

Dramatic increase in police spending on language services

Public sector expenditure on translation and interpreting services shows no signs of reducing, despite the economic downturn.

According to an investigation by the opposition Conservative party, one police authority, Thames Valley, has increased its spend by 127% since 2004.

Shadow Minister for police reform, David Ruffley, said the dramatic increase in expenditure suggested, "we are importing more foreign criminals," and spending less on frontline police.

The beleaguered police force defended their increased

spend on language services by saying they were an "integral part of policing" a diverse community.

The figures revealed by the Conservative party under the Freedom of Information Act showed that Thames Valley Police had the third highest bill for interpretation and translation services in Britain, after the Metropolitan and West Midlands forces.

Thames Valley Police defended the money spent: "Many members of our community speak a wide variety of languages and we have a duty to serve them all.

"Interpretation and translation costs are not an optional extra



The beleaguered police force defended their increased spend on language services

but an integral part of policing our communities.

"These costs are for face-to-face and telephone interpretations for both victims and offenders," Thames Valley Police said.

Mr Ruffley said: "These figures suggest we are importing more foreign criminals and consequently spending already stretched police budgets on translations, rather than on more frontline policing of our streets."

NHS Direct funds translations of languages rarely used in Britain

Hundreds of thousands of pounds is being spent annually translating NHS Direct telephone service into 160 languages, including many spoken by almost nobody in Britain, according to the Conservatives.

The languages include Laotian, which is spoken by just one work permit holder in the UK, and Burmese with two permit holders.

There are also only 20 people from Tajikistan registered to work in the UK and 30 from Samoa, despite the NHS providing translation services. Other languages included

such as Cherokee, Akan, Homa and Cebuano have not even been recorded as having been spoken by a single child in full time education across the country.

NHS Direct also translates into Esperanto, which was invented in 1887 and has less than 2,000 native speakers worldwide. Others such as Kashmiri, Samoan, Tibetan, Assamese and Basque are only recorded as being spoken in one educational authority in England. The bill for the translation service this year is £255,000, a fraction of NHS Direct's annual budget of £139million.

However, Shadow Health Minister Mike Penning said: "People will question the need to translate services into languages like Cherokee and Esperanto. Most importantly, this spending is diverting funds from front-line services. Particularly in a time of economic uncertainty, the Government must ensure that the best possible use is made of finite NHS resources."

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EUATC 2008 Conference
"Critical interfaces for translation companies"

20-21 November 2008, Paris
View speaker biographies and programme pages 13-15

View from the chairman



Liz Robertson, chairman of the Association of Translation Companies and President of the European Union of Associations of Translation Companies

The theme for the Association's annual conference was 'Survive and Prosper in the Tough Times'. There is no doubt that many translation companies are finding the trading conditions hard going, so the theme certainly resonated with the nearly 200 delegates that came to the London conference.

The feedback from the event indicates that the topics were extremely well received by the delegates who came from more than 30 countries.

Elsewhere in this issue there are follow up articles from two of the speakers that received particularly positive feedback.

While sensible measures will always need to be taken to control costs during the tough times, it is a brave translation company that decides to ditch all its marketing activities to save on costs.

If any message was to come out of the Association's con-

ference, then it is that translation companies need to market themselves more smartly to survive the current downturn and not abandon this essential activity.

The power of the Internet as a key marketing tool has never been more important - especially in a global business such as ours. All the more reason for translation companies to make every effort to get their public face - their websites - working effectively for them.

The conference follow-up article by presenter Nigel T Packer gives practical advice on how to ensure your websites help you sell more translation services.

In fact the website workshop at the conference was a sell out and, prompted by delegates asking for more, we have decided to invite Nigel to deliver a full day's website training course (20 November, London).

You can find details on page 5. Book early to avoid missing out - especially as we are dealing with bookings on a first-come-first served basis.

chairman@atc.org.uk

Magistrates Court in the dock

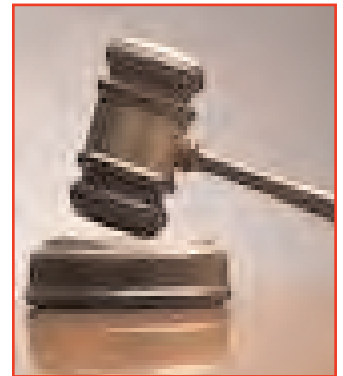
A UK Magistrates Court was issued with a 'warrant of execution' last month for refusing to pay for the services of UK languages company and ATC member Prestige Network.

Vale Magistrates Court sought the services of Newbury based translations company Prestige Network early in 2008, and had paid half of the invoice upon completion of the assignment.

Prestige Network had not, however, despite efforts to settle the issue, received the final portion of the payment.

On 30th May 2008, Prestige Network issued a claim through the courts that the defendant, Vale Magistrates, pay the remainder of the bill by the 16th of June the same year.

Prestige Network CEO Shohreh Flemming com-



mented, "It's extremely unfortunate to have to go to such lengths to receive our fee. However, we were left with no choice but to issue Vale Magistrates' Court with the 'warrant of execution'. There are situations where we have had to issue court summons to clients on the odd occasion, but this is the first time that one has refused to pay after being instructed to by a court. It is such a shame, not to mention a waste of public money."

Comtec owner buys bid preparation company

Isabella Moore, CEO of ATC member Comtec Translations, has acquired J & AB Associates, a leading bid preparation and writing company specialising in grant applications.

J & AB, founded 25 years ago, has an impressive reputation in writing, managing, monitoring and evaluation of bids for grant aid funding from the European Union, UK Government and other sources. The company provides a service at all levels, offering an 'office next door' approach throughout the life-cycle of a project.

Isabella, who previously completed a four year tenure as CEO of CILT, National Centre of Languages, will be working alongside the previous owner of J & AB Associates, Alan Badger, who will remain with the company.

Isabella's passion for languages,



Isabella Moore

entrepreneurial spirit and proven track record with COMTEC and CILT will bring real added value to clients.

"We believe we provide our clients with a highly successful and individually tailored service in what is a complex, competitive and challenging environment," Isabella told Communicate.

<http://www.jandab.co.uk/>

Bilinguagroup merger with Codex (GB) Ltd

ATC members Bilinguagroup has completed a merger with Codex (GB) Limited, one of the UK's foremost financial and security printers.

According to the announcement release, the company is now in a position to offer its clients:

- translation and interpreting in all language combinations
- printing, including all secure in-house typesetting
- multimedia transcription options

- virtual data rooms plus additional legal and deal assistance
- office and schools' support services.

Tarun Mahandru, General Manager, Translation & Interpreting Division told Com-

municate: "We can assure our customers that the high levels of quality and service that they have come to expect from Bilinguagroup will remain most firmly in place."

