



# INVITATION

Join this professional training opportunity to learn about international documentation standards and achieve:

- *Cost savings*
- *Professional improvement*
- *Quality assurance*
- *Compliance*
- *Competitive advantage*

## Topics

Join us to learn how to use two important international standards, developed for and required by aerospace and defence programs worldwide:

- **Simplified Technical English (ASD-STE100 or STE):** this standard regulates the language used in technical publications, making text easier to understand, less ambiguous and more consistent.
- **ASD S1000D:** this standard is based on a common-source database and helps companies to create and manage technical publications more efficiently, based on a refined XML or SGML structure.

Use of these standards will greatly improve the quality of your documentation and achieve considerable time and cost savings.

## When

The STE course will be held on 29 and 30 September, from 8.30 till 17.00 h. The S1000D course will be held on 1 October, from 8.30 till 17.00 h.

## Where

Intercontinental Hotel, Dubai Festival City, Dubai, UAE.

## Who we are

Shufra and xEdge are companies founded by seasoned industry experts. We work according to international standards and have extensive experience in many industries, including aerospace, defence, electronics, machinery, medical equipment and banking.

## Training fees

*STE training (2 days) – AED 6,900.*

*S1000D training (1 day) – AED 3,500.*

Join us for both parts of the programme for only AED 9,300. A 10% group discount will be applicable to groups of 3 or more participants.

## What is included

Training materials, certificate, tea and coffee breaks with snacks, lunch. Please see the training outline for details about the training content and the trainers.

## Registration

Please visit [www.shufra.com.sg](http://www.shufra.com.sg) or e-mail to [uae-training@shufra.com.sg](mailto:uae-training@shufra.com.sg).

To secure your participation, we should receive your registration and payment by 1 September 2009.





## STE training outline

### Target audience

Technical writers, editors, QA managers, ILS managers, safety managers, customer support engineers, project managers, product managers, engineers who create documentation and others with a professional interest in standardised writing, compliance and global communication.

### Background information on Simplified Technical English (ASD-STE100)

Simplified Technical English is an international aerospace and defence standard that helps to make technical documentation easy to understand and to manage. STE standardises vocabulary, grammar and style, while letting users control their specific terminology. ASD-STE100 is required for most commercial and military platforms and called for by S1000D and ATA iSpec 2200.

Benefits of using Simplified Technical English include compliance, quality, consistency and efficiency. This results in a shorter time-to-market, less downtime and considerable cost savings.

### Training type

Day 1 – classroom-type instruction with exercises and tests.

Day 2 – workshop-type instruction and interaction, with exercises and tests. Attendees are encouraged to bring some of their own materials if possible.

### Overview 29 September

Overview of ASD-STE100 development and status
Explanation of specification structure
<i>Tea/coffee break</i>
STE writing rules
<i>Lunch break</i>
STE writing rules applied – exercises and review
<i>Tea/coffee break</i>
Vocabulary review
<i>Adjourn</i>

### Overview 30 September

Writing/rewriting instruction
<i>Tea/coffee break</i>
Rewriting exercise (own documents)
<i>Lunch break</i>
Rewriting review
<i>Tea/coffee break</i>
Q & A
Certificate hand-out
<i>Adjourn</i>

### Deliverables

Copy of the ASD-STE100 specification, exercise, learning aids, certificate. A trial copy of the Boeing Simplified English Checker is also available.

### Trainer's qualifications

The principal trainer is Dr. Frans Wijma, a linguist, documentation expert and private pilot who has been in the field of controlled language, multilingual documentation and aerospace & defence standards for 15 years, working with customers worldwide. STE classes taught include Boeing, BAE Systems, Rolls-Royce, EADS, Eurocopter, FAA, RAF, Philips, Fluke, Watchguard, Elekta, Hach, Tellabs, Omron and Kubota. Frans is a regular speaker at professional conferences and events and regarded as the leading expert in STE implementation. He receives very positive professional feedback. References available upon request. Please also see <http://www.linkedin.com/in/franswijma>.

### Company profile

Shufra and xEdge are companies founded by seasoned industry experts. We work according to international standards, while having the flexibility to deal with your specific requirements. We take these requirements and your expectations seriously and build on your feedback and trust. In this way, we strive to establish long-term partnerships with our customers to mutual benefit.

We can help you with your multilingual technical documentation, translation, XML, data conversion and publishing needs. We work for the aerospace, defence, automotive, machinery, electronics, medical, financial and legal publishing industries.

### Further information / registration

Please see [www.shufra.com.sg](http://www.shufra.com.sg) or e-mail to [uae-training@shufra.com.sg](mailto:uae-training@shufra.com.sg).



## S1000D training outline

### Target audience

Technical writers, editors, QA managers, ILS managers, safety managers, customer support engineers, project managers, product managers, engineers who create documentation and others with a professional interest in or intending to implement the principles of S1000D or generate technical publication in accordance with S1000D.

### Background information on S1000D

S1000D is an international aerospace and defence specification for the production of technical publications. It is an SGML/XML standard for preparing, managing and using maintenance and operations information. S1000D is now widely used worldwide, for land, sea and air applications (defence), in civil aviation and for commercial equipment.

Benefits of using S1000D include compliance, quality, consistency and efficiency. This results in a shorter time-to-market, less downtime and considerable cost savings.

### Training type

Classroom-type instruction with exercises.

### Overview 1 October

Introduction to S1000D
Benefits of S1000D
<i>Tea/coffee break</i>
How does S1000D work?
Data Module Identification
<i>Lunch break</i>
Data Module Types
Data Module Controls
<i>Tea/coffee break</i>
S1000D Business Rules
Q&A
Certificate hand-out
<i>Adjourn</i>

### Deliverables

Electronic copy of the S1000D specification, training materials, certificate.

### Trainer's qualifications

Julia Yeong, owner of xEdge, works as an Information Architect and has been involved in S1000D projects implementation in Singapore since 2003. Julia has more than 15 years experience in SGML/XML electronic publishing, covering areas like technical publications, journals, legislation, XBRL. She provides consulting and training in SGML/XML, S1000D and other XML-based standards. Some of xEdge's customers include Singapore Airlines, ST Kinetics, Hindustan Aeronautical Ltd., the Attorney-General's Chamber, Building and Construction Authority and the Singapore Exchange.

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