portland Street, Regent's Park, and Oxford Circus tube stations. The Hallam Conference Centre has been the recipient of numerous customer service standard awards and we are very excited to be holding the first ever TCUK Metro here.

Along with several presentations and workshops, we intend to include the ISTC AGM and the UKTC Awards presentations as part of this event.

Contact the ISTC office if your company is interested in being a sponsor at TCUK Metro, or email our team at [tcuk@istc.org.uk](mailto:tcuk@istc.org.uk).

See our website for information - [www.technicalcommunicationuk.com](http://www.technicalcommunicationuk.com)

distraction. Discuss how often you'll be available, and together work out a physical sign that shows when you really cannot be disturbed.

### 5. Keep connected so you don't feel isolated

Start the day with a quick message to someone on your team. That small touchpoint is often enough to make you feel connected.

My team now spends a few minutes at the start of each meeting with a bit of social chitchat. Schedule lunch chats with colleagues where you

talk about non-work stuff. Set up a morale-boosting chat group but keep the group small otherwise there will be a continuous stream of messages to check. Tailor notifications so you aren't tempted by too many bings.

### 6. Keep moving so you don't fossilise

You might have an amazingly productive day but if your back has solidified by the evening that's not good.

Try the pomodoro technique where you take a five min break every 25 mins and use it to stretch. Split up your desk work by standing at the kitchen worktop to check emails, then sitting in a comfy chair to watch a training video. Start and end the day with exercise even if it's just a walk round the block.

### 7. Enjoy the perks

Appreciate the new opportunities that working from home brings. Don't feel guilty for taking the time to empty the dishwasher whilst the kettle boils. Think about how much time you spend not working when you're in the office. It's actually quite a lot. Embrace this new normal and get the most out of it that you can.

## Continuing Professional Development (CPD) – looking for a volunteer

*By Linda Robins*

ISTC Continuing Professional Development (CPD) is part of our Professional Development and Recognition programme. We have an opportunity for an ISTC member to manage ISTC CPD: to advise members of our requirements, and to monitor and review records submitted. The CPD framework is well established; there is scope for publicising and developing it further.

All ISTC members have a responsibility to maintain their professional competence – it is enshrined in our Code of Professional Practice (updated July 2019) – and the ISTC is committed to helping them do so. All ISTC Fellows are obliged to undertake regular CPD activities, and all other members are strongly encouraged to do so.

We provide a flexible CPD framework that enables our members – regardless of their current level of knowledge or expertise – to demonstrate that they are continually striving to extend and update their skills.

Our CPD framework is focused on what people – our members and their employers or clients – need: that is, relevant, appropriate learning that can be applied

to the workplace. Our emphasis is on CPD outcomes – what our members gain from their CPD, rather than on an arbitrary number of hours of attendance.

More information about our framework is given on the [ISTC website](#).

Please contact the [ISTC office](#) or Linda Robins via [linda.robins@hotmail.co.uk](mailto:linda.robins@hotmail.co.uk) if you are interested in getting involved.



## 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*



## UK Technical Communication Awards

The UK Technical Communication Awards are open to all technical communicators in the UK and abroad, members and non-members.



Gain recognition  
Receive professional feedback  
Start planning your 2020 entry now!



[awards@istc.org.uk](mailto:awards@istc.org.uk)

[www.uktcawards.com](http://www.uktcawards.com)

## UK Technical Communication Awards 2020

**Reminder: Closing date for entries:  
31 July 2020**

*By Linda Robins*

Just a reminder to submit your entries for the UK Technical Communication (UKTC) Awards 2020 via the dedicated [UKTC Awards website](http://www.uktcawards.com).

The annual UKTC Awards recognise best practices and outstanding contributions to technical communication. Each year we invite entries from individuals or teams (or their sponsors) so we can recognise and reward the best examples.

The UKTC Awards are open to any individual or team, whether employed, self-employed, contracting, volunteering, permanent, temporary, full-time or part-time.

