

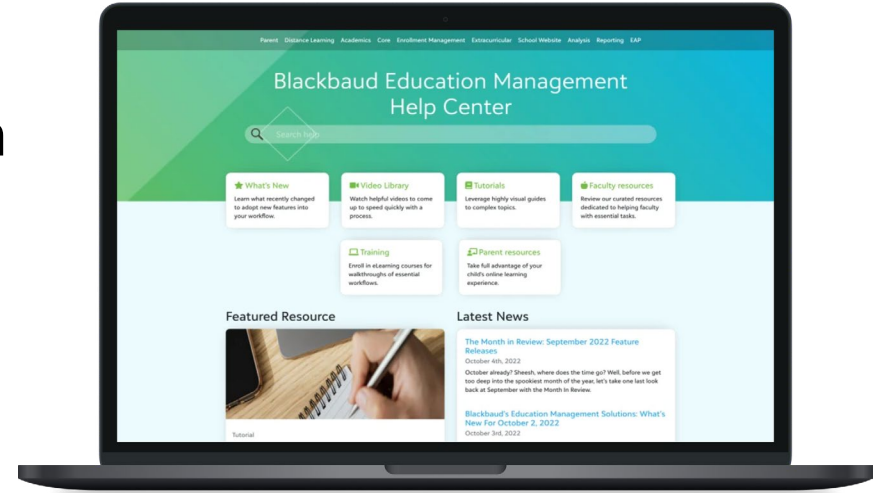
## Blackbaud Uses MadCap Flare to Collaborate on Delivering Modern Web Documentation, Tutorials, and In-Product Help



We originally brought in MadCap Flare to modernize our Help content, but it is becoming a cornerstone of our efforts to centralize access to all the information our customers rely on.



**Denise Kadilak**  
Information Architect / Team Manager,  
Blackbaud, Inc.



### Key Benefits



Create One-Stop-Shop



Maximize Reuse



Facilitate Collaboration



Customized Content



Automate Updates





# InfoPlus

Monthly newsletter from the Institute of Scientific and Technical Communicators

November 2022

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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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## ISTC News

# UK Technical Communication Awards

*Communicating excellence*

### UKTC Awards 2022

Following the success of the UKTC Awards 2022, we are now finalising the publicity associated with this year's winners. As reported last month, we announced the winners at the TCUK Metro Online 2022 main event on Tuesday 27 September. We published the details in last month's edition of *InfoPlus*.

The ISTC website provides full details for 2022; these include the names of entrants, the companies they represent and the titles of the entries. You can read

them at <https://istc.org.uk/homepage/professional-development-and-recognition/uk-technical-communication-awards/award-winners-2022/>.

Helpful feedback on the Awards process was provided by winners when accepting their awards at TCUK Metro Online 2022. We also received helpful comments through emails subsequently. Ideas for future improvements will be considered and discussed at the upcoming ISTC Council meeting and subsequent breakout meetings.

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We plan to enhance the experience for our entrants in 2023 while also attracting entrants from companies we have not reached to date.

## Technical Communication UK Metro Online 2022

“TechComm State of Flux: where are we going?”

As reported in the October edition of *InfoPlus*, TCUK Metro Online 2022



took place on Tuesday, 27 September. Full details of the event including videos of the presentations are on the ISTC website: <https://istc.org.uk/tcuk/presentations/#2022>.

The ISTC office has sent a comprehensive survey to all participants seeking feedback on all elements of TCUK Metro Online 2022. In addition, we have invited suggestions for improvements for future events.

The ISTC Council will meet soon to review the comments and start planning for next year.

For next year, the ISTC Council plans a return to an in-person conference. So TCUK 2023 will be an in-person event. Planning is

underway for an exciting new conference; we will build on experience and improve to reflect changes since our last face-to-face event.

We will seek support from members interested in helping make this event happen. The ISTC will send out more information separately; however, you can contact us now via [istc@istc.org.uk](mailto:istc@istc.org.uk) if you want to know more.

If you missed the survey or have additional ideas, please get in touch with me ([president@istc.org.uk](mailto:president@istc.org.uk)) or the ISTC office ([istc@istc.org.uk](mailto:istc@istc.org.uk)).

## Pay your 2023 Membership Fees by Direct Debit

*Chantel Sankey – ISTC Membership Administrator*

At the start of December each year, the ISTC asks members to renew their memberships for the next. So, as we prepare for 2023, this seems like a good time to mention the option to pay by direct debit.