"The only change that they will notice will be our new

bank account details that will appear on all future invoices."

For further information on either company:

- www.bilinguagroup.com
- www.codex.gb.com



For Roevin think The Translation People - new owner new name

ATC members Roevin Translation Services has commenced trading under its new name – The Translation People – following completion of the purchase of the business from global human resources giant Adecco.

The company has also launched a new corporate identity. The Translation People name and branding – including images of faces adorned with international flags – represents the new owner-managers' belief that it is the knowledge and skills of their people that will be the key to future success.

The new owner-managers have retained Roevin's offices in Birmingham, Glasgow and Heathrow and the company headquarters have moved from Altrincham, Cheshire, to Didsbury, near Manchester.

All existing UK employees have transferred under the new ownership and four new positions have been created, making a total of 16 employees. Liz Athey remains in her role as Operations Manager.

The business specialises in translation of printed and online communications, multilingual document production, software



David Nichols, Steve Wilde and Liz Athey, the senior line up at The Translation People

localisation, voiceovers and subtitling and conference and court interpreting.

Steve Wilde, previously a

director of Roevin, led the purchase of the £2m turnover business along with international trade specialist David Nichols.

Telelingua buys German translation company

Telelingua SA, the holding company of the Brussels-based Telelingua Group, which has subsidiaries in Brussels (Telelingua International SA), Paris (Telelingua France SA and 4T SAS), New York (Telelingua USA LLC) and Hong Kong (Telelingua Asia Ltd), has just concluded the purchase of the Munich based company CB Übersetzungen GmbH.

Telelingua acquired 100% of the shares of CB Übersetzungen GmbH. CB Übersetzungen GmbH - henceforth Telelingua

Deutschland GmbH - has been providing translation and interpreting services in Germany for almost 20 years.

This acquisition is designed to strengthen the Telelingua group's position in the European market, especially in Germany where Telelingua already counts prestigious companies such as Bayer and SAP among its clients. Telelingua was SAP "Best Translation Partner" in May 2005 and is a SAP certified translation services provider.

Telelingua Deutschland GmbH

is headed by Dieter H. Dreiser who has been active in the translation industry for over 10 years. Telelingua's technical and linguistic expertise will bring undeniable added value to the clients of CB Übersetzungen.

Telelingua has been offering translation and localisation services throughout the world for over 20 years. With a total turnover of more than 15 million euros in 2008 and more than 100 employees, Telelingua is one of the European leaders in its sector.

www.telelingua.com



Telelingua's founder Fernand Bouceau

ATC Annual Conference 2008 photo-report

The ATC Annual Conference, Survive and Prosper in the Tough Times - strategies for the translation industry (25 September) was again, according to feedback, a resounding success.

The conference was structured around distinct topic sessions: the global economy, marketing, industry and universities working together and public sector opportunities.

Six workshop sessions gave delegates the opportunity to delve more deeply into some of the plenary session topics, including the ATC's Treasurer Bernard Silver presenting a workshop entitled, 'Designers v Translators - marriages

made in heaven or recipe for divorce?' A well attended project management workshop from Levent Yildizgoren, MD TTC Language services and a website clinic from Nigel Packer (MD, Business for Business - see p6), was also a popular choice among delegates. Doug Lawrence, the ATC's preferred training provider gave a dazzling performance looking at price stagnation in the translation industry and the reasons behind it.

The eve of conference reception at the headquarters of the Confederation of British Industry, the venue also of the conference provided an ideal opportunity for relaxed networking for delegates, speakers and sponsors.



Liz Robertson, ATC Chairman and President of the EUATC, was presented with a certificate to mark her Honorary Fellowship of the Institute of Translation and Interpreting (ITI) at the eve of conference reception. Alan Wheatley, ITI General Secretary, made the presentation. Liz was honoured in recognition of the long service she has given to the profession.

All the presentations given at the conference can be viewed at: www.atc.org.uk/annual_conference2008.htm

What delegates said:

"Keep up the excellent work"

"Overall, was I satisfied with the day? Yes, yes, yes! I would like to come again next year"

"I thought it was a great success. Many thanks to you and your team for all your hard work"

"Excellent content - highly relevant to my business"

"We could have done with more than one day to do some of the topics justice!"



The ATC's web advisor and consultant Nigel T Packer, left, poses with his wife Lorna, second left, Anna Bastek and Roy Allkin both from Wolfestone Translations



ATC Vice Chairman Henry Clough, left, of Asian Absolute shares a moment with Heidi Kersch and right, Professor Christina Schaeffner of Aston University



Liz Robertson, Chairman of the Association of Translation Companies and ATC Treasurer Bernard Silver of UPS Translations keep an eye on proceedings at the reception



The eve of conference reception at the headquarters of the Confederation of British Industry proved to be good opportunity to network and catch up with colleagues from more than 30 countries



Conference sponsors XRTF, LTC, SLD Trados, Plunet, Wordfast and TTC Language Services did brisk business during the breaks.



SDL's Keith Laska led the opening debate on the economic outlook for the sector. He was joined on the platform by an international line up of industry leaders



Penny Marinou, Vice President of the European Union of Associations of Translation Companies, was one of the contributors to the economic debate



Doug Lawrence of Amicus TransTec demonstrates that industry prices have not kept pace with inflation. The revelations sparked a lively debate about how to redress this



The economic conditions is causing many LSP owners to consider selling up. Dave Rebbettes, Sales Director, BCMS Corporate, went through the dos and don'ts of the process



Audience participation was, once again, a major feature of the ATC conference. Janet Perkins of TW Languages makes her point during one of the many exchanges

ATC Workshops: Internet Marketing - How to get a website that works

Is your website a benefit or a liability? This workshop will help you to understand how YOUR website should be working for YOUR business or organisation and enable YOU to take action to make sure it does effectively.

This is NOT another workshop for the technologically inclined or initiated, this is about business, YOUR business and how to get the best return on your investment of resources.

Delivered by Nigel T Packer, author of: INTERNET MARKETING: How to get a website that works for your business. Presented in a straightforward way, using non-technical language, full of insights and real-world observations, practical techniques and actionable strategies.

20 November 2008, London. The cost is: £275 + VAT (€345).

To book or for more information email: info@atc.org.uk

Breaking down barriers to website enquiries

Your company's website is the window through which the world views your business. It is your company's advertisement, brochure, receptionist and representative. Most buyers no longer bother to save printed literature, instead assuming that they will be able to find the same information – and more – on your website.

Customers use the internet in a demand-driven way, displaying searching and foraging behaviour with little patience for a poor experience. Most users indicate that they look at a company's website long before making contact or requesting a quote. In a Business to Business (B2B) world, national or international, the internet may not necessarily be the place that purchases are made, but it is certainly where research is carried out before decisions are made. Most user activity on a B2B website is about research, complex or multi-priority decision making, and establishing shortlists for purchase or contracts.

