NEW RELEASE

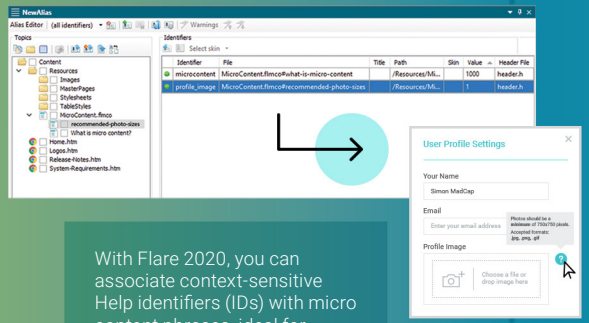
MadCap Flare 2020

Cutting-edge technical authoring and publishing for today's technical writers and content developers.

Patent Pending Micro Content Authoring Adds New Enhancements for Improved User Experience

Only MadCap Flare gives you the ability to go beyond topic-based authoring with built-in micro content authoring.

- Associate Context-Sensitive Help IDs
- Add Variables for Micro Content Phrases
- Apply Conditions and Conditions on Phrases
- Edit Phrase Properties



With Flare 2020, you can associate context-sensitive Help identifiers (IDs) with micro content phrases, ideal for field-level or embedded Help.

Additional New Features Include:

- Host and Publish Secure Private Output with Password Protected User Access in MadCap Central
- New Code Snippet Editor to Add Code Snippets with Syntax Highlighting in Dozens of Coding Languages
- Plus: Publish Your Single-Sourced Content to ServiceNow® with the MadCap Connect Plug-in
- Major Enhancements to Find and Replace: Find Text and Find Elements
- Authoring Improvements with Collapse and Expand Tags in the XML Editor

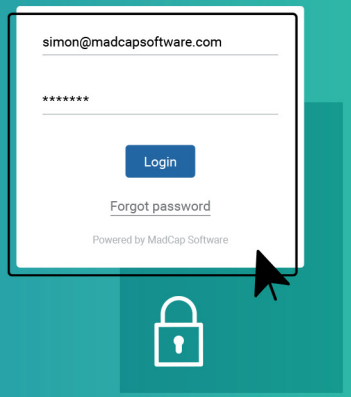
NOW AVAILABLE

MadCap Central MAY 2020

Secure cloud-based authoring, collaboration, workflow and project management for technical writers and documentation teams.

Host and Publish Secure Private Output with Password Protected User Access

With MadCap Central's privatized output, Authors, SMEs and Viewers can access any privatized output with login credentials.



Additional New Features Include:

- User Types Now Include Author, Subject Matter Expert and Viewer
- Site Management for Multiple Domains, Vanity URLs and Live Status
- Create, Edit and Duplicate Site Themes for UI Elements, Such as Login Screens, 404 Pages, and More
- Settings and Profile Enhancements: User Settings and License Settings
- A Completely Redesigned Task Dialog Makes Overall Task Management and Workflow More Efficient

AMS

MadCap Flare & MadCap Central Included in the **MadCap Authoring and Management System**

Start your free trial at www.madcapsoftware.com

madcap software

InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

June 2020

Contents

ISTC news 2
Business affiliate news ... 10
Industry and general news 11
Tricks of the trade..... 12
Blog news..... 12
Training courses 13
Events listings 16
Upcoming webinars 18
Back page 19

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.

Advertising: Felicity Davie
Editorial: Lisa Topping
Layout Editor: Bob Hewitt
Blogs Editor: Ginny Critcher

ISTC Office: Unit 19
Omega Business Village
Thurston Road
Northallerton, DL6 2NJ

Tel: +44 (0)20 8253 4506
Email: istc@istc.org.uk
Web: www.istc.org.uk

Welcome!

We hope you remain well as we continue to navigate the challenges of pandemic life.

This month, we are calling for nominations for the Horace Hockley Award 2020 and there is still time to enter the UKTC Awards too. We would also like to invite all our readers to explore a novel and fun approach to information design. Intrigued? See page page "Industry and general news" on page 11 for more details.

ISTC news

What is a professional anyway?