Members can choose to pay:

- ▶ Annually, with the full fee collected at the start of January
- ▶ Quarterly, with the fees collected at the start of January, April, July, and October
- ▶ Monthly, with the fees collected at the start of every month.

If you would like to set this up, please use this link <https://istc.org.uk/homepage/join-the-istc/direct-debits/> and complete the form by 6 December 2022. You will need your membership number (contact me if you can't remember it) and your bank details.

If you prefer, I can send you a form to complete and return to me.

I will then set you up and confirm the amount you will be paying and when.



## ISTC meets Paul Bakker

Wed 7 December, 1–2 pm GMT

<https://istc.org.uk/events/istc-meets/>.

Law for technical communicators

- Do communicators need to worry about the law?
- Law of torts - negligence
- Product safety & product liability
- Three brief case studies
- Liability of the professional communicator

This presentation would be suitable for any technical communicators who deal with products, systems or services that have the potential to harm.

### About Paul

Paul has been a technical communicator, trainer and consultant for 30 years. He is a former Vice-President of the ISTC and was the visiting lecturer in Technical writing and editing at the University of Twente from 2003 to 2018. He has also taught at the Eindhoven University of Technology and within many commercial organisations. Paul has also acted as an expert witness in legal proceedings and arbitrations in several jurisdictions when the efficacy and accuracy of instructions have been relevant factors when an injury has been allegedly caused by products or processes.

## 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 [istc@istc.org.uk](mailto:istc@istc.org.uk) for further details!

## 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](http://www.linkedin.com/groups/1858546)

#### England

- Cambridge Technical Communicators  
[www.linkedin.com/groups/1805651](http://www.linkedin.com/groups/1805651)
- ISTC Midlands Area Group  
[www.linkedin.com/groups/4835591](http://www.linkedin.com/groups/4835591)
- Thames Valley Area Group  
[www.linkedin.com/groups/4805266](http://www.linkedin.com/groups/4805266)
- ISTC Yorkshire Area Group for Communication Professionals  
[www.linkedin.com/groups/4662452](http://www.linkedin.com/groups/4662452)

#### Scotland

- Technical Writers (East Scotland ISTC)  
[www.linkedin.com/groups/13536907](http://www.linkedin.com/groups/13536907)

#### Ireland

- Irish Technical Writers – An ISTC Area Group  
[www.linkedin.com/groups/3369559](http://www.linkedin.com/groups/3369559)



### ISTC on Facebook

Our main Facebook page is at  
[www.facebook.com/ISTC.org.uk](http://www.facebook.com/ISTC.org.uk)

® You can join the ISTC Community group at  
[www.facebook.com/groups/490570891153888](http://www.facebook.com/groups/490570891153888)  
for discussion with fellow professionals.

The TCUK Facebook page is at  
[www.facebook.com/techcommuk/](http://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/](http://www.instagram.com/istc_org/).

### ISTC on YouTube

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



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## 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 would like to attend one of the groups, please contact the leader.

If you're interested in setting up a new group, contact the ISTC Area Groups Manager, Tom Dunic, at [areagroupsmanager@istc.org.uk](mailto:areagroupsmanager@istc.org.uk).

## Training courses

### Armada

#### November 2022

##### 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).

£295 + VAT. Live online participation

£345 + VAT. In-class at Reading training centre

[www.armada.co.uk/course/id](http://www.armada.co.uk/course/id).

##### 21-22 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).

£345 + VAT. Live Online course

£395 + VAT. In-class at our Cardiff training centre

[www.armada.co.uk/course/after-effects-training/](http://www.armada.co.uk/course/after-effects-training/).



## ...November 2022

### **23-24 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).

£295 + VAT. Live online participation  
£345 + VAT. In-class at Milton Keynes training centre

[www.armada.co.uk/course/id](http://www.armada.co.uk/course/id).

### **28-29 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).

£295 + VAT. Live online participation  
£345 + VAT. In-class at Cardiff training centre

[www.armada.co.uk/course/ps](http://www.armada.co.uk/course/ps).

## December 2022

### **1-2 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).

£295 + VAT. Live online participation  
£345 + VAT. In-class at Bromsgrove training centre

[www.armada.co.uk/course/id](http://www.armada.co.uk/course/id).

### **8-9 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).

£295 + VAT. Live online participation  
£345 + VAT. In-class at Cardiff training centre

[www.armada.co.uk/course/id](http://www.armada.co.uk/course/id).

### **14-15 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).

£345 + VAT. Live Online course  
£395 + VAT. In-class at our Bristol training centre

[www.armada.co.uk/course/after-effects-training/](http://www.armada.co.uk/course/after-effects-training/).