On average B2B websites have a 14% lower 'success' rate than mainstream or Business to Consumer (B2C) websites. Research carried out into the needs of users of B2B websites shows that prices are a priority with product availability second. As well as failing to answer users' questions, they often inadvertently include or create barriers for prospective customers² - often in a form that people simply hate and could be avoided.

We have asked thousands of people the question, "What do you hate about websites?"

Research subject: Same criteria as list discussed above.	ATC members survey	Range of sectors survey	% increase relative to broad range of sectors
Welcome pages/animated introductions	30%	24%	20%
No contact details/can't find tel no.	21%	17%	19%
Information: can't find answers to Qs	88%	83%	6%
Difficult to navigate/poor IA	86%	58%	33%
Slow to load or use	27%	11%	59%
Register to get info or prices	93%	4%	96%
Adverts and Pop-ups	26%	20%	23%

Always near the top of the list are welcome pages, or 'Macromedia Flash' introductions. If you have, or are considering, a Flash (or flashy) introduction or welcome page, ask yourself if you would make your customers stand outside your shop or office and watch the corporate video before they come in?

Difficulties in finding information is never popular. Whether it is simply a hard-to-find telephone number, or information needed urgently is locked away behind a 'login or register' facility. This can have a number of causes, but most commonly it is due to:

- the information sought simply isn't there
- it is buried in a vast plethora of irrelevant detail
- the information is so poorly or illogically structured (from the point of view of the user) that it is just too difficult to find
- the language or terminology used is either difficult to understand, long-winded, full of jargon or marketing-waffle.

If you work in a (B2B) environment, you might assume that your customers will understand the same terminology as you. Beware! Even if your products or services have become the

'Hoover' of the translation industry, brand names, proprietary or bespoke products and new developments all carry the ability to confuse even the most knowledgeable customers. And what about all the new ones, or the potential customers outside your target sector who might have an alternative use for your products? If you were face-to-face then you would be able to judge the customer's reaction and respond accordingly with explanations. Online, however, you have no such luxury. If the customer is confused only the most determined are likely to contact you with questions; most will simply leave the site.

People still complain about websites that are slow to load or use. Perhaps web designers with their top-spec computers and high speed broadband haven't yet realised that only 50% of UK internet users have the luxury of high speed access. While this is a higher percentage in a business environment, there are still constant problems with bandwidth and wireless.

We carried out research into ATC members' websites, for the occurrence of these 'top hates'. There results are quite interesting - see table above.

For some of the criteria, the ATC members' websites are fairly typical. Worryingly though, 93% required the user to register, login or provide some contact information to access prices. Against the norm of just 4% this is concerning and is likely - especially in these times of identity theft - to prevent many from proceeding.

Here in my office I can hear the distant chorus of voices saying: "Ah, but each job is unique so it is not possible to publish prices... or we can't list our prices or our competitors will know what we charge." To which I ask the ques-

tion: "Do you know what your competitors are charging? If so, don't you think that they know what you charge?" Also, one of the easiest (low-tech) ways to publish prices is to present (anonymous) case studies and common scenarios ensuring that you communicate that each price is calculated individually for the customer. While this will not give your users definitive answers it does give them ball-park figures so they have an idea of what kind of money is involved, and they are more likely to make contact.

Remember, you can measure sales or enquiries that you convert into sales, but it is not possible to measure enquiries that you don't get - i.e. potential customers who leave due to these or other communication issues.

Much money is spent on online advertising and SEO (Search Engine Optimisation) has become both the latest buzzword and source of much disappointment. SEO is essential to the success of your website in terms of getting results in search engine listings, but there is no point driving users to your website if they cannot use or understand it, easily and effectively, when they get there.

So, focus on your customers, think about what their needs and expectations are, make sure you answer their questions and provide them in a language (both international and industry-specific) that is appropriate to them. Above all, ensure your site is easy to use and does not present barriers to your users searching - and hopefully buying - behaviour.

Nigel T Packer is the author of 'INTERNET MARKETING How to get a Website that Works for your Business' published by Constable and Robinson (ISBN 978-0-7160-3020-1). His company - Business for Business - provides Internet Marketing consultancy and training workshops.



Nigel T Packer with Jurga Zilinskiene of Today Translations. He presented at the 2008 ATC conference to an enthusiastic response. He is soon to be delivering workshops in Internet Marketing for the ATC. See previous page for details.

Is your networking producing results?

How is business at the moment? Are you getting enough? How much of your business comes to you via networking? How much business should come from networking? Do you know exactly what to do and can you also coach and motivate your colleagues? Is your networking good enough?

We did a presentation at the ATC annual conference. Our theme was "What are professional networkers doing at the moment to make sure they minimise the impact global melt down is having on their business...their careers?" For sure they will not be immune, no one will, but you can bet they have as many as possible bottles lined up.

Just before I continue, there are just over 1000 words in this article, which will take the average reader 3-5 minutes to quickly scan/read. You will get 41 practical solutions to how to network more efficiently plus a link to a special offer for ATC members at the end.

OK, now back to the tips on how to hone your networking skills NOW, not tomorrow or the day after. Exactly what are professional networkers doing now?

1. Reviewing their list of contacts, identifying key people and catching up over a coffee. One of my contacts has sent out an email just saying "coffee and catch up, when is a good time to meet up?" As a trusted source, he got 50 appointments from this one email. They are looking to find out what is happening in their clients' world at the moment and seeing how they can help with connections or relevant soft market intelligence. They are clear that the more they can help their connections the closer they stay with them.

The first rule of networking: add value and forget about making the sale!

2. Getting out there. Now is the time to be seen at events held by your suppliers, your clients, trade and industry events etc. When times are tough many people stay indoors and cut back on marketing activities. This is a huge mis-

take. I was working with a brand expert the other day and she told the story that during the second world war, when there were no sweets around, Cadbury's kept on marketing. After the war when they were able to make chocolate again, they became market leaders because they hadn't disappeared.

Second rule of networking: stay front of mind by increasing your visibility.

3. Setting a clear strategy so that everyone in your team is clear about the focus and outcome of your networking activities. This refers back to points 1 & 2, but also takes it up a notch. If you are working as a team, it is far more efficient and effective to have a coordinated approach. Professional networkers do not rely on a scattergun approach. A quick and dirty way of creating a team networking strategy is to answer the following questions:

- a. Specifically – who do you want to meet?
- b. Do you have enough contacts or do you need more contacts?
- c. Do you know enough of the right contacts?
- d. Are these relationships 'warm' enough or are they paper relationships?
- e. Where do these people go to meet other people?
- f. Are you going to these events?
- g. Do you have a list of events you should be attending each year?
- h. Do you have a list of the key industry/sector/trade body organisations you should be members of?
- i. Who should be accountable for making sure the right people from your organisation are attending?

