

MadCap Flare 2021

NEW RELEASE

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



What's New



New Markdown Import

Import files written in Markdown, including support for CommonMark.



New Layout Resizer

New and intuitive layout resizer allows you to view and adjust your content for different screen sizes, create new media queries and more.



New PDF Universal Access Support

New PDF support enhances the readability of a document for people with disabilities.



MadCap Flare is a technical writer's dream. It has every feature you could possibly imagine.

Stuart Escobar | Sr. Technical Writer 



Table and Image Support for Cloud-based Reviews in MadCap Central

Subject matter experts can now insert tables and images during the review process.



A Completely Redesigned Start Page

The new Start Page has been completely redesigned for improved usability and easier access to resources.



FrameMaker® 2020 Import

Import legacy content from FrameMaker® with ease.

The screenshot shows the MadCap Flare interface during a review session. At the top, there's a navigation bar with 'MOT | MOTA Support | Content/Operation Manual/Components Overview.htm' and a 'Submit' button. Below the navigation bar is a toolbar with various editing and review tools. The main content area displays the 'Components Overview' document, which includes a paragraph of text and a 'Motor Parts Diagram' image. The diagram shows an exploded view of a motor with various components labeled: BEARING SEAL, BALL BEARING, SQUIRREL-CAGE ROTOR, STATOR COILS, END BELL, FAN COVER, and COOLING FAN. To the right of the diagram, there are two review options: 'A Is this the best image to use?' and 'B Deleted'. Below the diagram, there are two more review options: 'B Let's use this version of the image that includes the component labels' and 'B Added'.



Are you ready to change the way you create and deliver content?
Get started on a free 30-day trial today at [madcapsoftware.com](https://www.madcapsoftware.com)





InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

May 2021

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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 the days finally begin to get longer and warmer, ISTC plans for the 2021 TCUK Metro online event continue to gather pace.

Read on for further details, along with a look at remote working a year on, the latest business affiliate and industry news, events, webinars, podcasts and more inside...

ISTC news

ISTC Members 2021 Call for Volunteers – Your ISTC Council Needs You!

By *Linda Robins*, ISTC President



Linda Robins

We are conscious of new challenges facing all technical communicators in the changed and changing world of 2021. In working to improve our offering to members, we are reviewing the make-up of our ISTC Council. The Council members usually serve a three-year term as a minimum with the option to stand for re-election on completion of that term. There are always opportunities to change roles within Council.

Our Council members are volunteers bringing experience and enthusiasm to the

functional areas and interest groups. To help us in our aim to provide members with a larger community presence in 2021, we now plan to add more members to the Council so that there are at least two representatives for every role. This will help spread the workload while also increasing our knowledge base.

If you are interested in serving on Council, please contact me (president@istc.org.uk) or the ISTC office (istc@istc.org.uk). We can tell you about the opportunities and give you some background to how we work together on Council. Also we always have opportunities to work on a project or help out with a functional area. Please get in touch if you would like to be involved.

ISTC Awards 2021

By Linda Robins, ISTC President

The deadline for submissions to the UK Technical Communications Awards is 31 July.

It is timely to remind you of the background to the Awards programme. Also this is an opportunity to outline the criteria for entry and to draw attention to the UKTC Awards website where more information can be found.

UK Technical Communication Awards

Communicating excellence

The annual UK Technical Communications 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.



Complexity made clear

Do you need API documentation that's useful & helps drive engagement?

Learn more

 3di-info.com

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 2021 entry now!

ISTC

Deadline
31 July 2021

awards@istc.org.uk www.uktcawards.com

The UK Technical Communication 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, traditional documentation to those demonstrating technical innovation – anything that displays, encourages or helps the production of high-quality technical communication.

There is a dedicated UKTC Awards website: <https://uktcawards.com>.

There were six winners of awards in 2020; also one of these was declared overall winner.

For the first time we also had an award for *Communicator* article of the year.

Details of these entries and their authors are given on the website: <https://uktcawards.com/announcing-the-award-winners-for-2020/>.

Please visit the website for details of how to enter for 2021.