By Helen Harbord

It seems that anyone can set themselves up as an expert these days. A snazzy website, a slick intro video and a few outstanding reviews and you're away. It's all about personality (and marketing), right? If someone seems genuine and confident enough without being too salesy then we are happy to buy their online course.

It's quite a step further from "embellishing" your CV to make your experience that little bit more impressive. Or the classic story of the actor saying "Of course I can ride a horse" at the audition and then rushing to the nearest riding school in a panic when they're offered the part.

With the rise of "selfperts" there will definitely be some dodgy characters out there trying to make a quick buck without any real credentials. But I'd like to think that most people positioning themselves as experts are not blagging or lying. They genuinely have the experience to back up what they're saying. They may have qualifications to prove their knowledge. They've experienced the ups and downs of property development, fitness coaching or whatever, they've worked out what to do and what not to do, and now they want to help others achieve the same thing, and make a bit of money doing so. Nothing wrong with that.

So, they may be experts, but are they professionals?

There are many definitions of professionalism, but they pretty much all centre on technical competence, commitment to Continuing Professional Development (CPD), meeting a set of performance standards, and conforming to a code of ethics. As members of the

ISTC, we consider ourselves professionals.

I recently attended a conference where the theme was “Promoting Professionalism”. It set out to tackle the threat of populism to professional bodies such as the ISTC. Populism promotes the concept of “the people” versus “the elite”. It encourages the idea of not wanting, not valuing, and not needing professionals. And if you don’t need professionals, it stands to reason that you don’t need professional bodies. Hence the concern.

The conference was run by PARN, the Professional Associations Research Network, who offer advice and support to groups like the ISTC. They have spent a lot of time researching the effect of populism and have published their findings in a book.

They describe how the upcoming generation of workers tend to be less interested in gaining professional status and more interested in entrepreneurial pursuits. They don’t want to stay in one job forever or even in one career, and they’d rather be out earning money than studying. Even in industries where qualifications are mandatory such as law and medicine, we are seeing people focussing more on skills and competencies than on specific jobs or roles.

So, what does membership of a society such as the ISTC mean in today’s world?

If you’re recruiting you want to know that the person you’re hiring is competent, is accountable, and will work in an ethical manner. Membership of a professional body gives reassurance that these things are in place. If a member is found to fall short, they can be called to account by their society. One of the findings of PARN’s research was that we don’t do enough as professional bodies to communicate this outside our societies. We tend to work separately in our own industry bubbles and focus inwards on our members rather than outwards into the world.

At the conference, there was much discussion around how we can change this for the better. For the ISTC, part of this challenge is in raising awareness of what we do as a career of choice, rather than something you fall into. There were three strands to the answer:

The first is working with schools and universities to make students, parents and teachers more aware of the possibilities of a career in TechComm. Highlighting the flexibility of our skills will reassure potential recruits that this is a diverse career which can take them on a curving path through different jobs. It’s the perfect fit for someone who wants to experience variety.

The second is raising awareness of our skills among employers and recruiters. Many of them still hold the traditional view of a technical writer sitting in the corner writing up a series of steps. We have so much more

Did you know you could advertise in this space?

- **Reach an engaged, specialist audience of content professionals!**
- **Join MadCap, 3di and many others who advertise in this e-newsletter!**
- **Ideal for product releases, news, courses/events, brand awareness, and recruitment!**

Contact felicity@tou-can.co.uk for further details!

to offer but we need to make this clearer.

The third is to collaborate more with other professional bodies. It was clear from the conference that we all face similar challenges and it makes sense to learn from each other's successes and mistakes.

So, there's lots we can do. If you would like to get involved in raising awareness in any of these sectors, please get in touch. We'd love to include you in our plans.

Horace Hockley Award 2020

By Carol Leahy, ISTC President

We are now accepting nominations for the Horace Hockley Award 2020.

This award is presented to someone who, in the opinion of the ISTC Council, has made a considerable contribution to the technical communications industry over a long period of time. The award is in recognition for promoting the industry across other industries and boundaries, and for promoting quality in the industry, whether it be in training or within the workplace.

Any member of the ISTC can nominate someone for the award, and an election is held by the ISTC Council to agree who the recipient will be. If you would like to nominate someone please let us know the following:

- The name of the person.
- A bit about the person being nominated (a link to an online profile is OK, if that holds sufficient detail).
- Why you think they should receive the award.