Now get out there, as a team, and network – have a system for people to report back to so that you can discuss what is happening.

Third rule of networking: scatter gun networking does NOT work - you want to make sure every penny spent and every effort made adds value and gives your team a positive experience.

4. Checking their virtual presence! Clearly some people will stay at 'home' rather than being out there which, whilst natural, is not helpful. Instead, even more people will be turning to virtual



Heather White, CEO of The Magic of Networking Ltd (0777 585 5764, (www.magicofnetworking.co.uk) presented a well attended and received session at the 2008 ATC conference.

networking. This is a great time to check and re-examine your online presence. Are you part of Linked In (www.linkedin.com) or Xing or Plaxo or any other B2B networks? When was the last time you reviewed your profile? Does it give out the right message? Is it outdated? Are you on there at all?

Fourth rule of networking: always have a blended approach to your networking. Everyone has their own preferences as to how they like to network but make sure your eggs are not all in one basket. Have more than one approach.

5. Making sure they don't give out bad vibes. To go out hungry, desperate and single minded is bad form. All this will do is show you or your team up as sales people. Networking is the skill of building pipeline business, gaining trust so you get to hear about opportunities, building your profile within your chosen markets and so much more. No one likes to be hit on by a sales person at events. When you get out there remember that people will judge you and getting this wrong can have a serious impact on your business. It can take years to amend. Want to know more how to Work a Room? visit: www.magicofnetworking.co.uk/inprint/publications.php

Fifth rule of networking: make sure you and your team are clear that networking is first and foremost about building and sustaining contacts and connections.

How would you like to learn how to network more precisely for just £20 + VAT?

It has long been a passion of ours to help as many people as possible to enjoy a more positive and fruitful experience when networking but personal barriers hold people back.

We have launched a unique online tool called The Networking Style Questionnaire™. If you are already proficient at networking it will give you a tool to hone your skills and improve key relationships. If you lack confidence, and so many people do, or perhaps are a little shy, the NSQ™ offers you a framework and insights into how to step forward and get out there. If you are not out there or can't establish solid relationships then Networking simply won't work.

Your questionnaire results identify your preferred approach to networking. You will receive an instant 14 page report explaining how to enhance or change your approach. By following its tips, techniques and recommendations you will improve your relationships, increase your visibility and give your confidence that well earned boost.

With your NSQ™ results comes a free download of our newly published eBook – How to Work a Room.

www.magicofnetworking.co.uk/survey/question1disc.php?shortcode=ATC

CILT launches first national event for mentoring in community languages

The first ever national conference on mentoring in community languages will take place at CILT, the National Centre for Languages on Monday 1 December. This free event for community languages teachers, providers and stakeholders aims to explore good practice in school-based mentoring for initial teacher education and to create opportunities to support initial teacher education for community languages.

Organised by CILT and delivered jointly with London Metropolitan University, the National Conference in Mentoring is suitable for primary and secondary teachers teaching a community language, heads of language departments, AST's, current mentors, language advisers, PGCE course tutors, EBITT providers and policy-makers.



The conference will include two strands, one aimed at community languages teachers from both the mainstream and complementary/supplementary sectors, and one aimed at stakeholders and course tutors, who will attend sessions exploring key policy issues. Teachers attending the event should be qualified with Qualified Teacher Status and interested in becoming involved in initial teacher education as mentors for

trainees on PGCE, SCITT, RTP or GTP courses.

The event is being held as part of the Our Languages project, a DCSF funded initiative focusing on developing and supporting partnerships between mainstream and complementary schools teaching community languages. The project was set up in September 2007 in response to a need to raise the status of community languages in

the curriculum and to recognise the work of the complementary sector in England.

The Our Languages project is managed by a consortium consisting of CILT, the National Centre for Languages, the National Resource Centre for Supplementary Education (NRC), and the Specialist Schools and Academies Trust (SSAT). The project includes a website providing vital information and support for UK community languages teachers and managers: www.ourlanguages.org.uk

The National Conference on mentoring is a free event, but advanced booking is necessary. CILT will also refund reasonable travel costs for teachers from complementary schools.

To find out more and to book a place, visit:

www.cilt.org.uk/sup.htm

CILT course for teachers of French and Spanish: British Council funding deadline

Teachers of French and Spanish who are interested in going on one of next summer's courses abroad run by CILT, the National Centre for Languages should apply for British Council funding by 16 January.

The courses give teachers from primary and secondary sectors the chance to spend one or two weeks immersed in French or Spanish culture, topping up language skills, learning new teaching techniques and building a bank of resources to take back to the classroom.

For primary teachers, CILT is running courses in Spain and France between May and August of next year. For Spanish, teachers can attend the course in Tordesillas from 24-30 May, while teachers of French can choose between two courses in Lille, one from 26 July-1 August and the other from 16-22 August.

Primary courses abroad offer a lively mix of language classes with native speakers and practical teaching workshops on topics including songs, literacy and number games, puppets and story telling. Teachers also work on an ICT project, giving them the chance to create their own resources to take back to the UK. Teachers on the Tordesillas course also visit a Spanish primary school to see how languages are taught in Spain. The courses are suitable to teachers with all levels of Spanish, from complete beginners to fluent Spanish speakers.

One teacher who attended the course in Lille this July said: 'It was exactly what I wanted! It refreshed my knowledge of French and widened my understanding of French culture... I found the content very useful and thought provoking.'

For secondary teachers of Spanish, CILT is running a

two-week course on Spanish for the Secondary school in Pamplona from 24 May – 6 June. The course includes language and methodology classes, visits to Spanish secondary schools and a programme of excursions, allowing participants to improve and update their language skills, develop their cultural awareness, and create materials to take back to use in class. As the course is conducted entirely in Spanish, a good knowledge of the language is essential.

Teachers can apply for funding from the British Council to contribute to the course fee, subsistence and travel costs. The deadline for funding for these three courses is 16 January 2009.

To find out more about CILT's training opportunities abroad, visit:

www.cilt.org.uk/cpd/abroad.htm

New book on telephone interpreting

While it may be a new concept for many, telephone interpreting has been used successfully to enable speakers of different languages to communicate for more than three decades. With time, the field has evolved to ensure high levels of quality.

In this, the first book devoted entirely to the subject, the author provides readers with long-awaited transparency and insight into the field, to promote the highest possible standards of quality. The publication serves as a practical guide for interpreters, a resource for educators, a reference text for researchers and a comprehensive handbook for consumers of interpreting services everywhere.

