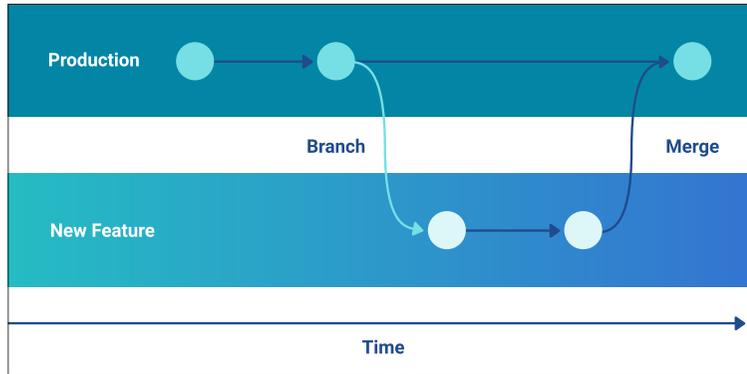## New Release

MadCap Flare 2021 r3

New Branching Support for Your MadCap Central Git Repository

Whether you are a lone author, or part of a team, branching offers many benefits. With this new feature, continuously develop new content while not affecting your main (production) branch used to generate approved content.

Production

Branch   Merge

New Feature

Time

+ git

"

Branching support in MadCap Central is a huge game-changer for us. Having the ability to create a new branch and push it to MadCap Central is going to revolutionize how we manage our projects tremendously.

Rosa Davis
Technical Writer and Documentation Strategist, Vaison

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InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

February 2022

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

Do let me know if you have events coming up so we can publicise them to the wider TechComm community. Towards the end of this month's *InfoPlus*, there's a handy list of monthly deadlines.

I know that January has raced through for me. Has it for you?

Michæl.

ISTC news

UKTC Awards 2022

From Linda Robins, ISTC President

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.

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/.

The winners were announced at the TCUK Metro Online 2021 main event on Tuesday 28 September, a virtual conference hosted by the ISTC. Seven companies, with contributors from several countries, were recognised for the quality of their entries, six received Merit Awards and one was presented with the trophy as Overall Winner. We

also had an award for *Communicator* article and one for the *Communicator* column of the year.

Details of these entries and their authors are given on the website:

https://uktcawards.com/past-years/winners-2021/.

Entries for 2022 are welcomed now. Please contact the office (at istc@istc.org.uk) for details.

ISTC annual survey covering employment

by Linda Robins, ISTC President

You can help make a difference!

The ISTC annual survey covering employment is now available and all technical communicators in the UK can take part. The purpose of this survey is to collect data relating to qualifications, experience, and remuneration of technical communicators in the UK.

We hope a good number of you can take part so that we get a good representation of our profession. The survey is open both to members and non-members of the ISTC.

The results will be made available to ISTC members through our publications. If you are not an ISTC member and would like to receive a copy of the survey results, please contact istc@istc.org.uk.

Click on the link here to get started.

https://www.surveymonkey.co.uk/r/YBFYVC7.

Do not hesitate or delay. It will take you 10 minutes at most (guaranteed). The deadline for the survey is 28 February 2022.

ISTC website updates

Following the move of the TCUK website to the ISTC website, all information about the TCUK conference can now be found at istc.org.uk/tcuk. Other changes to the ISTC website are planned, but work has been delayed this month.

ISTC meets 2022

Just a reminder that TCUK-online is now called ISTC Meets. Details of previous events are available on the ITC website at istc.org.uk/events/. Please follow us on our Eventbrite page to be notified of upcoming events.

ISTC membership renewals reminder

This is a timely reminder to ISTC Members that renewals for 2022 are now due. Renewals for ISTC Members opened on 1 December 2021.

Payment can be made via the website or by contacting the ISTC office (on istc@istc.org.uk).

Members have received an email with details and can check the renewals link on our website.

Renewals this year include the new step of choosing how you receive your copies of *Communicator*. Also, this year, the previous 'Junior' membership grade has been renamed 'Entry level'.

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This is a free monthly online newsletter for scientific and technical communicators.
InfoPlus is posted at www.istc.org.uk/our-publications/infoplus-newsletter/.

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ISTC meets Dr Anu Singh

1–2 pm, Wednesday 9 February 2022

Creating content in disruptive times

Dr Anu Singh

With the latest technology trends, intuitive products, and smart devices, it has become critical to create content that is credible, concise, and intelligent for enhancing client experiences for products and services. At the same time, in these ever-evolving uncertain times, it has become vital to create content that instils a feeling of safety and success in the users.

This session will explore strategies for creating content with respect to platform and delivery, and processes and tools for content development in disruptive times. Additionally, considerations for using technology like AI-enabled Bots, micro-content and micro-learning that can address various information needs of targeted audiences for personalized experiences, enhanced efficiencies, discoverability, accessibility, and so on, at the same time.

Dr Anu Singh is Principal, Content Development at Fiserv. She is a creative disrupter who believes in the enormity of the human mind, its thoughts, feelings and the social paradigm it creates and in which it coexists.

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ISTC community

ISTC local area and special interest groups

The ISTC groups offer opportunities 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.

Current ISTC groups

Name	Leader	Email
Cambridge	Deb Stevens	cambridge_areagroup@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

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 group, contact our Area Groups Manager, Tom Dumic, at areagroupsmanager@istc.org.uk.

ISTC online groups

ISTC on LinkedIn

ISTC groups on LinkedIn for ISTC members include:

- 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
- ISTC Yorkshire Area Group for Communication Professionals
  www.linkedin.com/groups/4662452

Scotland

- Technical Writers (East Scotland ISTC)
  www.linkedin.com/groups/13536907

Ireland

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

ISTC on Facebook

Our main Facebook page is at
www.facebook.com/ISTC.org.uk

You can join the ISTC group at
www.facebook.com/groups/490570891153888
for discussion with fellow professionals.