TCUK Metro Online 2021 Dates for Your Diary

By Linda Robins, ISTC President



Our plans for TCUK Metro in September this year are taking shape based on feedback from last year's event and suggestions building on our regular monthly TCUK online lunchtime presentations. We are planning events across a week as follows:

TCUK Metro Online Conference Day: Tuesday 28 September

The Conference Day will be held on Tuesday 28 September. The programme will be as follows:

- ISTC Annual General Meeting for ISTC members only ahead of the main conference
- Annual Awards Presentations
- Two Webinars (followed by Q & A sessions).

TCUK Online Satellite Events: During Week Ending Friday 1 October

In the same week (Monday 27 September to Friday 1 October) we plan to hold other online days as TCUK Online satellite events. These may include:

- ▶ Presentations
- ▶ Workshops
- ▶ Special Interest Group sessions
- ▶ Networking events
- ▶ Socials and quizzes
- ▶ Watch parties
- ▶ Breakout sessions.

TCUK Metro Online 2021 Call for Papers

We are now asking for papers from prospective participants in our TCUK events (Monday 27 September to Friday 1 October). These include proposals for webinars on Conference Day: (Tuesday 28 September) and for presentations, workshops and other activities on the other days in that week.

Please contact Charlotte Claussen (charlotteclaussen@gmail.com) or the ISTC office (istc@istc.org.uk) if you would like to submit a paper for consideration.

TCUK Metro Online 2021 Call for Volunteers

We are looking for helpers in preparation for the events. Specifically now we are looking for volunteers to join our team in reviewing proposals from prospective speakers.

Please contact Charlotte Claussen (charlotteclaussen@gmail.com) or the ISTC office (istc@istc.org.uk) if you would like to be involved.

TCUK Online Monthly

By James Bartley

We are pleased to be able to announce the following TCUK Online Monthly events:

- Tuesday 11 May – Mike Ingeldew will be presenting on Changing technical publications in aerospace and defence.
- Thursday 10 June – Bjørn Smalbro will be giving a talk on Designing Adobe FrameMaker templates.

Both sessions will run from 1:00 – 2:00pm.

View the full schedule here – [TCUK Online Monthly Schedule](#).

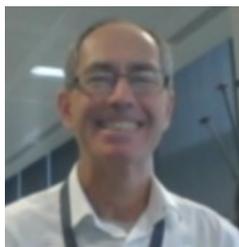
Email istc@istc.org.uk to be sent a link to the event(s) that interest you.



James Bartley

ISTC Member Resources

By Warren Singer, Resources Co-lead



Warren Singer

We have put together a new **Resources for ISTC Members** website page exclusively for ISTC members, containing new content and links to both ISTC and external resources.

This page includes tools and resources available only to ISTC members and business affiliates: from free courses on technical communication, to articles, reference material, online discussion forums, presentations, videos, the ISTC YouTube channel and much more.

The page also provides links to external resources, websites and tools of interest to technical communicators. We've included sections on the following: online reference, desktop publishing tools, online help publishing tools, content management systems, font libraries, API documentation tools, graphic design tools, eLearning tools and links to other useful websites.

Why not check it out and see if there is anything of interest? If there are any tools or resources you'd like us to add to this page, let us know!

Find out more on this page: [Resources for ISTC Members](#).

Note: You will need to login to the ISTC website to access this page.

ISTC Forums

The ISTC Jobs Forum has been busy recently!

If you have news, questions, or job openings – the ISTC member forums are a great resource. Non-members with job openings can contact istc@istc.org.uk to see about getting your advert listed.

Home > Discussion Forums > Jobs >

Jobs

Got a position that needs filled? Post it here.

Add topic

Subscribe for new topics | RSS

Page 1 / 20 1 Next >

Topic Title	Posts	Views	Last Post
Technical Writer Vacancy - Manchester MemberAdmin, 5 hours ago	1	3	By MemberAdmin > 5 hours ago
3di Technical Author Vacancy MemberAdmin, 6 days ago	1	3	By MemberAdmin > 6 days ago
Permanent tech writer required in Cambridge MartinLey, 2 weeks ago	1	1	By MartinLey > 2 weeks ago

The ISTC Podcast

By Amanda Maher



Podcast

In April's Podcast I chatted with David Farbey about his varied career in Tech Comms and his journey to Financial Services. You can listen to it now on [Podbean](#) or just

search for 'ISTC Podcast'.

