Jet Linx Delivers First-Class, FAA-Approved Airline Operations Manuals and Training via Mobile Devices, Web Browsers and Print Using MadCap Flare

With 19 airbases, more than 100 aircraft, 2,400 Jet Card customers, and the world's only Forbes Travel Guide Five-Star trained and accredited private aviation company, Jet Linx chooses MadCap Software to modernize their technical documentation workflows.

JETLINX

> With MadCap Flare, we could create manuals that are far more advanced than what our industry is used to in three days and at a fraction of the cost.

CHRIS BRADLEY
Director of Publications & BCP Coordinator, Jet Linx

ROI Success Story Highlights

Intuitive Modern Web Experience for Employees

Streamlined Content Delivery for FAA-Regulated Manuals

Production Time Reduced From 2-3 Weeks to 3 Days

Keeping Pace With FAA Regulations

madcap software

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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

July 2021

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

Summer is finally here, though if to stay is quite another matter; do test out your higher-level vocabulary in our Back Page quiz. ISTC plans for 2021 continue to gather pace – read on for further details and for the latest *Communicator* issue news. We also have the latest business affiliate and industry updates, 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 going ahead with plans to expand the ISTC Council so that there are at least two representatives for every role. This will help provide members with a larger community presence to spread the workload while also increasing our knowledge base.

Our Council members are volunteers bringing experience and enthusiasm to the functional areas and interest groups. 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.

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.

We are also looking for volunteers to work on projects or help out with a functional area without necessarily joining Council. Ideas, enthusiasm and application are always welcome. Please get in touch if you would like to be involved.

Communicator

By Linda Robins, ISTC President

The Summer 2021 issue of *Communicator* represents a milestone for the journal. This is **Katherine Judge's** final issue as Commissioning Editor after 11 years in the role. Under her editorship, *Communicator* has won numerous awards over successive years. Katherine has always been diligent in researching material, exploring trends and reaching out to experts. She has ensured that our readers have a variety of material, always relevant and forward looking. A dip into the *Communicator* archive over the period provides strong evidence of the scope and quality of content; and take a look at the latest issue for Katherine's continuing success.

Katherine has been dedicated in her commitment to the ISTC as Commissioning Editor and as the journal's representative on the ISTC Council. We thank Katherine for her significant contribution over many years and the journal's good name in our profession; we wish her well in her new role.

We welcome **Thayna Desmond** as our new Commissioning Editor from the Autumn 2021 issue.

ISTC UKTC Awards 2021

By Linda Robins, ISTC President

Just a Reminder:

We are now accepting entries for the UKTC Awards 2021.The final date for submissions is 31 July 2021. But don't delay; apply today!

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.

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.

Please note: each entrant receives a consolidated comment sheet from the judging panel. The comments are against specific elements as well as overall assessment of quality.

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.

Communicator Article of the Year Award 2021

The *Communicator* Article of the Year Award 2021 is now open for entries:

■ Please read the article on the ISTC website: http://bit.ly/CommFave2021 –

this article from Summer *Communicator* 2021 lists the articles you can vote for.

■ The form to submit your vote is provided here: https://bit.ly/Favourite2021 – you can vote for three articles: voting closes on 31 July 2021.

Details of the award-winning entries for 2020 and their authors are given on the website – please take a look: https://uktcawards.com/announcing-the-award-winners-for-2020/.

Please visit the website for details of how to enter for 2021 – https://uktcawards.com/awards/enter/.

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 Proposals

The call for proposals for the main event and associated activities is open until **mid-July**.

For details of activities, topics and schedules, please check our dedicated website: www.technicalcommunicationuk.com.

To submit a proposal, please email our team on: tcuk@istc.org.uk. We are particularly keen to hear from anyone involved in oil and gas, and aerospace, defence and space with ideas for TCUK Metro week.

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. Please contact the team:

tcuk@istc.org.uk or the ISTC office: istc@istc.org.uk.

Call for Sponsors

If your company is interested in being a sponsor for TCUK Metro, please contact the ISTC office or email our team at tcuk@istc.org.uk.

TCUK Online Monthly

By James Bartley

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

James Bartley

- ■ Tuesday 6 July – Chris Hester will be having a Conversation about Governance.
- ■ Wednesday 11 August – Mark Lewin will give a talk on Developer / API Docs.

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.