Send your nominations to the ISTC office by 9 July 2020.

More information about the award is available here.

New ISTC website – an update

By Ellis Pratt

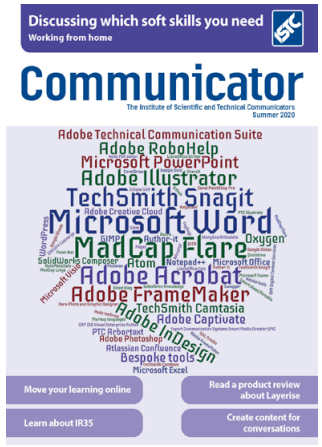
Development of the new ISTC website is progressing. There has been a lot of work on the plugins to make the site more robust. The new website structure is currently being tested for usability, and the content is being reformatted so that it works with WordPress's new blocks feature (the content is written in separate blocks that can be moved visually up and down the page).

We also need to edit and update some of the existing content and do some further testing.

You can preview the new site at http://istc.ismysite.co.uk/.

Communicator Summer 2020

By Katherine Judge, Commissioning Editor



The Summer 2020 issue of *Communicator* was officially published on 29 May. The theme of this issue is "Soft skills and methodologies".

Did you know that reading *Communicator* articles can help you fulfil your CPD requirement. Just add your notes about the articles you read to your reflective CPD record. Here's a summary of what you can look forward to this quarter.

Features:

Career reflections

- On becoming a technical communicator — imparting the author's beliefs and experience with a class of professionals studying to break into technical communication.

Chatbots

- Content modelling for conversation design — taking you through the process of structuring unstructured human-machine conversation.

Documentation

- Six Cs of technical documentation — providing an overview for using the guidelines to design and develop technical content for software/ hardware manuals and related guides.

E-learning

- Move your learning online — helping you consider what to include in your e-learning content by using e-learning methodology.

Freelancing

- IR35 off-payroll rules — explaining the implications of IR35 for UK contractors working through intermediaries.

Product review: Layerise

- Documentation as a Product Assistant — describing how MATE reinvented their product documentation using a Product Assistant solution from Layerise.

Remote work

- Working from home with success — sharing many years of experience, this article includes tips on how remote work can be very rewarding, and how you can develop transportable skills.

Soft skills

- Empathy and experience — discussing how empathy, experience and knowing your colleagues and audience can improve your documentation.
- Soft skills in the virtual workplace — communicating tips and explaining how soft skills differ when you work from home instead of going to an office.

Standards

- S1000D for the Amphibious Battalion Part 2 — the second part of the case study about the S1000D standard.

Regular columns: A day in the life, Book review, Content design, Editing, Ethical dilemmas and MadCap tips.

And, ISTC news: Area groups, Business affiliates, From the editor, ISTC directory, Letters page, Member news, Mentoring scheme, President's view and the UK Technical Communication awards.

I hope you enjoy reading the summer issue.

Feedback

We are always looking for feedback and new content for *Communicator*. If you're interested in contributing or giving feedback, please send me an email or email the Letters page. Don't forget that writing an article can contribute to your CPD requirement.

How to read *Communicator*

To receive a copy of *Communicator*, join the ISTC, subscribe to the quarterly publication or purchase a PDF of this issue.

Members of the ISTC can read back issues of *Communicator* as well as this current issue; just access the ISTC website and logon. There's also an index of previous articles listed by issue, topic and surname.

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

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 July edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by **20 June 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 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

At the Cambridge group meeting last month, we discussed a very complex area arising from the sudden government announcement about easing some of the lockdown measures.

Revised guidance was released immediately prior to some of the new measures being rolled out. The onus from the Health and Safety Executive (HSE) is on employer and director responsibility. It is hoped the changes will enable certain sectors to return to economic productivity while keeping the reproduction rate (R value) of the coronavirus below 1.0. However, there may yet be a second wave of infection and changes may need to be quickly reversed.