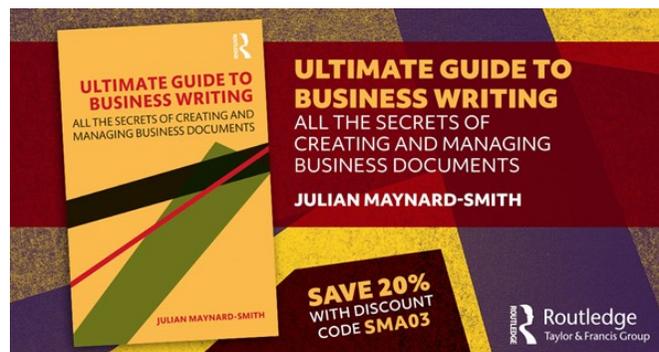
May's podcast may include our first guest host! Download it on 28 May to find out.

The podcast is published on the last Friday of every month and is half an hour of lively and informative chat with a technical communicator talking about the industry they work in, perfect to listen to over lunch or on the dog walk.

If you are interested in any aspect of podcasting and would like to get involved with the production team, contact Amanda at istc@istc.org.uk.

New Business Writing Book Offer

By Linda Robins, ISTC President



A new business writing book is now available at 20% discount until 30 June from the publishers Routledge.

The *Ultimate Guide to Business Writing* is a comprehensive guide on how to write any kind of business document. Written clearly in an engaging voice, it explains in depth the whole process: from determining objectives to establishing readers' needs, conducting research, outlining, and designing a template; to writing the first draft; to editing for meaning, accuracy, concision, style and emotional impact; to creating glossaries and indices; to proofreading and working with reviewers.

You can order directly from [the Routledge website](#) using the discount code **SMA03**.

Did you know you could advertise in this space?



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■ 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.

Latest news

Cambridge Area Group

There was a very small group of participants this month, so the topic focused on their needs. We discussed software to allow control of computers for education purposes of interest to three participants and arrangements made to discover more. This is one step ahead of video in tailor-made training, live, for the individual. Participants were still being affected by changing COVID19 rules and continually changing methods of working. Face to face meetings

are increasing.

We were also joined by a meteor hunter from China who does presentations in a major science museum and a fellow astrophysicist from the UK who is about to set up a space operations centre in America. The meeting had a truly international flavour.

Topics about graphics will be carried forwards to the next meeting.

Next meeting

We will be holding a Zoom meeting on Thursday 6 May at 6pm.

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 Liz Gregory

This month, instead of an official meeting, six members of Thames Valley met for a lovely walk along the Thames from Henley. It was really exciting to see each other in

person after such a long break, and we felt refreshed afterwards. Following this we met informally online to help Catherine Rushton solidify her thoughts for her upcoming [TCUK Online talk](#) in September about technical translation for technical communicators. The conversation was very interesting, and we expect the talk to be too, so make sure you sign up for this one, especially if you are likely to prepare content for translation during your career!

Next meeting

Next month we will meet on Tuesday 4 May at 7:30pm. This May get together is likely to be our last virtual meeting, if all progresses according to the roadmap. Because of this, we've decided to forego a theme and just have a social event - possibly with some games, drinking optional. It's our opportunity to say goodbye for now to our new friends from outside the area. If you'd like to pop along and chew the fat with us, we'd love to see you!

To get a link for the GoToMeeting details to join, email Darren 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	irishtechicalwriters@istc.org.uk
ISTC Irish Group	Adrian Rush	irishgroup@istc.org.uk
Midlands	James Bartley	midlands_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/ISTC.org.uk



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



Author Services Technical Becomes ISTC Business Affiliate

We are pleased to announce that **Author Services Technical (AST)** has recently joined the ISTC as a Bronze Level Business Affiliate.

Introduction to AST By Russell Austin

Some of you will be familiar with the name Author Services Technical (AST) as we have been in the industry for over 50 years, once even housing the ISTC offices. We write manuals for large and small clients alike, across all industries, provide contract staff and localisation services.

In recent years we have been part of many supply chains in the construction industry, and this has been where our authoring has been concentrated. However, we are now more diversified in the type of projects we are completing and while continuing to provide our well-earned expertise to our

construction clients, we are at the same time enjoying the variety of manuals we are now writing. This variety of work and enjoyment is bringing out a new level of creativity in our team.

Our Head Office is located in Hertfordshire, where our management and core authoring team are based. We also include a team of trusted independent authors located across the UK who we can call upon allowing us to tackle almost any project.

