

NEW RELEASE

MADCAP FLARE 2020 R2

Create Superior Customer Experiences and Streamline Content Delivery with MadCap Flare



The image displays two overlapping screenshots of the MadCap Flare 2020 R2 user interface. The left screenshot shows a help topic titled "Replacing Engine Components" with a detailed table of contents and a 3D exploded view of an engine with labeled parts like "SQUIRREL-CAGE ROTOR", "END BELL", "BALL BEARING", "STATOR COILS", and "FAN". The right screenshot shows a search results page for "components" with 162 results, displaying a preview of the same "Replacing Engine Components" article.

MadCap Flare 2020 r2 Adds:

- Micro Content Styles
- List Enhancements Including Definition List Support
- Styled Variables
- MadCap Connect for Salesforce® and Zendesk® Publishing Enhancements
- Azure DevOps Source Control Support
- Accessibility Improvements for Tables in HTML5 Output
- And Much More!

By associating a micro content file with a particular stylesheet, you can customize how your micro content appears, for example, in the online Help topic vs. search results.



Start Your 30-Day Trial at **MadCapSoftware.com**





InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

October 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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Highlights

As technical communicators we often work on our own or in very small teams, so – particularly in this time of Covid19 restrictions, it was great to connect live with peers at the recent TCUK online conference – check out the conference update with UKTC Awards and more in the next few pages. This month I'm also pleased to introduce to you our new Podcast reference section. Plus all the latest industry news and events, webinars, listings and more inside...

ISTC news

TCUK Metro 2020 – Tuesday 29th September 2020

By *Linda Robins*

We had planned to break with recent tradition with a one-day conference in London for 2020. This was tagged '[TCUK Metro](#)' as a value for time and money opportunity for our members and TCUK Conference delegates alike.

In the event, restrictions owing to the coronavirus pandemic meant that TCUK Metro broke even newer ground as the first virtual TCUK Conference courtesy of Zoom, hosted by the ISTC. Thanks to ASL for making this such a positive practical experience and to our delegates for engaging so readily and enthusiastically.



The programme offered the essentials of the conference experience as follows:

- **ISTC Annual General Meeting** for ISTC members only ahead of the main conference. This was chaired by Peter Fountain as Secretary.
- **Awards Presentations** as reported in this edition of *InfoPlus*.
- **Webinars** introduced by Ellis Pratt as follows:
 - ▶ **Matt Reiner:** '*How to Rapidly Create Documentation within an Agile Process*'.
 - ▶ **Nancy Larbi:** '*Tech Writers Beyond Borders*'.

The webinars were informative, thought provoking and well received by the conference attendees. Questions were answered after each session with the promise of follow-up correspondence as required from both presenters.

The conference concluded with an informal discussion among delegates following up on ideas raised on the day.

UKTC Awards 2020

By Linda Robins

We are pleased to announce the Award winners for 2020

The winners were announced at the TCUK Metro on Tuesday 29th September. Six companies, with contributors from several countries, were recognised for the quality of their entries, five receiving Merit Awards and one receiving a trophy as Overall Winner.

Georgie Jones (nee Page) and Tom Wardak accepted the trophy for the **BTL Group** and gave some insights into the work that went into their entry, the **Surpass Help Site**.



UKTC 2020 Winner

Surpass Help Site (BTL Group)

Overall feedback from the judges

This is a very impressive entry; it was ambitious in scope creating an online document suite providing task-based content specifically for online use. This was approached as a page-one re-structure and re-write of existing content. This involved extensive research, much cross-team work and usability testing throughout the project. The entry is engaging and evidently user-focused. The look and feel is inviting; use of text and graphics is appropriate and consistent. The user can be confident in the quality of the information provided. The judges declared this to be an outstanding end product for an exceptional team effort.

Merit Award (Judges' Commendation)

Kedro Technical Documentation (QuantumBlack Labs)

Overall feedback from the judges

The judges singled out this Merit Award winner for commendation since it is so successful in meeting its objective. It is designed to help new users assess the suitability of the Kedro product for their purposes. The entry is so readily usable and consistently informative; it includes good features such as links to relevant external documentation, the ability to copy and paste example code, and direct writing style to match the product framework. One judge without knowledge of Python wrote, 'I started reading and I got hooked!'



Merit Award

Distitch (Assia Brill, James Bartley)

Overall feedback from the judges

Distitch is a very attractive and engaging entry with clear instructions and excellent clear graphics. The professional appearance of the samples with real word images using the same colour thread as the hand-drawn images impressed the judges especially. The structure is appropriate for the subject matter and consistently applied – a very accomplished piece.