For more information, visit the publisher's website: www.trafford.com/08-1015

Standardisation and SMEs: a challenge for Europe

To coincide with World Standards Day, a conference was organised in Paris as part of the French Presidency of the European Union.

"Standardisation and SEMs: a challenge for Europe; was opened by Hervé Novelli, French State Secretary for Commerce.

Juan José Arealillo, formerly Chairman of Spain's ACT and currently President of ACT's Advisory Committee, was one of the experts in the panel on how SMEs could use standard-

isation in order to grow. During his speech he pointed out how the translation industry, typical of SMEs, was able to organise itself and create the EN-15038 standard, which is the only official reference for this industry, upon which most of SMEs could restructure their operating procedures and best practices. The role of EUATC was highlighted, and the example of the Spanish ACT effort of joint normalisation and multi-site certification was mentioned in order to show how SMEs could benefit from a common time-saving



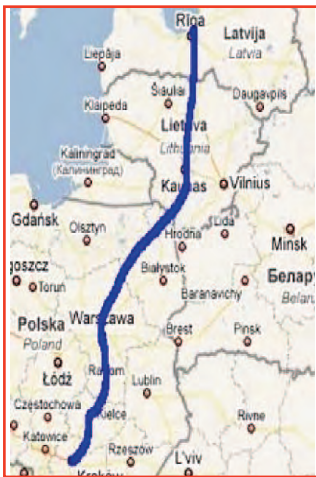
and cost-effective approach to this end. This concept generated an interesting debate and a number of questions about financing and productivity improvement in general. Among the 200 attendees, there were the Presidents and representa-

Hervé Novelli, French State Secretary for Commerce who opened the conference

tives of European Standardisation Bodies, ISO and CEN, EC officers, European senior managers, and representatives of European SMEs.

Technology news

XTRF sign new reselling agreement for Baltic states



XTRF Management System and Mestako have signed a reselling agreement with Mestako which will be a distributor of XTRF in Latvia, Lithuania and Estonia. Companies from Baltic States can now contact Mestako about XTRF's presentations, implementation and technical support.

"We are really happy to be working with XTRF Management System. I believe that our cooperation will result not only

in mutual benefit to both companies, but will also help other translation agencies from Baltic region to take advantage of XTRF to develop, grow and expand into new markets", said Kaspars Kļaviņš, CEO at Mestako.

"We have been impressed with Mestako from the very beginning. It's hard to imagine a better distribution partner in that region. They are trustworthy, hardworking professionals and their experience in reselling is astounding. All of these made

us believe them a perfect choice." added Tomasz Mróz, Sales Manager at XTRF."

The Agreement was signed in July in Riga and was followed up with agreements with a number of other companies, including: Strombus, Transloc, and Lingvinai.

The agreement with Lingvinai is to localize XTRF Management System into Lithuanian

<http://xtrf-en.blogspot.com>.



EUATC 2008 Annual Conference
"Critical interfaces for translation companies"
20-21 November 2008
Marriot Rive Gauche Hotel Paris

ONLINE BOOKING FORM CLICK BELOW:

www.euatc.org/index.php?option=com_attend_events&Itemid=61&task=view&id=1

View speaker biographies and programmes pages 13-15

Representy translation company associations in:

Austria ♦ Belgium ♦ Bulgaria ♦ Czech Republic ♦ Finland ♦ France ♦ Germany ♦ Greece ♦ Hungary ♦ Italy ♦ Latvia ♦ Netherlands ♦ Poland ♦ Portugal ♦ Romania ♦ Spain ♦ Slovakia ♦ Turkey ♦ United Kingdom

QSD lead fight against false accreditation claims in Germany



The Germany translation company association QSD is taking on the EN15038 standards fraudsters.

QSD has decided to tackle the confusion in Germany and has started the campaign by holding a workshop in Bonn.

The event gave QSD members and other participants a clear view of the steps involved and

the opportunity to prepare thoroughly for the certification process.

All the participants left the workshop with a comprehensive model of a quality management system and very practical tips for the certification process.

The workshop was led by Enrique López-Ebri, QSD Vice President and former treasurer of the EUATC, who continues in his fight against invalid certification claims, which is still a huge problem in the German market.

Inspired by the Finnish model, two German associations representing the freelance translators and the translation companies - BDÜ and QSD - signed guidelines for the cooperation between freelancers

and translation companies.

The guidelines were jointly established and discussed in a very constructive and friendly atmosphere. They are published and available in a practical brochure format and address market newcomers as well as all established market players. The information is useful for anyone wishing to inform themselves about the rights and duties of all the parties involved in the translation process. The guidelines follow the EN 15038 standard and focus on the close partnership between all those involved in the translation process.

QSD is planning to follow up with a further workshop to be held in Düsseldorf. This will focus on complaint management. This should help



Enrique López-Ebri leads the fight against bogus certification claims in Germany

broaden the findings from the DIN EN 15038 workshop in this very sensitive area.

<http://www.qsd.de>

EUATC annual conference in Paris to deliver top speaker line up



The EUATC's annual conference taking place in Paris between 20th and 21st November promises to be the best ever.

The conference will provide real information and help for



translation companies to run their businesses successfully and to survive the tough economic climate.

The speaker line up reflects the quest to draw on the most experienced people and will include speakers from global players, experts in such fields as customer care, human resources, recruitment, technol-

ogy and quality standards.

There will also be sessions on how to find new business opportunities, as well as how to go about winning work from the EU institutions.

Klaus Arhend (pictured left), Directorate General for Translation, European Commission will be explaining the process by which the Commission assesses bids from translation company providers to supply their services to the EU.

The full programme and speaker profiles can be viewed on pages 13-15. To book your place click onto the link below:

http://www.euatc.org/index.php?option=com_content&task=view&id=51&Itemid=67

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EUATC changes legal status

The legal status of the European Union of Associations of Translation Companies has been changed to Association Internationale Sans But Lucratif (AISBL).

The members of the Association voted to change the status from a European Economic Interest Group (EEIG), to enable us to admit national associations from outside the European Community.

The legal process to effect the change proved to be more complex than had been expected according to EUATC President Liz Robertson.

“When the decision was taken by members to change the legal status no one thought the process would prove so complex or take as long as it did.”

“However, the thorough process had to be followed to the letter to ensure that the basis on which the Association was reformed would allow it to expand and recruit new member associations from outside the European Community. There may have been some pain to finalise all the documentation, but it was worth it to recreate the original spirit of the association in a format that is ready for the future,” commented Liz Robertson.



Signing the AISBL documentation - sitting in front of the notary are, left to right, Heinz Rudolf, President of the Spanish association, ACT; Rudy Tirry, President of the Belgian association BQTA; Adil Thomas Seyrek, Vice President of the Turkish association, TÇID; Liz Robertson, President EUATC and Chairman of the UK's ATC and Michel Vrisekoop, Treasurer of the EUATC and President of the Netherland's ATA.