Now under new owners formed of experienced AST staff, we look forward to building on our existing heritage and contributing to technical authoring for another 50 years.

For more information, see

www.astauthors.co.uk.

MadCap Flare Latest News



NEW MadCap Flare and MadCap Central 2021 Releases

MadCap Software is excited to announce the release of MadCap Flare 2021 and MadCap Central, which brings a number of

new features and enhancements including a new layout resizer, Markdown import and much more. For a full list of new features, [visit the MadCap Software what's new page](#) or check out the [MadCap Software blog post](#).

MadWorld 2021: Two Ways to Attend and Learn



MadCap Software is now offering two ways to attend the **MadWorld 2021** technical communication and learning & development conference. Users can now attend the conference in-person in Austin, Texas, or attend the conference from the comfort of their home with an online virtual conference package. The conference takes place October 3-6, 2021. Conference details are available on their website here – [Madworld Conference](#).

About the ISTC's Business Affiliates

Our Business Affiliate programme has been in place for over 17 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

Remote Working – One Year Later



The team from [Miro](#) – the online collaborative whiteboard platform – have undertaken research into engagement, wellness and relationships after a year of working at home, commissioning YouGov to

survey 1,000 knowledge workers (equally split between genders and age groups) to get an accurate snapshot of where we are. Key findings include:

- ▶ Nearly half (49%) of people who are married or in live-in partnerships say that working from home has improved their relationship with their spouse or partner.
- ▶ 62% of parents with children under 18 say that working from home has improved their relationships with their kids.
- ▶ Over one-third of workers (34%) say they are 'somewhat likely' or 'very likely' to relocate if remote work becomes permanent in their companies.
- ▶ 57% of remote workers say they are more likely to multitask during virtual meetings than they were before the pandemic.
- ▶ One-third of knowledge workers (33%) are awake for less than 20 minutes before they begin work in the morning.
- ▶ Nearly half (46%) of respondents reported an increase in workload during the pandemic, and just 13% say their workload has decreased.

For further details, follow the link here: <https://miro.com/blog/remote-work-survey/>

CIEP Milestone – One Year as a Chartered Body



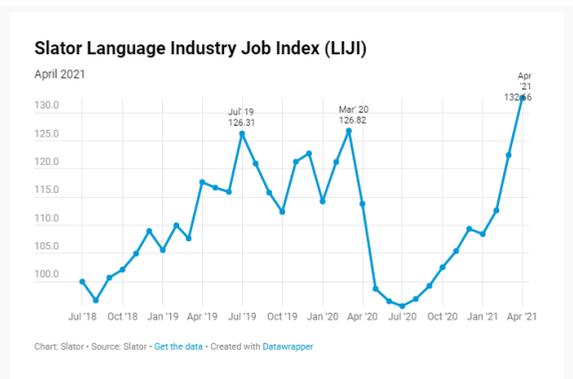
Just over a year ago, the Society for Editor and Proofreaders (SfEP) became the Chartered Institute of

Editing and Proofreading (CIEP). After the years of preparation and anticipation, the excitement in becoming a chartered body was cut short by the pandemic.

However, over its first year, the Institute went from strength to strength, ending 2020/21 with more members than ever. CIEP has not only adapted to the new online world but has also taken the opportunity to develop new training opportunities and resources.

Find out more about CIEP here: www.ciep.uk.

Language Service Industry Trends



Hiring activity in the language industry increased strongly in April 2021, according to Slator.com – read more here – <https://slator.com/industry-news/job-index-hits-all-time-high-in-april-2021/>.

Meanwhile a European Language Industry Survey from 2020 indicates a downward trend in pricing – https://ec.europa.eu/info/sites/info/files/2020_language_industry_survey_report.pdf.

Note from the Editor – What do you think? Does this tally with your experience? Contact newsletter.editor@istc.org.uk with any feedback.

Blog news

By Ginny Critcher

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.



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

On the I'd Rather be Writing blog, Tom Johnson chats with Kate Schneider about micro content and Flare. Kate shares micro content examples from her current documentation and explains the strategies she considers when creating micro content

Videocast: Micro content and Flare – Conversation with Kate Schneider

<https://idratherbewriting.com/blog/micro-content-and-flare-conversation-with-kate-schneider/>.