The ISTC Podcast

By Amanda Maher

Podcast

In June's Podcast I chatted with Chris Wood of Oxford University Press about his career in Technical Communications and got a fascinating insight into the work he does in the education and publishing sector. You can listen to it now on Podbean or just search for 'ISTC Podcast'.

Next month's podcast will be another interview with a real technical communications professional and will be available on 30 July.

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.

ISTC local area and special interest groups

The ISTC groups offer an opportunity for technical communicators to network and share knowledge and expertise. They are open to everyone (you don't need to be an ISTC member) and are free to attend. The groups meet at intervals during the year and hold talks, peer discussions, demonstrations and social evenings. Joining a group is an excellent way to meet like-minded people in your area and get to know fellow specialists.

Latest news

Cambridge Area Group

Next meeting

We will be holding a Zoom meeting on Thursday 8 July at 6pm, topic still to be determined, so all suggestions welcome — 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

For the first time in over 12 months, we got to see each other face-to-face, albeit at a safe distance, when we met at our old venue the Bird-in-Hand in Knowle Hill. We originally planned to look at culturally sensitive language, but the whole two hours flew by with stories of all the exciting things we'd been doing over the past year. The biggest take out of the evening was learning to scare off wasps by keeping a balloon nearby (they think it is a rival nest).

Next meeting

We will meet again in the Bird-in-Hand pub on Tuesday 6 July from 7:30pm. We might be inside or outside!

Please email Darren at thamesvalley_areagroup@istc.org.uk for more information.

East of Scotland Area Group

Stop Press. After a long break, we will be holding a virtual meeting using Microsoft Teams on Friday 16 July from 6pm. We want to try and showcase docs and see what people work on, but this is not mandatory, and you can just dive into the chit chat, and drop in and out as you like.

Please contact Caroline Domenech at c.domenech@craneware.com for further details.

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InfoPlus is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

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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
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
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.

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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

TCUK: @TCUK_conf

Our Instagram presence:

ISTC_org

Our YouTube channel:

www.youtube.com/user/istctechcomm

Business affiliate news

Morsen Projects Celebrate One Year as an IET Enterprise Partner

Morsen Projects are working with The Institution of Engineering and Technology (IET) to both acknowledge the level of professionalism within their technical staff and to highlight to them the activity that occurs within the wider global engineering and technological community.

As a result, 17 engineers and technicians are registered with the IET in order to gain a range of professional qualifications and working towards becoming chartered.
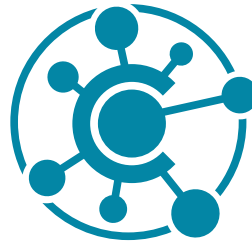
Read the full article here: https://www.morson-projects.co.uk/latest_news/morson-projects-celebrate-one-year-as-an-iet-enterprise-partner/.

More about the IET:

The IET is the world's largest professional engineering institution offering professional qualifications. With a membership community of over 169,000 professionals, their role is to disseminate information and promote and develop knowledge and professionalism across the global engineering community through a vast array of activities, products and services.

MadCap Central Simplifies IT Resources for Content Publication

MadCap Central leverages the security, power and flexibility of the cloud to mitigate or eliminate many of the technical hurdles faced by both content creators and information technology professionals:

- No need for IT resources or setting up web servers to host and publish content: you can host and publish your content securely online in a matter of clicks.
- Gather actionable user analytics on your public, private or in-product content to gain valuable insight into how your users interact with and consume your content for a continuous improvement process.
- Publish your outputs directly from within MadCap Flare to MadCap Central with ease.
- Schedule and manage builds to publish content whenever you need it.
- A single user or a team of hundreds, MadCap Central was built for scalability.

Learn more here: https://www.madcapsoftware.com/products/central/.

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.

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Industry and general news

Python Proves Most Popular Programming Language for Translators

The simple syntax and general purpose high-level programming language of Python makes it more human readable, easy to learn and portable; it is increasingly being used in machine learning and machine translation.

Python was created in 1991 (named after the infamous Monty Python comedy troupe), and its written code is easy to read, comprehend, share and maintain. As such it is widely the programming language of choice for linguistic students, used in over 25 countries.

Read more here: https://slator.com/academia/translators-meet-python-most-popular-programming-language-for-student-linguists/.