Photograph courtesy ACT newsletter

Greek translation company association commissions market research

In June, the Hellenic Association of Translations Companies (HATC) commissioned an independent market research company to conduct a national survey of translation companies.

According to the President of the HATC, Despina Chryssafi, the objective of the survey is to obtain basic data about the supply side of the translation industry in Greece.

The data has been gathered through an on-line questionnaire. Among the information requested included: the size of



translation businesses; numbers of staff employed; logistics; language combinations offered; pricing; value added services; exports; use of translation memories; certification and cooperation with freelance translators.

“A statistically significant sample of Greek translation companies responded to the survey and the results are therefore considered to be reliable,” said Ms Chryssafi.

“The survey confirmed a num-

ber of ‘known’ market parameters but also revealed new ones. The results will be presented by the market research company at a conference organised by the HATC on the 5th of December this year.”



Following the success of this survey, the HATC intends to commission a second that will look into the demand side of the market.

<http://www.pasmee.gr/>

Italian association takes the translation message to a wider industry audience

Federcentri, the Italian association for translation companies, is becoming more and more involved in joint initiatives with the industry umbrella group, Confindustria Servizi Innovativi.

“Our membership of the industry group is helping to provide more and more services to our own members and we are proud to be members,” comments Mirko Silvestrini, Presi-

dent of Federcentri, pictured right.

Federcentri is using its membership of Confindustria to start educating purchasers about the importance of translation services. It will be holding a series of workshops on translation for Confindustria members with the first happening in Venice in early December.

Federcentri has also an-

nounced that it is to organise an International Conference to be held in Portico di Romagna in October 2009. It will be a joint conference with the Interpreters and Translators' School in Bologna.

Federcentri is also planning to organise its International Conference for spring/summer 2009.

<http://www.federcentri.org>
<http://www.confindustriasi.it>

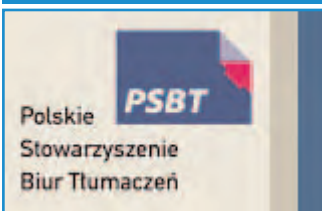


The TM-Europe 2008 Conference report



National report: POLAND

Monika Popiolek (pictured above) Vice-President PSBT



The TM-Europe 2008 International Conference, which doubled up as Polish Association of Translation Companies' (PSBT) Annual Conference, was organised by the association and held in Warsaw in October. It attracted around 130 delegates and feedback was positive.

President of the PSBT, Krzysztof Przyłucki, stressed the role of competent and informed decision-making that underlies all commercial success in his opening address. Peter Reynolds (CEO of TM-Global) presented the results of the TM-Global Translation and Localisation market survey and Monika Popiolek (Vice-President of the PSBT) presented the details of the Polish market survey sent to 30,000 industry contacts. The survey, which had a response rate in excess of 3%, was carried out at the end of September 2008. It covered business and market trends, including pricing, technology, and standards and completed by a wide range of industry players.

The Translation Technology Showcase that followed featured presentations and practical demos from some of the industry's leading providers of technology, including Alchemy Publisher; Lido Lang's new version of its project management and Transla-

tion Memory tool – XTRF & XML:TM; LTC demonstrated their project management solution, LTC Worx, while Kilgray presented the latest MemoQ version 3.0. Plunet demonstrated their Business Manager suite and announced a new release within weeks. The latest version of Transit - NXT by STAR - also premiered at the meeting.

Doug Lawrence of Amicus TransTec UK delivered a sold-out sales and extended CRM workshop, which dealt with best practice and effective strategies for selling translation and managing customers.

At the Welcome Reception that evening all the participants were asked to play a networking game using a special code on their conference badges. This involved a lot of cheerful investigation into the Polish literary scene and some strategic coalitions were quickly established with a view to securing the attractive prizes (which predictably included a bottle of the Polish Bison Vodka and "Travels with Herodotus", the bestselling Ryszard Kapuscinski reportage.

Jacek Stryczynski, country manager for Poland and Slovakia for platinum sponsors Lionbridge Technologies, gave a short welcome address on Friday morning before a keynote presentation by Paweł Werstler, Key Account Manager at Samsung. He gave a refreshing management perspective on the main aspects of business-to-business and relationship selling, illustrated with some case studies.

Tom Connolly, a project management consultant demonstrated that some organisations that believed they did not have good processes in place were in fact mistaken, while others suffered from the opposite illusion. He gave an overview of useful tools that support process management and concluded by stressing the importance of managing information in an effective and productive way.

André Pellet, Chief Operating Officer of Proz.com, who once managed the translation company M2, spoke about the success of your business. He demonstrated how to use cer-



Rudy Tirry of Lionbridge Technologies Belgium, left and Doug Lawrence of Amicus TransTec speakers at the TM-Europe 2008 in Warsaw in October.

tain metrics and benchmarks to more effectively manage a business or a process.

Dag Schmidtke of Microsoft presented an in-depth analysis of how its software is localised and how to approach complex multi-language projects. He also included information on how Microsoft dealt with MT and shared data illustrating how its localization strategy benefited the corporation.

David Smith, President of LinguaLinx, one of the fastest growing translation companies in the US, discussed how to "Create a Global Brand for your Local LSP". He shared many simple cost-effective techniques that can significantly contribute to building a global brand and marketing the image of a company.

As a prelude to the Warsaw Pact Debate, Rudy Tirry of Lionbridge Technologies Belgium, gave an insightful presentation on the TSP-Freelancer relationship from the big translation company's perspective. His talk "Multimodal resourcing - adding flexibility to efficiency" looked at how Lionbridge managed its vendors and how their model works to produce the most effective and scalable business results. Terence Oliver, an experienced freelance technical translator & FIT Secretary for Europe, presented the freelancer perspective giving a freelancer's market overview in the process.

One of the significant results of the global survey carried out by TM-Global was that quality management was perceived as a crucial element of the service process. Translation customers, translation service providers and freelance trans-



lators all declared that quality was the most important factor for them. Eva-Maria Leitner, of MSS language solutions who is also the Austrian representative to ISO 37 SC2, delivered a presentation, "Quality Management - Translation Assessment Models". She showed how quality processes could be managed using models and metrics.