Anyone can enter. We encourage entries of all types, from traditional documentation to those demonstrating technical innovation – anything that displays, encourages or helps the production of high-quality technical communication.

There were six winners of awards in 2019, and one of these was declared overall winner. Details of these entries and their authors are given on the website [here](http://www.uktcawards.com).

## 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

#### Midlands Area Group

##### Next meeting

The next meeting will be in May, however we are looking at moving the date. As such, if you are interested in a meet-up please get in touch so we can take you into account. Contact James Bartley at [midlands\\_areagroup@istc.org.uk](mailto:midlands_areagroup@istc.org.uk).

#### Thames Valley Area Group

At the March meeting of the Thames Valley group we looked at outliers – the peripheral activities we all do as part of our jobs. The ones we decided we'd do were:

- ▶ Bid proposals
- ▶ Quality manuals
- ▶ Internal docs

The ones we decided were a step too far were:

- ▶ Coding
- ▶ Illustrations
- ▶ Training material

##### Next meeting

On Tuesday 7 April we will be holding a virtual meeting. The theme will be a MadCap Flare demo. All are welcome. Email Darren Mitcham for the joining instructions: [thamesvalley\\_areagroup@istc.org.uk](mailto: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](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:irishtechwriters@istc.org.uk">irishtechwriters@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	James Bartley	<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	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
Southern	Group leader required	<a href="mailto:istc@istc.org.uk">istc@istc.org.uk</a>
South Wales	Group leader required	<a href="mailto:istc@istc.org.uk">istc@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)
- 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)

#### Scotland

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

#### 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)

#### **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 May edition of *InfoPlus*, please email your copy to [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk) by **21 April 2020**.

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.

#### 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

### How to make API documentation and influence people



“It doesn't really matter whether you're a seasoned developer, a fresh tech author, or a Product Owner dabbling in the IT field. You're bound to have heard of APIs. No wonder.

They have been a big thing for quite some time now, and they're becoming even bigger as more and more companies realise how important it is to create your own APIs.

Yes, we're talking business value. Actual business value.

But having APIs is not enough. You also need to explain how to use them properly, and how to adopt them to best suit the needs of specific services. And this is precisely where functional and modern API documentation comes in. The documentation should be clear and concise, should provide adequate examples, should guide the developers and allow them to

### About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 16 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](#).

move through the process as quickly and smoothly as possible.”

This is how Michal Bochenek opens his recent blogpost for 3di. Michal goes on to explain how API documentation can be improved. You can read the article in full [here](#).

### Learn to write clearly by taking the same technical writing courses that Google engineers take



Google has developed two technical writing classes that it has delivered to thousands of its own staff. Cherryleaf can teach your

developers using Google's own courseware, together with the option of additional training materials that they have developed independently.

There are two courses:

- Technical Writing for Developers Part One
  - ▶ This covers the critical basics of technical writing. It teaches you how to write clearer technical documentation.
- Technical Writing for Developers Part Two
  - ▶ This covers intermediate topics in technical writing and communication. It teaches topics such as creating sample code, tutorials, images and diagrams.

More details about these courses are available [here](#).

#### 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.

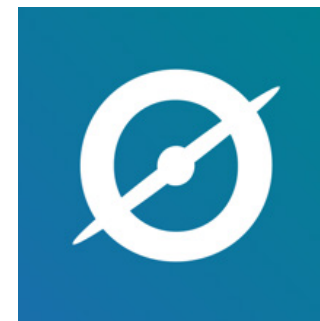
## Industry and general news

### We're in lockdown, but we can still travel through the Zooniverse

The [Zooniverse](#) is the world's largest and most popular platform for people-powered research.

This research is made possible by volunteers – more than a million people around the world who come together to assist professional researchers. Their goal is to enable research that would not be possible, or practical, otherwise. Zooniverse research results in new discoveries, datasets useful to the wider research community, and [many publications](#).

If you are searching for a useful distraction while normal life is suspended, take a look at the [current projects](#) that need help and see if there's a project that you fancy diving into. The selection changes frequently.