On the Cherryleaf blog, there's an article about the Mathspeak project. Mathspeak is a foreign language learning resource for secondary school students. It is a course in ten units on the language of mathematics. Mathspeak enables students to perform mathematics in a foreign language at the same level they do in their native language.

Screenshots from the Mathspeak project <https://www.cherryleaf.com/2021/03/screenshots-from-the-mathspeak-project/>.

On the MadBlog, Henna Rahman discusses how she and Nestlé changed their content development process so that they could be more efficient.

How to Improve Your Content Development Process

<https://www.madcapsoftware.com/blog/how-to-improve-your-content-development-process/>.

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.

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 ISTC Podcast – a lively and informative chat centred around technical communications – and communicators – a perfect half-hour listen – <http://istctechcomm.podbean.com/>.

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

No. 107. Why communication skills are not enough – <https://www.cherryleaf.com/podcast/>.

Content Content – this podcast helps you get to know the people behind the content, including professionals in technical communication, content strategy, content marketing and more:

Not acting like slow computers with Rahel Bailie – <http://edmarsh.com/content-content-podcast/>.

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

Word Origins That Will Surprise You – <https://www.quickanddirtytips.com/grammar-girl/>.

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:

303. Micro content and Flare – this one is a videocast conversation with Kate Schneider – <https://idratherbewriting.com/blog/micro-content-and-flare-conversation-with-kate-schneider/>.

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

No. 33 – Simplified user interfaces, with Anton Bollen – <https://idratherbewriting.com/blog/wtd-episode-33-simplified-user-interfaces/>.

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

No. 22 – How software will help UX writers democratize the design process – Jasper Platz – <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.

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.

Armada

We are excited to announce that our centres are all now open for in-class training again!

May

6-7 Introduction to Adobe Photoshop

Learn how to use 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).

£245 + VAT Live Online participation
£345 + VAT in-class in Milton Keynes

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

10-11 Introduction to Adobe InDesign

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

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

£245 + VAT. Live Online course
£345 + VAT. In-class at Bromsgrove training centre

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

17-18 Introduction to Adobe After Effects

Teaches all the key skills needed to use the leading professional software for motion graphics, video compositing and visual effects.

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

£295 + VAT. Live Online course
£395 + VAT. In-class at Reading training centre.

www.armada.co.uk/course/after-effects-training/.

...Armada
...May

19-20 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).
£245 + VAT Live Online participation
£345 + VAT. In-class at Bromsgrove training centre

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

27-28 Introduction to Adobe InDesign

Provides a comprehensive introduction to the powerful capabilities of InDesign.

10% discount for ISTC members (coupon code ISTC10).
£245 + VAT. Live Online course
£345 + VAT. In-class at Milton Keynes training centre

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

June

1-2

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).
£245 + VAT. Live Online course
£345 + VAT. In-class at Bristol training centre

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

9-10

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).
£245 + VAT Live Online participation
£345 + VAT in-class in Milton Keynes

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

10-11

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.

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£245 + VAT. Live Online course
£345 + VAT. In-class at Bristol training centre

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

...Armada
...June

10-11 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).
£245 + VAT. Live Online course
£345 + VAT. In-class at Sheffield training centre
www.armada.co.uk/course/illustrator-training/.

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Cherryleaf

We offer online training courses in:

ACCREDITED
TRAINING
COURSE



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

Technical 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.

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

ACCREDITED
TRAINING
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/framemaker-2019-training-technical-authors/>.

Learn Adaptive Content Modelling:

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

Creating Mobile Apps without Coding:

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

Customer Journey Mapping:

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

MadCap Software

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

Training and 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.

Events listings

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.

May

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

- 4** **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.

...May

5-7

Confab

The Content Strategy Conference - From UX to accessibility, structure to storytelling, Confab brings content strategy to life like no other event. Join smart, curious folks from around the world who care about making content more useful and usable for all. We'll all be together – virtually!

Online

<https://www.confabevents.com/>.

6

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.

19

Slack Frontiers

Join local and global leaders, Slack experts and a network of your peers as we all come together to build a more connected, inclusive and flexible future of work. Get ready to transform your organisation through so many ways to learn, share and connect.

Online

<https://slackfrontierseurope.splashthat.com/EN-slackbanner>.

June

8-11

OmnichannelX

Content, design, governance, and systems; we believe these are the key elements that make or break omnichannel success. That's why OmnichannelX is delivering the international online conference, for managers and their cross-functional teams.