The event was rounded off with the Warsaw Pact Debate, chaired by André Pellet of Proz.com, and streamed live on the Internet. The panel discussion focused on the difficult relationship between freelance translators and TSPs that is so often compared to a marriage of convenience, but so rarely openly discussed by the key protagonists and analysed in terms of working out some platform of mutual understanding. Representing the freelance translators were Terence Oliver, Angela Starkman and Krzysztof Zabrzęski, and three TSP representatives Rudy Tirry (Lionbridge), Olga Blasco (Welocalize), and Grzegorz Wójcik (Magit). Apart from the conference audience, there was also an online global audience of around 200, who listened and contributed their questions and comments online. The two-hour session proved to be the highlight of the conference with sensitive and practical issues being discussed candidly and constructively.

The next TM-Europe is scheduled for 1-2 October 2009, either in Warsaw or Krakow, and the prevailing theme will be quality and terminology management, and business terms and conditions for translation and localisation services.

www.psb.org.pl

Finnish government to bring in framework agreements for translation and interpreting services

Anja Sukkinen, President of the Finnish Association of Translation Companies, SKTOL, reports that it has been invited by the central procurement unit of the Finnish government to comment and consult on its proposal to introduce framework agreements for translation and interpreting services.

"We did our best, and achieved some minor victories, but we cannot claim we won the battle...aiming at 5-7 framework agreements per language, and the agreements would be in force for 5 years. That's why we regard it as a major issue for our members,"



commented Anja Sukkinen.

She also told EUATC News that SKTOL will be celebrating its 25th anniversary by publishing a short history of the Association. Former Presidents will write achievements of their periods in

office and hopefully also reminisce at the gala dinner to be held as part of our Autumn conference.

SKTOL is developing a membership recruitment campaign to expand its representation in the translation company sector.

<http://www.sktol.org>

Spanish association survey shows recession is beginning to affect translation sales

A survey of members of the Spanish translation company association, ACT has shown that the economic crisis is hitting the translation sector hard.

Fifty percent of ACT's current membership took part in a telephone survey. Nearly 50 percent revealed that their sales were down in the second quarter compared to the first.

While 29 percent said that trading had not changed, just 24 percent said that they had experienced an increase in sales during the period. Analysis of the results suggests that this is likely to be as a result of niche or particular sector mar-

keting, which has helped some translation companies expand its order book.

Commenting, Heinz Rudolf, pictured left, said:

"Despite the world economic gloom most Spanish translation companies that responded to the survey said, although invoicing was down, they felt that their companies are standing up well to the crisis.

"More than 80 percent said that they were still honouring their commitments to suppliers at the normal payment terms. Twelve percent said that their current trading allowed them to honour their commitments



to suppliers better than usual. Only six percent said that they were finding the going tougher."

Details of the survey, pub-

lished in the ACT's newly launched newsletter, can be read by clicking onto the link below:

<http://www.act.es/>



The EUATC's annual conference takes place in Paris, Thursday 20th to Friday 21st November. On this page and the next we profile some of the speakers.



Jean-Louis Mutte

As a Global People Matters associate and Managing Director for a major French School

Top speakers for the EUATC annual conference Paris

of Management, he has more than 30 years of experience in Human Resources acquired from working within hi-tech and consultancy groups worldwide such as Xerox, Nixdorf Computer, Electronic Data Systems, and Accenture.

His experience not only includes work within global organisations, but also research groups. He headed up human resources for organisations operating in Europe, the Middle East, Africa, and India.

His core interests include strategy, human resource organisations and their skills, specific information systems, international groups and their manage-

ment, and all processes and phenomena linked to acquisitions, mergers, out-sourcing, expansion, and group composition. He is also professor of Human Resource Management (Master MRH/MBA MRH) at the University of Lille 1 and at the EDHEC, as well as a member of the Global Panel for the first association for Human Resource professionals in the world, the Society for Human Resource Management.



Charlotte Berardi

Has only been working as a freelance translator

since October 2007, so will bring a fresh perspective to the relationship between translation companies and the freelancer community.

She has a first class master's degree in Multilingual Translation and new technologies from Charles De Gaulle University.



Emmanuelle Neves

Has always been passionate about languages and translation. She was hired as a Project Manager at Xplana-tion after her graduation and

prepared the opening of the company's French branch near Lille. She is now working as a Branch Manager for Xplanation, dealing also with Project Management (PM).

She graduated in 2007 from Lille III University with a Master's degree in Multilingual Translation, New Technologies and PM. She did two 5-month internships to validate each year of her degree. The first one in 2006, at Xplanation Language Services (Leuven, Belgium) as a Junior Project Manager; and the second one in 2007, at Lionbridge Technologies (Amsterdam, The Netherlands), first as a linguist, and then as a DTP coordinator.

She translated different types of documents during her free time from 2005 until 2007. She always thought she'd become a translator after her studies, but everything changed after experiencing what the PM work consisted of.



Daniel Gouadec

Having held many positions both in France and abroad, he has taught at the School of Translators in Ottawa and worked for the Translation Bureau before setting up the translator-terminologist-technical writer training programme at the University of Rennes.

His many researches and contributions in the translation sector reflect his endeavours and great interest for the translation and language service industry (curriculum development, development of university training programmes, use of tools and technologies, quality management, etc).



Juan Jose Arevalillo Doval

Graduated in English Language and Literature from the Madrid Complutense University and also as a Specialised Translator by the University Institute of Modern Languages and Translators (Complutense University). With 25 years of experience in transla-

tion, he is the Managing Director at Hermes Traducciones y Servicios Lingüísticos (SL).

He is also a lecturer on the Translation and Interpreting grade at Alfonso X el Sabio University (Madrid), where he teaches translation review, localisation and translation project management.

Formerly the Chairman of the Spanish Association of Translation Companies (ACT), he is now the President of ACT Advisory Committee, Vice-president of the Spanish Federation of Globalisation, Internationalisation, Localisation and Translation Companies (FEGILT), and member of a number of translation- and localisation-related associations. He is also the President of the Spanish Technical Committee 174 for Translation Services at AENOR (Spanish Standardisation Association), and was a member of the CEN International Committee, which created the EN-15038 Quality Standard for Translation Services.



Enrique Lopez-Ebri

Main shareholder and Senior Managing Director of LOPEZ-EBRI Group, whose companies have been successful since 1965 and are among the leading translation service providers for, high-tech fields such as aerospace simulation, satellite construction and nuclear medicine.

In 1995, he founded the QSD, German Association of Translation Companies. As Chairman of the German mirror committee at DIN and spokesman for the German delegation, he was a major driving force behind the development of the European Standard for Translation Services, EN 15038.

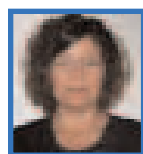
A member of the EUATC Board up until 2007, he was always very active in the association's development. He organised the first two EUATC conferences and in his role as Treasurer he laid the foundations for the solid financial basis is enjoyed today. He also drew up the first basic concept and the draft statutes for the major objective of converting the EUATC into an AISBL.