Here is a summary of the main issues we discussed. Some may affect your sector's return to work:

Communication strategies, issues and rollout when preparing to return to work

- Determining where new routes and hazard areas are located (e.g. are doors that open automatically now needed?).
- Making use of existing NHS and HSE videos (helpful for industry sectors not already using them across the workforce).
- Adapting to wearing masks (e.g. this would be challenging for people who lip read).
- Considering the location of equipment and physical barriers.
- Mothballing some sites if the number of staff needed has reduced.
- Adjusting to cleaners being onsite during the working day.
- Ensuring free access to union reps and managers to raise issues, and no penalties if staff need to stay at home or be carers.
- Using internal drone video or installing fixed cameras.

Technology to monitor staff based in mixed locations (homes, on site, and part-time home-working)

- Call centre for auto-dialling workers at home.
- Equipment and time for online meetings (e.g. VPN versus Zoom, Jitsi, Skype, and Microsoft Teams).

Risks

- When sharing risk assessments with staff appropriate language and diagrams are required.
- Tests for infection and antibodies

© ISTC June 2020

need to be widely available. Thermometers and oximeters may also be needed.
- Providing facemasks and gloves to help staff remain safe while commuting.
- Offering internal canteens to reduce the need for additional public-worker contacts.
- Considering if and how the employer may need to protect staff via stricter discipline (e.g. a member of staff not wearing safety glasses risks the health of just that employee, whereas the risk is more widespread if people ignore Covid-19 rules).

Motivation

- Companies that provide meals to incentivise their workers could extend their lunchtime rota to enable social distancing.
- Personalised "thank you" notes, cards and rewards to be considered for all levels of staff.
- Maximise employee engagement in solving common problems and owning compromised solutions.

Many of the scientific and technical communicators needed to help companies return to work may not recognise themselves as such. The pressures to quickly get back to work may cause company owners and managers to turn to any consultant they know for help. Many companies may not recognise our members as part of the solution, but the opportunity of raising the profile of ISTC is currently very high.

Next meeting

We will be holding a Zoom meeting on the second Thursday of every month at 18:00 during lockdown.

Please email Deb Stevens for more information and/or the joining instructions: cambridge_areagroup@istc.org.uk.

Thames Valley Area Group

The May meeting of the Thames Valley group was virtual again. Liz Gregory gave us a talk on reflective writing, which is a key skill when compiling your CPD records. I can't say I fully understood the concept or the uses of this technique, but I am probably intrigued enough to go off and investigate further.

Smiling faces (human and feline) at the Thames Valley group meeting

Next meeting

The next meeting on Tuesday 2 June at 19:30 will again be virtual, and we extend the invitation to anyone anywhere to join our jolly group. We aim to develop our reflective writing skills further this month, and invite you to read an e-book and then write a reflective report about it. The e-books are available here.

Email Darren Mitcham for the joining instructions: thamesvalley_areagroup@istc.org.uk.

Current ISTC groups

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

Area groups:

Name	Leader	Email Contact Details
Cambridge	Deb Stevens	cambridge_areagroup@istc.org.uk
Irish Technical Writers	Yvonne Cleary, Bridget Walsh	irishtechnicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
Midlands	James Bartley	midlands_areagroup@istc.org.uk
North East England	Joanna Suau	northeastengland_areagroup@istc.org.uk
Thames Valley	Darren Mitcham	thamesvalley_areagroup@istc.org.uk
East of Scotland	Holli Hamilton	eastscotland_areagroup@istc.org.uk
Yorkshire	Dee Vincent-Day	yorkshire_areagroup@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
- ISTC Midlands Area Group
  www.linkedin.com/groups/4835591
- 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

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

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

TCUK: @TCUK_conf

Our Instagram presence:

ISTC_org

Our YouTube channel:

www.youtube.com/user/istctechcomm

Business affiliate news

MadCap AMS, MadCap Flare and MadCap Central May 2020 Releases

Major new updates to the MadCap Authoring and Management System (AMS), MadCap Flare and MadCap Central were announced last month, with the latest features designed to improve user experience, strengthen collaboration, reduce dependencies on IT resources, and streamline the entire content development lifecycle.

This recorded webinar provides a comprehensive overview of what's new. It discusses:

- Micro content authoring enhancements, major updates to Find and Replace, and support for code snippets in MadCap Flare.
- Privatised output with password protected access and site management in MadCap Central.
- MadCap Connect for ServiceNow® integration and publishing in MadCap AMS.
- And more!

