



New Release

MadCap Flare 2022

What's New

New Micro Content Enhancements Give You Even More Control

Turn your documentation into a veritable resource to help drive sales & marketing, user experience, and ROI – all without sacrificing the integrity of your documentation.

→ Knowledge Panels for Curated Content

Micro content can now be designed and displayed as curated “knowledge containers” on any topic or in search results, all managed and controlled by the author.

Additional New Features Include:

- A Completely New Editor for Meta Tags Makes Content Easier to Manage and Optimize
- New Analysis Reporting Options for Meta Tags
- A Completely Redesigned Skin Editor for Micro Content
- HTML5 Skin Editor Enhancements
- **Plus:** Additional Editor Updates, New Updates for PDF and Word Output



The latest release of MadCap Flare is tremendous. Updates to how content is managed, Knowledge Panels, the SEO improvements, and more – all combine to provide a significant new release that is guaranteed to excite all MadCap Flare users.



Scott DeLoach | CEO, ClickStart

Learn More and Get Started On a Free 30-Day Trial at [MadCapSoftware.com](https://www.MadCapSoftware.com) →





InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

July 2022

Contents	
ISTC Social Media	3
ISTC Local Area Groups	4
Blog and Podcasts	
Roundup	4
Training Courses	6
Back page	9

The ISTC is the largest UK body representing scientific and technical communicators. If you are involved in technical writing, technical illustration, or communicating technical information in other ways, it's the professional association that can support your career. Interested in membership? Find out more [here](#).

This free newsletter is emailed to about 1500 people. As well as ISTC news, *InfoPlus* contains listings and articles of general interest to the profession. Subscribe [here](#).

Advertising: [Felicity Davie](#)

Editorial: [Michaël McFarland Campbell](#)

Layout Editor: [Bob Hewitt](#)

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

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

Highlights

We're a bit lighter on news and information as we head into the summer, but don't forget there is the TCUK conference online to look forward to in the autumn. I look forward to having more information about courses as well. Enjoy the break!

Michaël.

ISTC News

UKTC Awards ...final reminder

Linda Robins FISTC, President

Just a reminder that the deadline for submitting entries to this year's awards is Sunday, 31 July.

There is a dedicated UKTC Awards website: <https://uktcawards.com/>. You can submit your entry there. Please contact the ISTC office for more details as needed (istc@istc.org.uk).

Summer break for ISTC meets

James Bartley MISTC

ISTC Meets continues in its summer break and will return in September 2022. Follow us over on our Eventbrite page to be notified immediately when new events are listed. You can also peruse recordings from previous events at <https://istc.org.uk/events/istc-meets>.

TCUK Online 2022

TCUK Online 2022 is scheduled for Tuesday, 27 September. This event will include the ISTC AGM and UKTC Awards and webinars (as in the last two years). We will supply more details shortly.

Looking ahead to 2023, the ISTC Council plans to return to an in-person conference. So TCUK 2023 will be an in-person event. Planning is underway for an exciting new event; we will build on experience and improve to reflect changes since our last face-to-face event.

ISTC Social Media

ISTC on LinkedIn

There are ISTC groups on LinkedIn for ISTC members which 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](https://twitter.com/ISTC_org) for everything ISTC, and specifically, [@TCUK_conf](https://twitter.com/TCUK_conf) for everything to do with our annual conference TCUK.

ISTC on Instagram

If you use Instagram, 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>.



ISTC Local Area 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.

If you're interested in setting up either a new group, contact the ISTC Area Groups Manager, Tom Dunic, at areagroupsmanager@istc.org.uk.

Blog and Podcasts Roundup

Michael McFarland Campbell MISTC

The Cherryleaf Podcast 125 looked at “Who we, and others are hiring”. <https://www.cherryleaf.com/2022/06/podcast-125-who-we-and-others-are-hiring/>.

Techsmith examines proximity bias and hybrid work at <https://www.techsmith.com/blog/proximity-bias/>.

Sarah Maddox writes about the importance of being a technical lead (TL) on her Ffeathers blog at <https://ffeathers.wordpress.com/>.

Have you heard a podcast or read an article which you think other technical communicators should listen to or read? If so, send them on to me at michael@woggle.org.uk. michael@woggle.org.uk.

Why do we need technical communication?

Linda Robins FISTC

I was browsing the ISTC website (<https://istc.org.uk>) while preparing a response to the perennial question, “Why do we need technical communication?” (This was for a careers forum.)

Instead of starting a new list, I went to the website for a refresher. I thought it worth summarising here—for reference or to pass on when you are asked to respond.

Why do we need technical communication?

We all deal with complex systems at home and work – from computers to cars, consumer products to business procedures. The need for accurate and accessible documentation to explain them has never been greater.