Merit Award

Cognidox Online Help (Martin Ley)

Overall feedback from the judges

Cognidox Online Help is an impressive entry and a great example of what a good sole technical author can achieve. There was significant work in managing the migration of material and post-migration. The dashboard style is effective and good use is made of MadCap Flare's features. The delivery of content is consistent; incorporation of high quality video tutorials works well.



Merit Award

Mobile LPG Filling Truck Sales Brochure (Koslan Crisplant Lanka(Pvt) Ltd)

Overall feedback from the judges

The brochure has a very professional feel; the graphics are very well designed and do a good job of explaining the system. The key information is provided in a very easy-to-digest form. The images and annotations complement each other well.



Merit Award

iHASCO Knowledge Base (Spirit Software Ltd & iHASCO Ltd)

Overall feedback from the judges

iHASCO Knowledge Base is an accomplished entry providing information for three user types: learner, administrator and technical support staff. The entry is organised such that it is always who the text is intended for. There is a good 'look and feel' and the navigation is clear and consistent. Extensive and effective background work really shows through in the end product.



Communicator Article of the Year Award

Katherine Judge, *ISTC Communicator* editor introduced the Award for *Communicator* Article of the Year as voted by the readers. She presented the Award to Helen Hill for her series of articles on eLearning. Helen was present to accept the Award and give some background to her series.

Horace Hockley Award

The Horace Hockley Award is presented to a person or organisation that has made a considerable contribution to the technical communications industry over a sustained period of time. This year our recipient is particularly relevant to these times.

The ISTC Council presented the Award to the Government Digital Services Team in recognition of their work in maintaining the gov.uk website during the COVID-19 pandemic. The award was accepted by **Markland Starkie**, Head of Content for gov.uk and **Ben Hazell**, Content Lead for the gov.uk coronavirus content team. They gave a very interesting account of the challenges faced and their working methods.

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 **20 October 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.



Mike Austin Award

The Mike Austin Award is presented for outstanding service to the ISTC over a period of time in recognition of hard work and conduct of an individual who has helped the ISTC to attain and exceed its objectives.

This year, Council presented the award to **David Farbey** for outstanding service as ISTC member and as influential Council member for nine years. His contribution includes responsibility for Learning and Professional Development (including establishing the Continuing Professional Development Programme) and the TCUK Conference between 2012 and 2015 inclusive. David was present to accept the award and talk of his experiences.



President's Award

This year our outgoing President, Carol Leahy designated a special award for **Elaine Cole** in recognition of the excellent service to the ISTC with ASL, who have provided our administrative services since May 2008. Elaine worked with us from the outset until her retirement at the end of 2019. She was very influential in setting up the service and continued to go 'above and beyond' in her management of all aspects of our administration with an obvious desire to help ISTC to succeed.

Elaine joined us at the conference and spoke of her time working with the ISTC as she accepted the award.

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!

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.

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.

Latest news

Cambridge Area Group

Half a dozen of the group met up to discuss Making Sense of Financial Data Communication, covering a wide range of issues, from finance and company records to data security issues in documents.

Next meeting

We will be holding a Zoom meeting on 8th October at 6pm to discuss 'International and Contingency Sourcing' (with Brexit and implications for documentation in mind) — do join us if you are interested!

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

Thames Valley Area Group

This month's report is from Darren Mitcham

Last month our online Thames valley meeting was a little sparse as it followed the summer bank holiday. Our theme was 'what's in your school pencil case?'. We remembered fondly our school days of compasses, fountain pens, and Casio calculators. One strong memory was that fountain pens don't taste great!

Next meeting

This month – 6th October at 7:30pm – join us online only again when we have a guest from 3di talking about unusual Flare outputs. Anyone from anywhere is welcome to join us.

To get a link for the GoToMeeting details to join, email Darren Mitcham at 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	Leader
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](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



3di Broadcast on BBC Radio Stoke

Paul Ballard, Managing Director at 3di Information Solutions, was recently invited onto

BBC Radio Stoke's mid-morning program. Paul was interviewed by host Lee Blakeman on the importance of instruction manuals and how to get people to read them.

To listen to the interview, follow the link here: [3di Radio Broadcast](#).

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](#).



PROJECTS

Morson Projects Feature in Manufacturing & Engineering Magazine

Morson Projects have thanked *Manufacturing & Engineering Magazine* for featuring the organisation in their latest issue.