Have you used any of these new features yet? If so, let us know what you think. Send your review to newsletter.editor@istc.org.uk.

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.

Industry and general news

Life Data Visualisations

Two information designers, Giorgia Lupi and Stefanie Posavec, have made the intriguing suggestion that collecting and drawing data can be a powerful tool to help us cope with the inevitable stress and anxiety caused by the pandemic.

After meeting at a conference in 2014, the two designers decided to get to know one another better via their favourite language: data. As this MoMA article describes, "each week for one year, Lupi and Posavec gathered information focusing on aspects of their lives—from the books in their homes and their to-do lists, to the complaints they'd voiced during the past seven days and the smells they'd encountered. They each rendered the data they had gathered that week in a visualisation hand-drawn on a postcard that would travel all the way to the other side of the Atlantic—Lupi sending from New York and Posavec from London. On the front of the postcard there would be a representation of the data, and on the other, a detailed explanation of how to read the visualisation: the legend or code needed to understand the drawing."

The resulting postcards provided a novel, and emotionally expressive, window onto the field of data visualisation. Take a look at the images in the article – they're fascinating! Giorgia Lupi further explained this take on information design in her 2017 manifesto "Data Humanism".

Are you up for a challenge?
This is perfect for *InfoPlus* readers.

As well as outlining a different approach to information design, the article just discussed encourages us all to experiment with the technique.

Six exercises, all relevant to life during the pandemic, are provided. You can collect and draw data relating to any (or all) of the following areas of your daily life:

1. Emotions and feelings
2. Friends
3. The media you consume
4. Positive thoughts
5. Sounds
6. Lockdown connections

Examples are provided in the article as well as guidance about how to get started.

We would love to publish some of your creations. Please email them to newsletter.editor@istc.org.uk. Thank you, and happy drawing!

Coronavirus: the science explained

We all have questions about the coronavirus and Covid-19. Thankfully, UK Research and Innovation (UKRI) have created a helpful website where you can find facts about the science and research.

Coronavirus: the science explained features articles written by scientists across the UK, guiding you through the ongoing research and answering your questions. Recent articles include:

- Why share scientific data during a pandemic?
- Covid-19 in children.
- Can human genetic differences explain why some people suffer more from Covid-19 than others?
- Is the spread of coronavirus likely to vary seasonally in the United Kingdom and in other temperate regions?

The site is regularly updated with the latest findings.

Tricks of the trade

How to rotate a video

Videos are being used more and more to help us communicate, but have you ever tried to rotate one? Easier said than done isn't it.

This post by TechSmith shows you how to use Camtasia to rotate videos horizontally, vertically, and everything in between. You can even flip them upside down and backward if you wish — you never know when this might come in handy!

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 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.

Catherine Heath posts on knowledgeowl about how she moved into API documentation from her background of technical writing:

https://www.knowledgeowl.com/home/api-docs

Michael Andrews at Kontent discusses how structuring content supports the customer's experience of content:

https://kontent.ai/blog/structured-content-as-building-blocks-of-the-user-experience

On Tom Johnson's blog – I'd Rather Be Writing – there's a survey on how the current global pandemic is affecting technical communication:

https://idratherbewriting.com/blog/quarantine-pandemic-impact-on-tech-comm-survey/

Cherryleaf's Ellis Pratt posts about Cherryleaf's free online mini-training course which looks at lockdown challenges for businesses, and describes what organisations can do to meet them:

https://www.cherryleaf.com/2020/05/free-elearning-course-communicating-and-leading-during-the-lockdown/

Rosalie Marshall and Simon Hughesdon from Government Digital Service (GDS) explain how they have been using schema.org on GOV.UK to make important content on the pandemic easier to find for users:

https://dataingovernment.blog.gov.uk/2020/04/30/using-new-updates-to-schema-org-to-assist-our-response-to-the-coronavirus-pandemic/

Jennifer Morse on the MadBlog reviews the new features of the latest Madcap Flare release:

https://www.madcapsoftware.com/blog/new-release-madcap-flare-2020-adds-micro-content-authoring-enhancements-code-snippets-and-more-part-1/

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

We are planning on resuming classroom-based courses again from 1 July, subject to Government advice. For a limited time, we are offering a 10% discount for ISTC members for all the courses listed below (coupon code ISTC10).