Ten Free Places Available for the 2021 CIEP Conference

The 2021 CIEP conference will be held online via Zoom on 11–14 September 2021.

The conference will feature informative and entertaining sessions on a variety of subjects; the programme is still being finalised, so please check back for new additions.

The CIEP is pleased to announce an Award of ten free places at the 2021 annual conference – you will need to be a member to apply.

Details of eligibility and how to apply can be found here.

Blog news

By Ginny Critcher

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

Cherryleaf's Ellis Pratt looks at importing REST API documentation into MadCap Flare on the MadBlog: https://www.madcapsoftware.com/blog/importing-rest-api-documentation-into-madcap-flare/.

Another post form MadBlog, Andrea Maliska posts her guide to blended elearning: https://www.madcapsoftware.com/blog/your-guide-to-blended-elearning-design/.

Tom Johnson on his I'd rather be Writing blog looks at 5 project management responsibilities of senior technical writers: https://idratherbewriting.com/blog/project-management-responsibilities.

Ryan Knott on the TechSmith blog outlines 6 ways your team can innovate using visuals and videos for communication: https://www.techsmith.com/blog/visual-types-remote-communication/#myths.

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Find out what kind of technical author you are on the Cherryleaf blog: https://www.cherryleaf.com/2021/06/quiz-what-type-of-technical-writer-are-you/.

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.

Hyperlinks disclaimer

Podcast listings

There are a wealth of varied and interesting technical writing podcasts available; here are listed the latest episodes 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.

API The Docs Podcast – a podcast focused on the insights and experiences as documentarians from the field of API documentation:

Getting into the tech industry through technical writing – https://anchor.fm/api-the-docs-podcast.

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. 111 – Building a developer portal using Flare – A new way to do it – 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:

Clarity over consistency with MJ Babic – http://edmarsh.com/content-content-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:

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/.

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10-Minute Tech Comm – a series of 10-minute interviews with technical communication practitioners, scholars and innovators:

Natalie Dunbar on Information Architecture and Content Strategy – https://www.podbean.com/podcast-detail/36ttb-52a6a/10-Minute-Tech-Comm-Podcast.

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.

Armada

We offer both in-class and online training formats.

July

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 at Bromsgrove training centre

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

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

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

...Armada
...July

14-15   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).

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

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

19-23   Technical Authoring Training Programme Live Online Course
ISTC-accredited programme comprising:

ACCREDITED TRAINING COURSE

- 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. Live Online Training.
£1,295 + VAT. In-class at Bromsgrove training centre

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

23-24   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 Bristol training centre

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

August

5-6   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 Sheffield training centre

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

...Armada
...August

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).

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

11-12   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. Used across all forms of video and screen-based media, After Effects offers a powerful set of tools to deliver stunning visual results.

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

£295 + VAT. Live Online course
£395 + VAT. In-class at Bromsgrove training centre
www.armada.co.uk/course/after-effects-training/.

Follow us: **@ArmadaTraining**

Cherryleaf
We offer online training courses in:

Technical Author/Technical Writer/ Technical Writing
https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/. This covers the fundamentals of technical writing. Cherryleaf is offering a 10% discount to ISTC members for this course.

New premium option now available – this course plus five additional courses.

Creating Screenshots and Images for User Guides: https://www.cherryleaf.com/training-courses/images-course/. This is available as a standalone course and also as part of our Intermediate/Advanced Technical Communication training course bundle.

Intermediate/Advanced Technical Communication Training Course Bundle:
https://www.cherryleaf.com/training-courses/advanced-technical-writing-training/. The bundle provides you with access to a collection of online modules in technical communication, under a low-cost pay monthly basis. Each module is self-contained, so you can choose to take just a single module, if you wish.

You'll be able to take these courses:

- Documenting REST APIs
- Markdown
- DITA fundamentals
- Managing Software Documentation Projects
- Revising and Editing Content
- Structured Writing Fundamentals
- Technical Copywriting
- UI/UX Writing
- Creating screenshots and images for user guides
- Review of technical writing fundamentals
- Single sourcing and content reuse
- Trends in Technical Communication.

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.

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

July

6   **ISTC Thames Valley Area Group Meeting**
This month we are meeting IRL – In Real Life. All are welcome,19:30 start. Email Darren Mitcham for further details:
thamesvalley_areagroup@istc.org.uk.
The Bird in Hand, Bath Rd, Knowl Hill, RG10 9UP.