The editorial team caught up with Associate Director, Andy Hassall to talk about the success of the business over the years and in particular the company's ability to adapt in line with its clients' requirements to deliver successful projects, which has been increasingly important during Covid-19.

For further details, follow the link here:

[Morson Projects Article](#).

Industry and general news

Documentation Trends

Tom Johnson has written an article published in the recent issue of *ISTC Communicator*, Autumn 2020 issue, following up a survey about trends for those creating documentation for developers and engineers.

Further reading (ISTC member access login required):

Johnson, T (2020) 'Developer documentation trends' *Communicator*, Autumn 2020: 46-51 https://istc.org.uk/index.php?pda_v3_pf=/pda/2020/08/Comm2009Web.pdf#page=46.

The UX Collective also explored trends for 2020, a 'holistic analysis of UX Design as a discipline' – a summary of their top findings is below:

- ▶ Designing for the post-truth era
- ▶ The rise of micro-communities
- ▶ Design as a team sport
- ▶ Rendering intentionality
- ▶ The death of design files
- ▶ Rediscovering information architecture

- ▶ Embracing new superpowers
- ▶ Invisible design systems
- ▶ Designers, unite

Curious to know more? See the full report here – <https://trends.uxdesign.cc/>.

And finally, do you want to contribute to future technical documentation trend reports? The following organisations are looking for participants:

Documentation Salary Survey 2020: The Write the Docs team are gathering data for the second year running. The survey is open until Monday, November 16, and results will be made available towards the end of December online. The survey contains 22 questions and is broken up into 5 sections. It should take between 5 and 10 minutes to complete.

Access the survey here – <https://2020-salary-survey.writethedocs.org/>.

Technical Documentation Industry Survey 2020 Covid19: Scott Abel at The Content Wrangler, is looking for your contribution now. The survey comprises a short, multiple-choice questionnaire.

Access the survey here – <https://www.surveymonkey.com/r/techcommsurvey2020>.

Tech corner

Viewing STEP Files – an Introduction

By Nadine Cornwall

How often in your documentation experience have you been handed over a STEP file to be used to illustrate? Here we explore what a STEP file is and some of the ways it can be viewed.

What is a STEP file?

A STEP file is a 3D model file - Standard for the Exchange of Product Data, an ISO standard exchange format. It contains three-



dimensional data in a format that can be recognized by multiple programs

In the CAD industry, it can be difficult to share models between users with different CAD systems. The STEP format was developed as a solution to this problem in a similar way to .PDF

NOTE: STEP model files can use either the .STEP or the .STP file extension.

Programs that open STEP files

Examples include:

- ▶ Autodesk Fusion 360
- ▶ Autodesk Viewer
- ▶ Dassault Systèmes SolidWorks
- ▶ Dassault Systèmes CATIA
- ▶ eMachineShop
- ▶ IMSI TurboCAD Deluxe
- ▶ Siemens Solid Edge

Most are free or at least offer a free trial and it is worth checking if they work on the different platforms (Windows, MAC, mobile Android or iOS). One point to take into consideration is whether you simply want to view the STEP file or do you also want to print.

Once selected, it is very easy to download

and open the programme, then upload your STEP file to view and convert to your preferred file format.

Do you have experience using STEP files or similar — would you like to respond to this article? Or do you want to share the more technical aspect of your role in a future issue of *InfoPlus*?

Please send an overview of your insight to newsletter.editor@istc.org.uk.

Blog news

By Ginny Critcher

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

Ellis Pratt on the Cherryleaf blog discusses writing controls based procedures:

<https://www.cherryleaf.com/2020/09/podcast-93-writing-controls-based-procedures-during-the-lockdown/>.

Sarah Maddox on her ffeathers blog tells us what she learned about recording a presentation using StreamYard, Google Slides and You Tube:

<https://ffeathers.wordpress.com/>.

Tom Johnson on his I'd rather be writing blog looks at what to cover in a documentation kick off meeting: https://idratherbewriting.com/learnapidoc/docapis_kickoff_meeting_agenda.html.

The Government Digital Service are running a short discovery to help them work out how Notify can support better content design. Find out how you can be involved:

<https://gds.blog.gov.uk/2020/08/18/can-gov-uk-notify-help-the-public-sector-write-better-emails-text-messages-and-letters/>.

Jessica Ouyang on the Ditto blog explains why text should be thought of (and implemented) as a system:

<https://blog.dittowords.com/text-as-a-system/>.

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.