June

5-6 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.
www.armada.co.uk/course/indesign-training

25-26 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.
www.armada.co.uk/course/photoshop-training

...Armada

July

6-7 **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

6-7 **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

6-7 **Introduction to Adobe InDesign Online Course**
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, Live Online Training

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

9-10 **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

20-21 **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

20-21 **Introduction to Adobe Photoshop Live Online Course**
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, Live Online Training

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

27-28 **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

...July

27-28 Introduction to Adobe InDesign Live Online Course
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, Live Online Training

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 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.

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.

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

It contains:

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

ESTON Training

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

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

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

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

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

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

Firehead

Learn FrameMaker 2019: 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/.

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.

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.

June

2 **ISTC Thames Valley Area Group Meeting**
We're holding another virtual meeting this month and will be developing our reflective writing skills further. All are welcome, 19:30 start. Email Darren Mitcham for joining instructions: thamesvalley_areagroup@istc.org.uk.

...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

11 **ISTC Cambridge Area Group Meeting**
We'll be holding a Zoom meeting at 18:00. Please email Deb Stevens for more information and/or the joining instructions: cambridge_areagroup@istc.org.uk.

27-28 **Git Commit Show**
A global initiative promoting equal opportunity for the growth of developers. This conference brings you opportunities to learn, share and connect; completely online, breaking the barriers of huge ticket/ travel cost. An action-packed event to showcase these latest developments in tech.

Online, free.

https://blog.invidelabs.com/git-commit-show/.

September

23-24 **Nordic Techkomm 2020**
International experts will convene to discuss current trends in the field of technical communication. The main topic is "Digital Content Delivery Trends". We invite participants from a wide spectrum of professional backgrounds ranging from technical writers, information designers, technical communication managers to content architects and more.

Copenhagen, Denmark.

https://nordic-techkomm.com.

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.

June

4 **Coffee and Content: The Secrets of the Content Industry**
We chat with Rahel Anne Bailie, Director of Content at Babylon Health, about the dirty little secrets seldom discussed amongst content industry professionals. A world-renowned content strategy expert, and co-author of the book, "Content Strategy: Connecting the Dots Between Business, Brand, and Benefits", Bailie argues that in order to be prepared for success, we must have a practical and realistic vision of what's possible.
https://www.brighttalk.com/webcast/9273/407709.

18 **Convince Management to Invest in a CCMS (Lessons Learned)**
You are keenly aware of the benefits of a Component Content Management System (CCMS). Next steps; develop a business case to present to management. This webinar presents you with questions management may ask, information on researching answers, and guidance on how to make your case. Learn through stories of companies and people who have a CCMS.
https://convince-management-to-invest-in-a-ccms.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.

24 **How Did You Do That? Ten Hidden Tricks Every MadCap Flare User Should Know**
Have you ever looked through all the buttons on the Flare interface and wondered what they do and what you're missing? Have you ever considered all the options on a right-click context menu and made a mental note that you should look into some of them? In this webinar, we're going to look at ten of the small and hidden Flare features that every user must know.
https://www.madcapsoftware.com/demos/signup.aspx?id=1158705919278503288.

Back page

Stop stopping?

Ed Heel recently sent in this wonderfully contradictory image. Thank you, Ed.

What would you do if you saw this signpost?

And last, but not least...

From William Waddilove

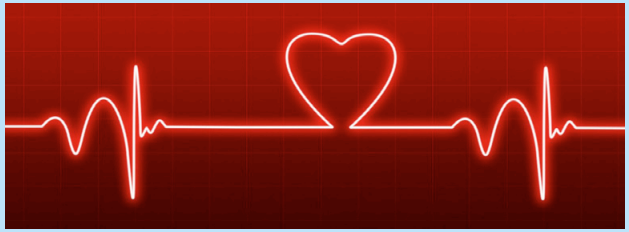
"The great enemy of clear language is insincerity. When there is a gap between one's real and one's declared aims, one turns as it were instinctively to long words and exhausted idioms, like a cuttlefish spurting out ink." – George Orwell

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.

Seeking light-hearted content

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

- Neologisms
- 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.