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## University of Surrey's 'SMART' study awarded £426k to make multilingual content accessible to all

The [Economic and Social Research Council](#) (ESRC), part of UK Research and Innovation, has awarded £426,000 to the University of Surrey to undertake a ground-breaking investigation into interlingual live subtitling via respeaking.

Today's modern world is characterised by live multimedia and multilingual content, such as breaking news and TV programmes and different types of live events like conferences, parliamentary debates, and interviews. Such content is not accessible to everyone and the language service industry has struggled to keep up with the current multilingual content boom.

Respeaking has so far been used to produce intralingual subtitles, i.e. in the same language, and is the most well-established method today to subtitle live TV programmes in the UK. The University of Surrey's 'Shaping Multilingual Access through Respeaking Technology' (SMART) project aims to investigate how this technique can be adjusted to produce interlingual subtitles, i.e. in a different language, and how this could impact society.

Interlingual Respeaking (IRSP) is a complex and hybrid practice combining speech recognition technology, human interpreting and subtitling skills that has the potential to allow access to live multimedia and multilingual content for a wider audience, thus bridging the gap between hearing and non-hearing people and native and non-native speakers. The range of applications is extremely wide-reaching, including everyday interactions such as university lectures, court cases, live conferences, festivals, and museums tours.

The project is led by [Dr Elena Davitti](#), Senior Lecturer at The University of Surrey's [Centre for Translation Studies](#) (CTS), a centre of excellence dedicated to cutting-edge research, scholarship and teaching in translation and interpreting. SMART brings together an international consortium of academic and industrial partners. Academics include [Dr Simon Evans](#), Lecturer in Neuroscience at Surrey's [School of Psychology](#), Professor Lucile Desblache from the University of Roehampton, Dr Pablo Romero-Fresco, University of Vigo and University of Roehampton, and Annalisa Sandrelli, University of International Studies of Rome-UNINT. Industrial partners include [Ai-Media](#), [Sky](#) and [Sub-ti Ltd](#).

Tony Abrahams, Co-Founder and CEO of Ai-Media, said: "As a global provider of quality live multilingual captioning, transcription and translation, Ai-Media is delighted to support this groundbreaking project."

Federico Spoletti, Managing Director of Sub-Ti Ltd, said: "Sub-Ti is very excited to be involved in the University of Surrey's SMART project. Live subtitles should be accessible to all audiences, beyond sensory or language barriers, and this project will certainly help interlingual communication progress in the future."

The project will design bespoke training courses to equip language professionals with optimal interlingual respeaking skills and will develop a Best Practice Guide which will provide guidelines to educate service providers on how to make live events and broadcasts accessible.

Dr Davitti said: "SMART's vision is to contribute barrier-free access to information, entertainment and culture by investigating IRSP, a technique that can broaden the concept of accessibility, empowering different user groups, ultimately enabling a more inclusive and integrated society."

SMART builds on the success of the recently expanded CTS, following the [2019 Expanding Excellence in England \(E3\) award](#) from Research England. CTS now

has a new interdisciplinary team set to pursue CTS' vision of promoting a human-centric approach to technology use in translation, interpreting and related forms of communication by bringing together traditional human-based research practices with cutting-edge advances in artificial intelligence.

Find out more about the exciting work going on at [CTS](#).

## Tricks of the trade

### Why I love BBEdit

*By Bob Hewitt*

OK, I admit it, I don't like Microsoft Word. I've never liked it and even though I have to use it and have produced some complex pieces of work with it, whenever possible I avoid it. To be fair, MS Word has improved over the years but for me its focus is not on cleanly editing text; quite the opposite, it wants to turn everything into a styled Word document. If that's what you want, fine, but if you need



to modify text without changing accented characters or applying styles or anything else you really should try [BBEdit](#).

BBEdit is free to try and free to use without its HTML functionality. It is as old as the hills and I'm sure many people use it already, but for those of you that don't know I thought I'd mention it. It started life as an HTML editor and that's still its primary purpose. However, if you want to compare, search and replace, convert and pattern match anything remotely complex in single or multiple files without modifying anything else but the text you want to change, then BBEdit is for you. Its talents go on and on.