### **15-16 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).

£295 + VAT. Live online participation  
£345 + VAT. In-class at Bromsgrove training centre

[www.armada.co.uk/course/ai](http://www.armada.co.uk/course/ai).

Follow us: [@ArmadaTraining](https://twitter.com/ArmadaTraining)



## Cherryleaf

With brand new course offerings and packages on offer, we provide online training courses in:

### Technical Author/Technical Writer/ technical writing elearning course

ACCREDITED  
TRAINING  
COURSE

<https://www.cherryleaf.com/training/technical-author-basicinduction-training-course/>.



Learn to write like a professional technical communicator. This course teaches you the fundamentals of technical writing, and helps you understand your role as a Technical Author (or similar position).

This technical communication course is accredited by the Institute of Scientific and Technical Communicators.

### New two course bundles

We offer five bundle options that contain two courses at a discounted price:

- [Technical Writing & Screenshots Course Bundle](#)
- [Technical Writing & UI Text Course Bundle](#)
- [Technical Writing & User Onboarding Course Bundle](#)
- [Technical Writing & Copywriting Course Bundle](#)

## 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/](http://www.madcapsoftware.com/services/training/).



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## Matching candidates to job roles: rethinking the CV and employers' expectations

*Linda Robins FISTC, ISTC President*

There are many new opportunities for scientific and technical communicators with a variety of new job titles and accompanying skill sets. There are also changes in how recruiters seek to match candidates to roles. Sophia Smith explored this subject in a recent article in the Financial Times (“Why skills are more important than ever”, 10 October 2022). The writer cites a World Economic Forum report which suggests that 1 billion people must train in new and evolving skills by 2030. The forecast requirement is for professionals with specialised technical abilities working with new technologies such as artificial intelligence and cloud computing. It also emphasises the need for soft skills in collaborating and working with others—in team building and developing company culture.

Employers have changed how they view prospective candidates for a role. Hence, recruiters are also seeking a change of emphasis in a CV, with different priorities becoming prominent in the CV search and sift. The requirement to show a continuous

chain of employment is less critical. The quest is to demonstrate professional skills mapped to a role, to value competency over glossy CVs with glowing educational experience.

The article refers to a project headed by Rohan Rajiv, a product manager at LinkedIn. He is developing tools to make it easier for job seekers to compare their skills to a job's requirements. Also, the writer quotes Jill Chapman, a senior performance consultant specialising in recruitment and onboarding: “A skills-based approach could help companies to better assess candidates' potential because ‘potential trumps all.’”

So, while a solid CV with a proven academic and professional track record is still important, it is not the whole story. One thing is sure, to make the best of the evolving job market, candidates, recruiters, or hirers alike must be willing to embrace change.

## Why do we need technical communication?

*Linda Robins FISTC*

### A timely reminder – when we justify our role or sell our services

In preparing a response to an enquiry recently, I revisited the article co-authored by Alison Peck (Clearly Stated) and Jake Cahill and presented on the ISTC website.

### Why do we need technical communication?

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

### Technical communication tends to answer the six essential questions

These are: what, when, why, where, who and how –and often emphasise the ‘how’. We provide this communication as text, images, video, simulations, online help, or several other formats. The information in technical communication targets the needs of the people using it to complete a task.

## Why is this important?

Communication is essential for the success and quality of any product, service or business. If people cannot use something or cannot find out how to solve problems they might come across, they are less likely to use or buy your product or service.

In specific industries, technical documents are a legal requirement

Many countries have regulations defining the technical information that user documentation must include. For example, medical device manufacturers must conform to the Medical Device Directive (2007), which states that: “each device should be accompanied by the information needed to use it safely...”

## Save time spent trying to work out how to do something

From the perspective of an organisation thinking of investing in a new product or service, one consideration is how much time their staff will have to spend trying to work out how to do something. Time spent on the phone to a help desk, or asking colleagues for help, is not productive time. Although there is a learning curve with anything new, good supporting documentation makes learning new ways of doing things as quick and easy as possible.

We all want to use a product or service to achieve something. No one randomly downloads apps to their mobile phone to fill up the available space: people choose what to download by looking for something to fulfil a specific purpose. We should apply the same principle to good documentation. People have questions and want the answers right now – sometimes even the answers to questions they haven’t thought of yet. That’s the purpose of good documentation.



## 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](mailto: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 2022 editions are:

Edition	Deadline
December 2022	Fri 18 November 2022 at 12 noon GMT