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.

16   **East of Scotland Area Group Meeting**
We will be holding a Microsoft Teams meeting from 18:00 to 19:30. Please email Caroline Domenech for further details:
c.domenech@craneware.com.

September

11-14   **CIEP Conference 2021**
The second CIEP annual conference will be held online. The conference provides a range of interesting, relevant and stimulating workshops and seminars, as well as plenty of opportunities for networking with other members and with the Institute's Corporate Subscribers.
Online
https://www.ciep.uk/networking/conferences/.

27- 01   **TCUK Online Events**
Held during the same week as TCUK Metro, the ISTC will be holding other online days as TCUK Online satellite events. These may include: presentations, workshops, Special interest Group sessions, networking events, socials and quizzes, watch parties and breakout sessions.
Online
http://technicalcommunicationuk.com/.

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

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.

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://technicalcommunication
uk.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.

July

1 **The Need for Inclusive Design**
Join Microsoft UX Designer Doug Kim and co-hosts Patrick Bosek and Scott Abel on why we should create accessible content and the need for information developers to adopt inclusive design approaches. Kim will demystify inclusive design, explore the benefits of inclusivity, and challenge us to incorporate inclusive design principles to guide our content design decisions. Attendees will gain access to a suite of tools and useful resources designed for content creators who aim to create information products that are accessible to all.

https://www.brighttalk.com/
webcast/9273/441637.

...July

15   Breaking the Build Event Horizon
In this webinar, join Ray Davis, Technical Writing Manager at Medtronic, as he looks into the world of build events. Build events are a powerful way to automate changes to your content before and after you build your project. This presentation is a demonstration of what's possible with build events, from the obscure to the obvious. Additionally, Ray will take a look at these scripts line-by-line and explain the logic behind each command and investigate the real-world challenges of implementing XSL-based build events, issues of portability and re-usability in a multi-writer environment.

https://www.madcapsoftware.com/demos/signup.aspx?id=1162256380551159769.

15   Elevate your Documentation with Fast and Pixel-Perfect PDF Publishing
The options for crafting your organization's perfect PDF are impressive and are also easy to understand. Even better, with FrameMaker and FrameMaker Publishing Server you can create different settings for specific audiences and confidently produce perfect PDF at a moment's notice.

In this webinar, Matt Sullivan, CEO of TechComm Tools, will demonstrate how you can:

Use default PDF presets to quickly deliver PDF to your intended audience

Customize and save presets for specific workflows like:

Mobile view and reflowable content

Commercial printing and self-publishing

Accessibility

Secure access

Automatically publish PDF (XML/DITA or non-XML)

Register now for the live webinar and to get access to the recording after the webinar (Adobe ID required):

https://elevate-your-documentation-with-fast-pdf-publishing.meetus.adobeevents.com/register/login.

Back page

Summary Quiz!

Beat the heat and shine above others with 14 words from dictionary.com to use at the next summer barbecue (weather permitting!). The first six are listed below:

1. To describe the things we do in summer: **estival**

2. To point out the green grass: **viridescent**

3. To say there's a chance of rain: **pluvial**

4. To warn of an approaching storm: **tempestuous**

5. To make plans for the morning: **matinal**

6. To talk about the twilight fireflies: **crepuscular**

Take the quiz for the remainder to test your summer word knowledge – https://www.dictionary.com/games/quizzes/guess-these-summer-words-to-beat-the-heat.

Flex Your Paraphrasing Capabilities

As suggested by William Waddilove

Can you paraphrase into one, simple short sentence? Answers on a (digital) postcard please to newsletter.editor@istc.org.uk:

Quote from the infamous Sir Humphrey – https://en.wikipedia.org/wiki/Humphrey_Appleby.

"Well, it's clear that the committee has agreed that your new policy is a really excellent plan but in view of some of the doubts being expressed, may I propose that I recall that after careful consideration, the considered view of the committee was that while they considered that the proposal met with broad approval in principle, that some of the principles were sufficiently fundamental in principle and some of the considerations so complex and finely balanced in practice, that, in principle, it was proposed that the sensible and prudent practice would be to submit the proposal for more detailed consideration, laying stress on the essential continuity of the new proposal with existing principles, and the principle of the principle arguments which the proposal proposes and propounds for their approval, in principle."

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.