If people cannot use a product or service or cannot find out how to solve problems they might come across, they are less likely to use or buy it. This means organisations need to create and manage content that guides users.

Technical communication is all around you.

This content could be: Help pages, user guides, manuals, installation instructions, operating and safety procedures, business processes, training materials, chatbots, and even the text embedded into the product itself.

It includes the instructional material we often take for granted in everyday use. Indeed, some of the most successful technical documentation allows a person to use the subject almost intuitively.

And to review the skills needed.

Technical communicators are experienced and trained in communicating technical information to their audience. They have:

- ▶ The ability to communicate clearly
- ▶ An understanding of how the subject can be used safely and efficiently
- ▶ Scientific or specialised knowledge of the subject

- ▶ Skills in the tools used to create and publish the information
- ▶ An understanding of how we communicate.

Details can be found on the website: <https://istc.org.uk/homepage/value-of-technical-communication/>.

And why the ISTC?

The professional association can help you through your career – in technical writing, technical illustration, UX writing, scientific writing, content strategy, or communicating scientific or technical information in other ways.

Alan Turing's birthday: flowers in Sackville Gardens raises £2,700 for charity

Alan Turing, the pioneering computer scientist and World War II codebreaker, has a statue in Sackville Gardens in Manchester. On 23 June each year, people surround it with flowers in his memory for his birthday. It is coordinated by Equality Time, a charity using critical thinking to tackle inclusion issues. Since 2013, they have raised over £12,700 for the fantastic Special Effect, a UK-based charity that uses video games

and technology to enhance the quality of life with disabilities.



Dr Joseph Reddington, founder and CEO of Equality Time, says: “Since 2013, this annual event has grown with more and more people coming to celebrate Alan Turing's life and legacy. A life that should have been celebrated during it. Small charities like Special Effect and Equality Time rely on the enthusiasm with which people support our activities, and we're so grateful for every donation and bunch of flowers.”

Read more: <https://equalitytime.github.io/FlowersForTuring>.

Training Courses

Armada

Armada offer both online and in-person training courses:

July 2022

11-12 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 Reading training centre

www.armada.co.uk/course/ps.

14-15 Introduction to Adobe Illustrator

Learn how to create and edit vector graphics quickly and effectively, in the leading application for vector graphics. 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/ai.

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 participation
£345 + VAT. In-class at Milton Keynes training centre

www.armada.co.uk/course/id.

25-29 Technical Authoring Training Programme

ACCREDITED
TRAINING
COURSE



ISTC-accredited programme comprising:

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

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

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

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

£1,195 + VAT. Live Online Training.

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

The Institute of Leadership & Management



Be Ready to Lead: Be resilient, agile, and future-ready.

This free 4-hour course is suited for people who are:

- 'Self starters' and pro-active people looking to develop and/or step-up in their role.
- Anyone currently in or looking to move into leadership or management positions.
- Individuals with specific work problem/challenge to overcome.
- Managers looking to enhance their CV.

You will walk away with:

- Recognition that you are committed to leadership and personal development.
- Enhanced insights on the latest leadership thinking and knowledge.
- Fully verifiable, digital credential to share your success.

Find out more at <https://www.institutelm.com/what-we-do/leadership-management-courses/ready-to-lead-be-resilient-agile-future-ready.html>.

CopyCon 2022 training

Watch your tone

Monday 3 October 2022,
10 am to 4 pm
Sonder & Tell
£299 + £59.80 VAT

www.copywritingconference.com/sessions/watch-your-tone/.

Recharge your creativity

Tuesday 4 October 2022,
10 am to 4 pm
Nick Parker
£299 + £59.80 VAT

www.copywritingconference.com/sessions/recharge-your-creativity/.

Getting attention and engagement with your B2B copywriting

Wednesday 5 October 2022,
10 am to 4 pm.
Tim Tucker
£299 + £59.80 VAT

www.copywritingconference.com/sessions/digital-copywriting-for-b2b/.

Why your content marketing isn't working – and how to fix it

Thursday 6 October 2022, 10 am to 1.30 pm and

Friday 7 October 2022, 10 am to 1.30 pm

Kerstin Reichert

£299 + £59.80 VAT

www.copywritingconference.com/sessions/content-marketing/.

Future events

TCUK online 2022: 27 September 2022

The ISTC's annual conference for everyone involved in writing, editing, illustrating, delivering, and publishing technical communication. More details to come.

CopyCon: 14 October 2022

Creativity, inspiration, persuasion: The conference for everyone who uses words to make change. Get inspired and hone your craft with the help of 8 brilliant speakers. Live in Brighton.

£299 + £59.80 VAT

www.copywritingconference.com/conference/.

Joining the ISTC

We have members who are technical authors, technical content strategists, information designers, publication managers, documentation managers, information developers, technical illustrators, translators, and many other roles.