The TCUK Facebook page is at
www.facebook.com/techcommuk/

ISTC on Twitter

Follow us on Twitter at @ISTC_org (www.twitter.com/ISTC_org) for everything ISTC, and specifically, @TCUK_conf (www.twitter.com/TCUK_conf) for everything to do with our annual conference TCUK.

ISTC on Instagram

We also have an Instagram account, so you can follow us there too
www.instagram.com/istc_org/.

ISTC on YouTube

You can subscribe to our videos at https://www.youtube.com/user/istctechcomm.

Blog round up
by Ginny Critcher

January 2022

Cherryleaf's Ellis Pratt looks back over lessons learned in 2021:
https://www.cherryleaf.com/2022/01/podcast-120-lessons-learnt-in-2021/.

Tom Johnson on his I'd rather be writing blog addresses the themes of WFH and podcasting:
https://idratherbewriting.com/blog/themes-from-2021.

Jennifer Morse on MadBlog discusses branching, what it is and how Madcap Flare supports this:
https://www.madcapsoftware.com/blog/new-madcap-flare-2021-r3-and-madcap-central-releases-support-for-integrated-branching-streamlines-content-workflows/.

Jo Stichbury on the ably blog posts about the realtime web: evolution of the user experience:
https://ably.com/blog/the-realtime-web-evolution-of-the-user-experience.

TechSmith's David Patton outlines the 7 crucial subfolders you need when setting up a media project:
https://www.techsmith.com/blog/youre-setting-up-your-video-project-wrong-7-subfolders-you-need/?utm_source=twitter&utm_medium=social&utm_campaign=blog.

Do you have a blog? Let me know so I can include it in my monthly review.

Seen an interesting post? Let me know, email ginny@cherryleaf.com.

Upcoming events

Announcing MEGAComm 2022 – 16th Annual Event for Tech Writers

by Paula Stern, MegaComm Conference Coordinator

MEGAComm 2022 is an exciting annual conference for technical writers and hi-tech professionals. Once it was a small, intimate gathering of Israeli technical writers to learn, to network, to share the latest trends and practices in the field of technical communication. In the past few years, it has grown with international speakers and attendees.

Today it is an amazing, affordable international conference of global proportions. Last year, we had attendees from 15 different countries; speakers from four continents!

MEGAComm unites tech writers from Israel, India, Europe and the US in a friendly, informal, informative and dynamic online conference. All sessions are recorded and available after the conference to our attendees.

This year, we are thrilled to feature Tom Johnson, Sarah O'Keefe, Kirk St.Amant, major Israeli and European tech writing presenters and vendors coming together for three fantastic days.

The conference will take place Feb 8 – 10 (from 9:00 – 15:00 each day). The cost for all 3 days is just $250.

For more information, see www.megacomm.org or write to info@megacomm.org.

Enabling 4 billion conversations

Hear how conversational artificial intelligence hardware technology helps reach billions and provides access to information produced in their local languages.

Thursday, February 3, 2022 at 8 AM PT / 11 AM ET

Join Patrick Bosek and Scott Abel for a chat with Andrew Bredenkamp, the CEO of CLEAR Tech at CLEAR Global, about the power of conversational artificial intelligence hardware technology to help us reach the 4 billion marginalised people who do not have access to information produced in their local languages.

You'll hear how the technology can help in a variety of situations — from providing relevant and truthful information to those seeking asylum outside their home countries to responding to many types of humanitarian crises.

Get your information out to other technical communicators

by Michæl McFarland Campbell, InfoPlus editor

InfoPlus is the monthly online newsletter from the Institute of Scientific and Technical Communicators, and is there to share information from the ISTC, our sponsors, and other professionals which may be of interest to the technical communications community.

InfoPlus is usually published and distributed on the first working day of each month. Occasionally, there may be a delay until the first week of the month. Please bear this in mind when submitting time-sensitive information. Send your contributions to me at newsletter.editor@istc.org.uk.

The deadlines for the each of the 2022 editions are:

Edition	Deadline
March 2022	Fri 18 February 2022 at 12 noon GMT
April 2022	Fri 18 March 2022 at 12 noon GMT
May 2022	Fri 22 April 2022 at 12 noon GMT
June 2022	Fri 20 May 2022 at 12 noon GMT
July 2022	Fri 17 June 2022 at 12 noon GMT
August 2022	Fri 22 July 2022 at 12 noon GMT
September 2022	Fri 19 August 2022 at 12 noon GMT
October 2022	Fri 16 September 2022 at 12 noon GMT
November 2022	Fri 21 October 2022 at 12 noon GMT
December 2022	Fri 18 November 2022 at 12 noon GMT

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Back page

Neologisms

Exo-skeleton: Second in command to the chief skeleton

Demystification: Ritual observed by motorists on winter mornings

Parapet: Skydiving rabbit

Spokesperson: Someone who makes bicycle wheels

Fillibuster: Someone who euthanises injured horses

Espouse: Someone who married at an online ceremony

Navigate: Scandal involving Irish labourers

Wireless: What an electrician does when unwell

Trench Coat: Ailment suffered by 1st World War soldiers that stopped them keeping warm

Plankton: Unit of measure for weighing wood

Dislodge: Policeman who refuses to join the Masons

Disjoint: Someone who refuses to smoke cannabis

Concern: Fake particle accelerator

Exclaim: Former insurance salesperson

Tenacity: Poundland for the middle classes

Console: Fake shoe

Sinew: Evil sheep, or a Welsh devil worshipper

Altercation: When a Priest takes annual leave

Malign: A Scottish actor asking for a dialogue prompt

Stalwart: Cure for verucas

Spotted by Graeme Moitie