Terence Oliver

Has lived and worked in Germany since 1971, when he joined Unilever Germany as a staff translator, later becoming head of the Translation Department. Since 1984 he has worked as a freelance technical translator (German-English), covering a wide range of business and technical content focusing on the law and technology of environmental issues.

A member of BDÜ since 1980 and of ADÜ Nord since its founding in 1997, he served as chairman of the latter from 2001-2005. Having worked on the German mirror committee for European Standard EN 15038, he is now a delegate to ISO Technical Committee TC37/SC2, working group WG6 on translating and interpreting. He was elected to the Steering Committee of FIT Europe (Regional Centre Europe) in 2002 and has been its secretary since 2005.



Cristina Viela

Has a degree in Electronic Engineering and Computer Science from the University College of London. She has worked for IBM for over 23 years. At the same time she has worked as a freelance translator over a number of years on several projects mostly related to computer technology (software and documentation).

She started working at IBM as a Systems Engineer in the Translation Centre, where she was responsible for setting up all technical tools for both translation and publishing. She managed and trained a group of translators and managed the team responsible for preparing, proofing and formatting all documentation for publishing.

Other jobs within IBM include: pre-sales, product manager, special bid operations and account manager for the second largest financial group in Portugal. Currently reports to IBM's Worldwide organisation in the



US and leads international IBM projects in Customer Information Data Quality as a virtual assignee based in Portugal.



Nickson Cheng

Is the Managing Director and Co-founder of Lingua Tech Singapore, established 1996. His main responsibilities are to maximise the growth opportunities and provide strategic direction for the company. He is actively involved in global business development, broadening and strengthening strategic partnerships in Asia, Europe and the US.

He is the driving force of the Company's strategic direction and marketing focus, and under his leadership, Lingua Tech Singapore has grown into a multi-million dollar localisation solutions company.

He has a degree in Business Management (Hons) from University of Bradford. He speaks five languages and has a good understanding of the requirements and challenges facing localisation.



Didier Breil

Has more than 20 years experience in IT, with 15 years within leading European Supply Chain and Optimisation software vendors as Product Architect, Technical Director and Marketing and Strategy Director. He is a certified IT professional engineer.

While an associate in PnS Concept, a secured file transfer software company, he started a career as a freelance translator in 2004. Didier started to contribute to OmegaT, a free CAT software, in 2006, and became Release Manager in 2007.



Critical interfaces for translations companies: Customers, human resources and technical resources

Thursday, 20 November

- 12:00 Registration
- 13:00 Welcome lunch and networking event
- 14:30 Opening welcome - *Liz Robertson, EUATC President*
- 14:35 Human resources: building and motivating teams
- *Jean-Louis Mutte, Amiens School of Management*
- 15:15 Coffee break
- 16:45 -17.45 Training for the translation industry: best practice, reality and the role of translation companies
- *Charlotte Berardi, Freelance Project Manager, Emmanuelle Neves, Project Manager, Xplanatnion, Lille, Daniel Gouadec, Head of Translator Training Univerité Rennes II, Juan Jose Arevalillo Doval, Alfonso X University Madrid, Carola Schmiedberger, Translator*
- The freelance company dilemma: 1) how to improve a marriage of convenience, 2) the opposite side of the coin
- *Enrique Lopez-Ebri, MD Firmengruppe LÓEZ-EBRI, Terence Oliver, Secretary, FIT Europe and freelance technical translator*
- 19:30 Conference dinner on the Seine (extra event)

Friday, 21 November

- 9.00 Registration
- 9.30 Welcome and short survey
- 9.45 Don't lose your client to the competition
- *Catherine Chesterman, Trainer in Customer Care*
- 10.30 Opportunity management: how to build business today
- *Cristina Vilela, IBM, Portugal*
- 11.30 Coffee break
- 12.00 After-sales support & customer care: a global perspective
- *Nickson Cheng, MD, Lingua Tech, Singapore*
- 12.40 Questions/discussion
- 13.00 -14.30 Lunch
- 14.30 Relationships with the EU institutions: how to win contracts
- *Klaus Ahrend, Head of External Translation Unit, DG Translations*
- 15.10 Has EN 15038 changed the world? - *Team of experts*
- 15.30 Coffee break
- 16.00 Efficiency through technology CAT tools, customer content management systems: comparison and opportunities
- *Didier Breil, Omega T, representatives from Plunet, LTC, and others to be confirmed*
- 17.30 Close
- 19.30 Networking evening

Conference fees

EUATC	€ 200
Non-EUATC	€ 300

Optional activities

Gala dinner: Paris by night on a barge	€ 120
Wine tasting networking event	€ 100

Click here to book

www.euatc.org/index.php?option=com_attend_events&Itemid=61&task=view&id=1

sponsorship opportunities



Platinum

€4,500

- Stand 3m x 2m premiere location
- Two delegates registrations
- Two dinner places aboard the river Seine boat
- Logo on the EUATC web site acknowledging sponsorship
- Logo delegate pack material
- A4 printed insert in delegate pack
- 500 word write up in delegate pack

Gold sponsor

€3,000

- Stand 3m x 2m prime location
- 1 delegate registration
- 1 dinner place aboard the river Seine boat
- Logo on the EUATC web site acknowledging sponsorship
- Logo on delegate pack material
- A4 insert in delegate pack
- 400 word write up in delegate pack

Silver

€2,750

- Stand 3m x 1m in secondary position
- 1 delegate registration
- Logo on the EUATC web site acknowledging sponsorship
- Logo on delegate pack material
- A4 insert in delegate pack
- 300 word write up in delegate pack

Bronze

€2,500

- Stand 2m x 1m in tertiary position
- 1 delegate registration
- Logo on the EUATC web site acknowledging sponsorship
- Logo on delegate pack material
- A4 insert in delegate pack
- 200 word write up in delegate pack

Conference gala dinner

€3,500

- Three dinner places aboard the river Seine boat
- 1 delegate registration
- Branding on menu
- Logo on EUATC web site acknowledging sponsorship
- A4 Insert in delegate pack
- 3m x 1m stand prime location

Other sponsorship opportunities

- **Conference bag** €1,500
 - solus branding on bag
 - Logo on EUATC web site acknowledging sponsorship
 - 1 delegate registration
- **Music at gala dinner aboard river Seine boat** €1,000
 - branding on menu
 - 2 dinner places aboard the river Seine boat
 - 1 delegate registration
- **Insert in delegate pack** €300

These are standard packages, but specific requirements can be tailored to match individual requirements

- **Contact: Michel Vrisekoop, Treasurer EUATC**
Email: info@euatc.org Telephone: +31 (0)20 6622662



Communicate

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We welcome stories and press releases from translation companies belonging to the ATC, and national members of the associations making up the EUATC and other professional bodies throughout the world.

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