ISTC members demonstrate an ongoing interest in and commitment to professional development and an awareness of the broader technical communication industry. We have opportunities to exchange views and information with other professional technical communicators. If you aren't a member and would like to join, it is easy to do via our website: <https://istc.org.uk/homepage/join-the-istc/how-to-join-the-istc/>.

Working with Artificial Intelligence: guidance on ethics and safety

Linda Robins FISTC

Many scientific and technical communicators are working on projects involving Artificial Intelligence (AI). I have recently been looking closely at the ethical questions raised when working in this field. Many considerations arise which do not

occur in 'standard' projects. In exploring various sources for guidance, I found the most useful on the GOV.UK website. The full link is given below:

The critical starting point for this subject is that the prospective harms to individuals and society are not obvious or, perhaps more significantly, not deliberate:

"The field of AI ethics emerged from the need to address the individual and societal harms AI systems might cause. These harms rarely arise due to a deliberate choice - most AI developers do not want to build biased or discriminatory applications that invade users' privacy."

The article goes on to identify the main ways AI systems can cause involuntary harm:

- **misuse** - systems are used for purposes other than those for which they were designed and intended
- **questionable design** - creators have not thoroughly considered technical issues related to algorithmic bias and safety risks
- **unintended negative consequences** - creators have not thoroughly considered the potential negative impacts their systems may have on the individuals and communities they affect

The field of AI ethics mitigates these harms by providing project teams with the values, principles, and techniques needed to produce ethical, fair, and safe AI applications.

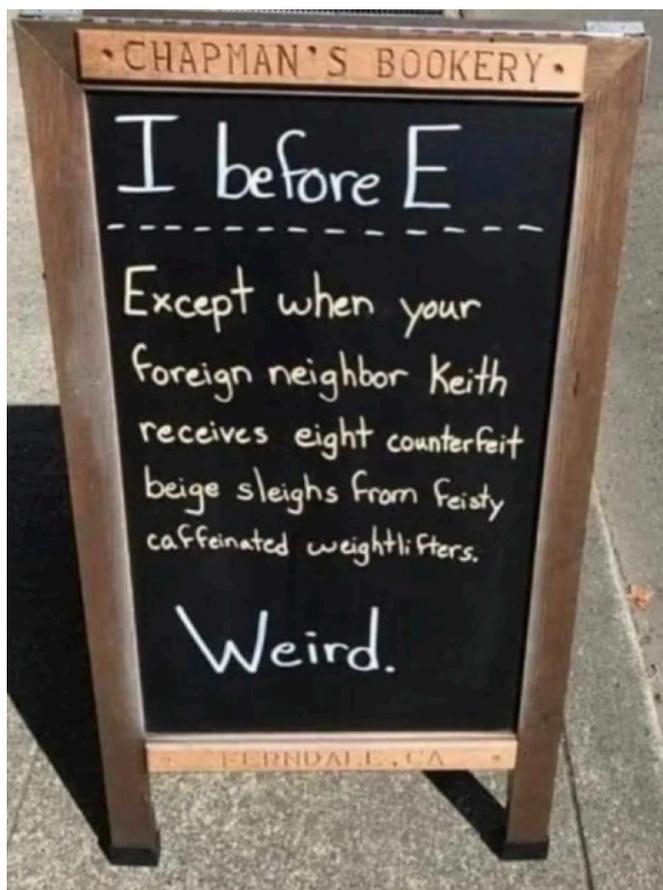
Guidance is provided for the following:

- Varying your governance for projects using AI
- Establish ethical building blocks for your AI project
- Building a culture of responsible innovation
- Build a process-based governance framework.

In addition to a detailed explanation of these processes, the article also lists other valuable sources of information. The link to the article is given below:

<https://www.gov.uk/guidance/understanding-artificial-intelligence-ethics-and-safety>.

Back page



Courtesy of the Goodwill Librarian's posting on Facebook.

Note: US Spelling applies ('neighbor' for 'neighbour').



Let 1500 other technical communicators know your news

*Michaël McFarland Campbell MISTC,
InfoPlus editor*

InfoPlus is here to help technical communicators hear the news about our profession including—but not solely—news from the Institute of Scientific and Technical Communicators. If you have information to broadcast to the tech comm community, please do send it to me, so we can make sure as many people hear about it as possible. My email is newsletter.editor@istc.org.uk.

InfoPlus is published and distributed usually 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.

The deadlines for the each of the 2022 editions are:

Edition	Deadline
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

Did you know you could advertise in this space?

■ Reach an engaged, specialist audience of content professionals!



■ Join MadCap, 3di and many others who advertise in this e-newsletter!

■ Ideal for product releases, news, courses/events, brand awareness, and recruitment!

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