Podcast listings

With a wealth of varied and interesting technical writing podcasts on offer, we wanted to list the latest episode of the most popular for easy reference. The following is an initial compilation – if you have any suggestions or feedback on any that have been missed, then simply contact the editor – newsletter.editor@istc.org.uk.

Please note that listings are a suggestion to members; a listing does not imply ISTC endorsement.

The Cherryleaf Podcast – a podcast on becoming a better technical and business communicator, with over 30 hours in backlog episodes:

No. 94 - Ellis Pratt on Judging technical communication awards – <https://www.cherryleaf.com/podcast/>.

I'd Rather Be Writing Podcast – explores ways to ensure that you and your clients can get the best from each other, with an impressive backlog:

Playing a product design role as a content designer – podcast with Jonathon Colman - <https://idratherbewriting.com/blog/podcast-colman-playing-product-design-roles-as-a-content-designer/>.

Write the Docs Podcast – publishes discussion-style podcasts focusing on topics related to software documentation:

No. 31 – Strategies for site search, with Peter Levan <https://podcast.writethedocs.org/2020/09/10/episode-31-site-search/>.

Grammar Girl – this podcast provides short, friendly tips to improve your writing:

3 Meanings of 'Out of Pocket' <https://www.quickanddirtytips.com/grammar-girl>,

Writers of Silicon Valley – a podcast on UX writing and content strategy:

No. 15 – The two Stanford grads creating the ultimate UX writing software <https://www.writersofsiliconvalley.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. 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

All of our centres have now re-opened, with the necessary social distancing measures in place.

October

13-14 Introduction to Adobe Photoshop

Learn how to create and edit images using the de facto standard in the graphics industry. 10% discount for ISTC members (coupon code ISTC10).

£345 + VAT. Armada, Bristol
£245 + VAT Live Online participation

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

...Armada
...October

15-16 Introduction to Adobe Illustrator

Learn how to create and edit vector graphics quickly and effectively, in the leading application for vector graphics. The comprehensive toolset and features available provide everything you need to produce extraordinary graphics for print, video, the web and mobile devices.

10% discount for ISTC members (coupon code ISTC10).

£345 + VAT. Armada, Bromsgrove
£245 + VAT. Live Online course

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

15-16 Introduction to Adobe Premiere Pro

Learn all the key features of the industry-leading application for video-editing. You will master all the key techniques for editing, adjusting and refining your videos. We cover topics such as adding effects, exporting frames, clips and sequences, and managing your projects.

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COURSE



12-16 Technical Authoring Training Programme Live Online Course

ISTC-accredited programme comprising:

- Introduction to technical authoring (1 day)
- Intermediate technical authoring (2 days)
- Advanced technical authoring (2 days)

Training in core technical authoring skills for new and experienced technical authors.

Attend the complete programme, or just the module(s) relevant to your experience.

10% discount for ISTC members (coupon code ISTC10).

£995 + VAT. Armada, Live Online Training.

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

10% discount for ISTC members (coupon code ISTC10).

£395 + VAT. Armada, Milton Keynes
£295 + VAT. Live Online course

www.armada.co.uk/course/premiere-pro-training.

19-20 Introduction to Adobe InDesign

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

10% discount for ISTC members (coupon code ISTC10).

£345 + VAT. Armada, Reading
£245 + VAT, Live Online participation

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

November

2-3 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.

10% discount for ISTC members (coupon code ISTC10).

£345 + VAT. Armada, Milton Keynes
£245 + VAT Live Online participation

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

...Armada
...November

- 5-6 Introduction to Adobe Illustrator**
Learn how to create and edit vector graphics quickly and effectively, in the leading application for vector graphics. The comprehensive toolset and features available provide everything you need to produce extraordinary graphics for print, video, the web and mobile devices.
10% discount for ISTC members (coupon code ISTC10).
£345 + VAT. Armada, Reading
£245 + VAT. Live Online course
www.armada.co.uk/course/illustrator-training/.
- 9-10 Introduction to Adobe InDesign**
Provides a comprehensive introduction to the powerful capabilities of InDesign, including InDesign's most popular features.
10% discount for ISTC members (coupon code ISTC10).
£345 + VAT. Armada, Bromsgrove
£245 + VAT. Live Online course
www.armada.co.uk/course/indesign-training.

- 12-13 Introduction to Adobe Illustrator**
Learn how to create and edit vector graphics quickly and effectively, in the leading application for vector graphics. The comprehensive toolset and features available provide everything you need to produce extraordinary graphics for print, video, the web and mobile devices.
10% discount for ISTC members (coupon code ISTC10).
£345 + VAT. Armada, Bromsgrove
£245 + VAT. Live Online course
www.armada.co.uk/course/illustrator-training/.