Online

<https://omnichannelx.digital/>.

9-11

Evolution of TC2021

Evolution of TC is the annual gathering event for all technical communicators with a focus on innovations in software documentation. Here, all professionals in the industry come together – technical writers, information developers, technical editors and translators mainly with a software background. It is the ideal platform to exchange knowledge and grow your network.

Online

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

September

- 28 TCUK Metro**
TCUK Metro is the ISTC one-day conference that will include presentations and some targeted workshops that offer practical help and experience for delegates. Planning is currently taking shape based on feedback from last year's event and suggestions building on our regular monthly TCUK online lunchtime presentations, so please keep an eye on the website for further details.
Online
<http://technicalcommunicationuk.com/>.

October

- 3-5 Write the Docs Prague 2021**
Write the Docs brings everyone who writes the docs together in the same room: Programmers, Tech Writers, Support, Designers, Developer Advocates, and more. We all have things to learn from each other, and there's no better way than sitting together and talking. We invite you to join 400 other folks in our event to explore the art and science of documentation.
Online
<https://www.writethedocs.org/conf/prague/2021/>.
- 3-6 Madworld 2021**
Spread out over four full days of learning, the MadWorld technical communication learning & development conference is your chance to learn from the experts, network with your peers, and take home best practices.
Online (also in-person, Austin, Texas, USA)
<https://www.madcapsoftware.com/madworld-conferences/madworld-2021/>.

Upcoming webinars

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

May

- 6 Creating a Modern Documentation Portal That Will Wow Your Customers and Improve Customer Experiences, Part 4**
Cascading Style Sheets (CSS) Part 4: Creating Your Own Custom Styles. In this webinar, join Mike Hamilton, VP of Product Evangelism for MadCap Software, as he builds on the CSS fundamentals covered in Parts 1, 2 & 3. If you have been following this entire series, then this webinar will be a different experience, as it will be very hands on: we will open the MadCap Flare CSS editor and use it to build several styles in real time.
<https://www.madcapsoftware.com/demos/signup.aspx?id=1161721679435405926>.
For Parts 1, 2 & 3 of the series, follow the link here to the Archive – <https://www.madcapsoftware.com/resources/recorded-webinars.aspx>.

-
- ...May
- 6 **Optimising Tech Docs for Search Engine Results Pages**
Jason Barnard gives a talk on maximising the findability of technical product content. Learn about the benefits of marking up support content in accordance with new schema types to help improve knowledge centre content SEO performance.
<https://www.brighttalk.com/webcast/9273/441636>.
- 12 **Survey Results: Measuring the Value of Technical Communication**
In this webinar, Rafi Pryntz-Nadworny, Marketing Operations Manager for Jorsek, the makers of easyDITA, will present the results of our recent survey and provide some commentary and ideas on how to help you show your team's value. Scott Abel, The Content Wrangler, will join Rafi in a lively discussion about the results, how they compare and contrast with other surveys, and what all this means for the future of the profession.
<https://www.brighttalk.com/webcast/9273/465638>.
- 18 **DITA for ALL – Create, Collaborate, Share without Complexity**
Looking at the basics of DITA in this presentation by Bernard Aschwanden, CEO at Publishing Smarter, with samples and hands-on experience.
<https://dita-for-all-with-adobe-framemaker.meetus.adobeevents.com/>.

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 June edition of *InfoPlus*, please email your copy to newsletter.editor@istc.org.uk by 20 May 2021.

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.

Back page

Eggcorns

From William Waddilove



Eggcorns are all around us, if we but knew it!

In linguistics, an eggcorn is an idiosyncratic substitution of a word or phrase for a word or words that sound

similar or identical in the speaker's dialect - [Wikipedia](#), or in other words, the idiomatic equivalent of misheard song lyrics:

- Going at it hammer and thongs
- Drinking to Bolivia
- Nipping it in the butt
- The chickens are coming home to roast
- We're internally grateful
- Don't be a pre-Madonna
- That'll never pass mustard

Note from the Editor – we'd love to hear your further eggcorn examples!

And finally – as seen on Social Media

From Rachael Penycate

Social Media fails:

A romantic meal...

Hubby made dolphin nose potato tonight and he added garlic to it, was really nice.

Like Comment Send

108

A sign of the times...



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.