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!"?



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.

For me the unix grep pattern matching is just awesome. BBEdit is often my secret weapon when quoting on complex jobs. I strongly suggest you take some time out of your day to try and appreciate just how powerful and yet forgiving BBEdit is.

To be clear, I am not being paid for this endorsement in any way shape or form.

## Blog news

*By Ginny Critcher*

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

The Government Digital Service (GDS) blog advises that GOV.UK Notify – the government's messaging service – is available for all public sector organisations to use for emergency staff communications and business continuity messaging:

<https://gds.blog.gov.uk/2020/03/18/gov-uk-notify-is-available-for-the-public-sector-to-use-for-emergency-staff-communications/>

To celebrate International Women's Day also on the GDS blog, this podcast on gender equality in the workplace:

<https://gds.blog.gov.uk/2020/03/09/podcast-international-womens-day/>

On Tom Johnson's I'd Rather Be Writing blog you can access his webinar "How Trends in API Documentation Differ from other Tech Comm Trends":

<https://idratherbewriting.com/blog/upcoming-webinar-trends-api-docs-differ-from-other-trends/>

On the Firehead blog, Fiona Cullinan posts on how to create better chatbot conversation design:

<https://firehead.net/2020/02/eight-steps-to-better-chatbot-conversation-design/>

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.



Laura Creekmore – content strategist and information architect – posts tips on LinkedIn about managing remote teams in stressful times:

<https://www.linkedin.com/pulse/managing-remote-teams-stressful-times-laura-creekmore>

Cherryleaf's blog has a podcast on the importance of communication in leadership:

<https://www.cherryleaf.com/2020/03/podcast-82-leadership-and-communication/>

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).

## 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.

## 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 Writing for Developers:

<https://www.cherryleaf.com/training/courses/technical-writing-for-developers-training-course/>. Learn to write clearly by taking the same technical writing courses that Google engineers take.

### 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/](http://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](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.

## 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.

*At the time of compiling the newsletter the following events were going ahead. In the coming months, some conferences will now be online instead of their usual format.*

### April

**7 ISTC Thames Valley Area Group Meeting**  
We're holding a virtual meeting this month. The theme will be a MadCap Flare demo. All are welcome. Email Darren Mitcham for the joining instructions: [thamesvalley\\_areagroup@istc.org.uk](mailto:thamesvalley_areagroup@istc.org.uk).

**20-22 API Conference**  
The conference for web APIs, API design & management. Three days with more than 25 sessions, keynotes and talks.  
The Hague, Netherlands.  
<https://apiconference.net/>.

### May

**17-20 STC Technical Communication Summit**  
The STC Summit has moved to a virtual format, and will be offering a robust conference experience, including education sessions, keynotes, vendor showcases, and networking opportunities in support of your technical communication career. The theme is Career Vision 20/20.

Our virtual conference platform will enable live, moderated Q&A with presenters, as well as on-demand sessions that will be available during the event. Virtual networking spaces will facilitate conversation and collaboration. And, attendees will be able to explore the virtual expo hall and schedule time to meet individually with vendor representatives.

Online.

<https://summit.stc.org>

**19-22 UXLX**  
A popular user experience conference offering four days of talks and workshops on trends and the practical applications of UX.  
Online.

<https://www.ux-lx.com>

**27-28 Evolution of TC**  
Check out the latest innovations in software documentation at this annual gathering of technical communicators, information developers, technical editors and translators with a software background.

Sofia, Bulgaria.

<https://evolution-of-tc.com>

### June

**8-10 OmnichannelX**  
An event focusing on the omnichannel nature of communication and how to align content, design, governance and systems around the customer journey.

Online.