- 18-19 Introduction to Adobe Premiere Pro**
Learn all the key features of the industry-leading application for video-editing. You will master all the key techniques for editing, adjusting and refining your videos.
10% discount for ISTC members (coupon code ISTC10).
£395 + VAT. Armada, Reading
£295 + VAT. Live Online course
www.armada.co.uk/course/premiere-pro-training.

Cherryleaf

We offer online training courses in:

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COURSE



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

Technical 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

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COURSE



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/frame-maker-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.

October

6 **ISTC Thames Valley Area Group Meeting**
We're holding another virtual meeting this month. All are welcome, 19:30 start. Email Darren Mitcham for joining instructions:
thamesvalley_areagroup@istc.org.uk.

8 **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.

6-8 **Adobe DITAWORLD 2020**
Join the team for the world's biggest DITA online conference for Marketing and Technical Communication professionals.
Online.

<https://2020-adobe-dita-world.meetus.adobeevents.com/>.

18-20 **Write the Docs Prague 2020**
Write the Docs Prague 2020 will be a virtual conference. Your virtual ticket includes live streaming of all talks, Q&A with speakers, access to the conference chat with all other attendees, speakers and sponsors, access to the writing day and the virtual job fair.
Online.

<https://www.writethedocs.org/conf/prague/2020/>.

20-22 **Adobe MAX**
Adobe MAX – The Creativity Conference will be virtual. The organisers promise 'a uniquely immersive and engaging digital experience, guaranteed to inspire'. Three full days of luminary speakers, celebrity appearances, musical performances, global

collaborative art projects, and over 350 sessions – and all at no cost.
Online.

<https://max.adobe.com/>.

November

2-6 **tcworld Conference 2020**
The tcworld conference brings together participants, speakers, students and exhibitors for all aspects of 'technical communication' from all over the world to form the industry's largest online meeting place.
Online.

<https://tcworldconference.tekom.de/>.

6 **UX Conference 2020**
At this year's 10th annual one-day conference, the focus is on the craft of design: expanding understanding and the skills needed to build fluid and rewarding experiences. The aim is to widen the understanding of design, so that everyone who builds UX outcomes can speak the same language.
Brighton, UK
<https://uxbri.org/2020/>.

Upcoming webinars

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

October

7 **Creating a Modern Documentation Portal that will Wow your Customers and Improve Customer Experiences, Part 1**

Cascading Style Sheets (CSS) Part 1: Introduction and Overview

In this webinar, join Mike Hamilton, VP of Product Evangelism for MadCap Software, as he takes you through detailed presentations on the basics of Cascading Style Sheets – the first of a four-part series. <https://www.madcapsoftware.com/resources/live-webinars.aspx>.

13 **How Content Models Bring Value to Customer Engagement**

Content models allow your content to become more flexible so that it can better serve the needs of prospects and customers. Michael Andrews explores what a content model is and shows you how you can use one to present information in more engaging and useful ways.

<https://www.brighttalk.com/webcast/9273/439511>.

29 **Say Hello to Next-generation Content Authoring**

In this webinar, Stefan Gentz will explore Adobe Robohelp, demonstrating its capabilities as a modern content authoring and publishing solution.

<https://www.brighttalk.com/webcast/9273/429165>.

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.

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What the ISTC offers

Back page

Some tech-themed grammar jokes

An ongoing series from Darren Mitcham

A question mark walks into a bar?

Two quotation marks walk into a “bar.”

Papyrus and Comic Sans walk into a bar. The bartender says, "Get out – we don't serve your type."

A mixed metaphor walks into a bar, seeing the handwriting on the wall but hoping to nip it in the bud.

A comma splice walks into a bar, it has a drink and then leaves.

Three intransitive verbs walk into a bar. They sit. They converse. They depart.

A synonym strolls into a tavern.

At the end of the day, a cliché walks into a bar – fresh as a daisy, cute as a button, and sharp as a tack.

A run-on sentence walks into a bar it starts flirting. With a cute little sentence fragment.

The past, present, and future walked into a bar. It was a tense situation.

And finally...

From Rachel Penycate

As seen on Social Media

A particularly funny misunderstanding of the wonderful English language caught my attention on social media recently, when a commenter wrote that they “mustard mitt” their ignorance about something or other to do with Netflix... can anyone beat that?

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.