<https://www.omnichannelx.digital>

## September

**29 TCUK Metro Conference**  
Our annual conference for everyone involved in writing, editing, illustrating, delivering and publishing technical information. Featuring presentations and workshops, the ISTC AGM, and the UKTC Awards presentations. London, UK.  
<http://technicalcommunicationuk.com>

**29-30 COMtecnica Conference**  
A two-day conference focusing on everything that can support the world of SMEs and industry in the areas of communication, technical documentation and intelligent information. Rimini, Italy.  
<https://www.comtecnica.eu/en/>

## 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).

### April

**2 Contextualizing Content – Today and Tomorrow**  
Technical communicators have done contextualization for years. Context-sensitive help has been with us since the mid-1990s and responsive design since 2004; both are integrated into today's authoring tools. But the growth of mobile documentation is creating new models for contextualization. This presentation reviews those models and discusses where contextualization may be going.  
<https://www.madcapsoftware.com/demos/signup.aspx?id=1158464957351001482>

### 7 An Insight into Adobe Technical Communication Survey

The webinar will provide insights from this global industry research survey. Key findings are related to content authoring style, adoption of Structured Authoring, content delivery channels, preferred output formats, to name a few.

<https://adobe-techcomm-survey-2020-insights.meetus.adobeevents.com>

### 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).

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



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...April

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**Inside the Author's Studio:  
MadCap Central Checklists**

Whether you're an individual writer or part of a large documentation team, keeping track of your development progress is essential. With MadCap Central, authors can create and manage trackable workflows using checklists, a visual chart used to track the status of a project. This webinar will provide a real-world look at how checklists have saved MadCap Software's documentation team from manually-kept spreadsheets and sticky notes to staying on track, on time, and ready for any release.

<https://www.madcapsoftware.com/demos/signup.aspx?id=1158474103359491440>

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**Deliver Omnichannel Experiences with Adobe Experience Manager Without Worrying About Content Authoring Formats**

Join this webinar and learn how XML Documentation solution can help you to:

- Import legacy content (Word, HTML, InDesign, XML, Markdown, etc.) and convert it to structured content
- Deliver omnichannel experiences with publishing beyond AEM Sites to PDF, HTML5, Mobile Apps, and more
- Implement content-as-a-service and leverage next-generation capabilities like personalisation, analytics, and targeting.

<https://omnichannel-experience-delivery-with-aem.meetus.adobeevents.com/register/login>

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**Why IOS 13485 Matters if You're Translating Medical Content**

Regulatory requirements are increasingly stringent throughout every step of a product's life cycle, including service and delivery. In addition, organisations are expected to demonstrate their quality management processes and ensure best practice in everything they do, including language translation. This internationally agreed standard sets out the requirements for a quality management system specific to the medical devices industry.

<https://www.madcapsoftware.com/demos/signup.aspx?id=1158465152998221668>

## Back page

### Neologisms

From Liz Gregory

- ▶ Covidiot. A person that doesn't observe social distancing.
- ▶ Quarantini. A martini drunk while quarantined – often during a “virtual happy hour” which is also an interesting new phrase.
- ▶ Quisine. Food I cobble together from whatever is left in the shops.

*Note from Editor: these unusual times are surely ripe with neologisms. Please send them this way!*

### Virtual pub quiz

As well as supplying some excellent neologisms, Liz is also hoping to amuse us all further by running a virtual pub quiz for *InfoPlus* readers soon. Keep your eye on the [ISTC Community Facebook group](#) for updates.



### A reminder that we shouldn't take health and safety for granted

From Adrian Morse

Seen on the [Cabriel Train](#) website:

#### **The train tour duration**

*The guided train tour duration is approximately 1 hour and 45 minutes (brakes included).*

### Seeking light-hearted content

Love Back Page? Help keep it healthy by sending in:

- ▶ Amusing signs.
- ▶ Unfortunate translations.
- ▶ Awkward instructions.
- ▶ Funny layouts.
- ▶ Anything else that made you chuckle and is vaguely TechComm-related.

Guest editors are always welcome too if you fancy creating a whole page. Email [newsletter.editor@istc.org.uk](mailto:newsletter.editor@istc.org.uk).

