

Chairman's lead article

Issue No.3 of ATC News previews the forthcoming annual conference, to be held September 11 and 12 at the School of Oriental and African Studies, University of London. The theme this year is 'Beyond Translation' and attempts to address issues that affect all translation company owners, namely how to increase sales and efficiency.

The range of subjects we've chosen and have invited expert speakers to address cover such aspects as market research, project management and developing practical dictionaries, glossaries and terminology banks (which can be used to generate extra revenue). But even more important to my mind as a translation company owner myself, is that we're going to look at 'alternative' market segments. These can include translation for film and TV, PR and advertising, schools and other educational institutions, training courses, immigrants, and other niches, and identifying them will tie in nicely with the presentations on market research and marketing/PR.

The decision to go for this theme is based on the events that have affected the translation market over the past 12 months and the market research of UK industry's buying habits undertaken by ATC, presented to members in May this year. We've all suffered to some degree from the impact of 11/9 and the subsequent rollercoaster ride the economy took, but those who have survived best are the translation companies with a broad spread of market segments. All too often we suffer from blinkered focus on the traditional (and therefore obvious) translation market segments, neglecting lucrative alternatives and it is the ATC Conference Committee's hope that we can help expand the industry's horizons.

I look forward to seeing all ATC member companies represented at the conference – it promises to be well worth attending.

Robin Brown
Network Communications A/S, Editor. robin@netcomms.dk

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Published by:

Association of Translation Companies (ATC)
Suite 10 - 11, Kent House,
87 Regent Street,
London, W1R 7HF
United Kingdom
Tel: +44 207 437 0007
E-mail: geoffrey.bowden@nexusgroup.co.uk
<http://www.atc.org.uk>

Editor:

Robin Brown
Network Communications A/S
PO Box 2034, Hobrovej 134
8900 Randers, Denmark
Tel: +45 86 40 76 00
E-mail: robin@netcomms.dk
www.netcomms.dk

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Marketing Committee debates follow-up activities to the ATC market research survey

The ATC market research survey of UK industry was a great success in every sense of the word: it gave ATC members a valuable tool to aid their sales and marketing efforts, including insight into what translation buyers are looking for in a translation company, and it created a great deal of awareness and kudos for the ATC.

The intention all along has been to capitalise on this by devising follow-up activities in the form of PR activity on behalf of the ATC and its members, and to conduct further research.

Consequently, a meeting of the ATC Marketing Committee was held at the ATC offices on July 24.

Members' reactions to the survey

The overwhelming reaction was positive, with many making internal presentations of the survey's findings to their staff.

As a follow up, 3 of the translation purchasers that responded to the telephone survey have been invited to speak at the Conference. Anne Rigg, of the Business Research Unit, the company that conducted the ATC market research survey, will lead a plenary session focusing on some of the business development opportunities springing from the results.

Revamp of website

The Marketing Committee reports considerable progress with the extensive revamp of the website, and plans for a launch in the near future. A new design, format and colour scheme will be complemented by a range of new features and interactivity. Of particular interest to ATC members and those seeking jobs in the profession is that ATC members will be able to advertise their vacancies on the revamped site free of charge.

The revised site text reflects the global focus of the ATC (it now has a growing international membership) and will promote client confidence in our membership. One of the new features will be translation into French, German and Spanish of certain key pages:

- Welcome Page
- Home Page
- Contact Us

Raising ATC brand awareness

The survey revealed a low rate of awareness of the ATC, which we seek to address through tactical marketing communications under a programme designed and managed by the Geoffrey Bowden, the Association's General Secretary. The aim is to:

- To recruit more members to increase the credibility of the association

- To make potential clients aware of the benefits of selecting association members
- To generate more sales leads for members

To achieve this, the following have already been undertaken or are planned:

Promotion to clients

- **A mailing to the Times Top 1000 list.** A pre-conference mailing will be sent offering the ATC membership directory. The covering letter will pick up on key messages from the market research, that companies are wasting £millions by attempting to produce translations in-house. Respondents will be asked to identify all those in their organisation who would like to receive a directory and will also be asked some questions about the type and frequency of their translation needs. The resulting database of translation purchasers within these important companies and their requirements will be fed back to ATC members.
- **Additional free listings should be sought.** These include:
 - Approved Association Listings in all UK Yellow Pages (if free)
 - Line listing in the Central London Thomson Directory
- **An ongoing PR campaign using headlines from the survey, features and news.** News releases and features will continue to be generated. For example, an interview with the chairman in a business publication is being sought.
- **Increasing mutual website links with other associations whose members use translations** (e.g. CIM, IPR, IPA, IExp, CIMgt)
- **Globalisation and redesign of website**
- **Next Members' Directory to be published on CD-ROM.**

Promotion to potential members

- Globalisation and redesign of website
- Ongoing PR Campaign, particularly promoting the survey as a benefit of membership.
- Mailshots to non-members, stressing survey
- Conference mailshot
- Reminder to members to prominently feature new ATC logo

ATC Marketing Committee Chair: John Wheen, 1st Transnational Translations, e-mail: translations@1stTransnational.com

New ISO standard will improve text quality of translations

The first International Standard for managing terminology in connection with the translation process is expected to result in an increase in performance and productivity for translators as well as improved text quality of translations.

Published by ISO (International Organization for Standardization) ISO 12616, Translation-oriented terminology, provides procedures to enable translators and translation support staff to record, maintain and retrieve terminological information quickly and easily in connection with their work.

ISO 12616 costs 104 Swiss francs and is available from ISO national member institutes (see the complete list with contact details) and from ISO Central Secretariat (sales@iso.org). The new standard is the work of ISO technical committee ISO/TC 37, Terminology and other language resources, subcommittee SC 2, Terminography and lexicography and working group WG 2, Terminography.

According to Gerhard Budin, Chair of ISO/TC 37/SC 2, ISO 12616 provides the international translation industry with a universal standard for the management of terminology. "ISO 12616 will promote high-quality terminology work on an international level by increasing the reliability of translations and, at the same time, provide translators with a reference document for the language services offered to its consumers worldwide."

Designed to help

ISO 12616 is designed to help translators organize terminological information in order to keep track of, and reuse, their expertise, and facilitate cooperation between individuals or teams of translators, thereby improving the quality of the translation. Regardless of the language of the text, its field of application, or the type of document produced, translators will benefit from reviewing their record-keeping activities against the standard's best practice.

"With the advent of the Internet, the need for language services such as translation and editing has

exploded at all levels of the private and public sectors alike. The problems associated with monitoring the quality of the end-product make it even more essential to introduce quality control in terms of the production process itself," said Carol Eckmann, convenor of working group 2.

"ISO 12616 is expected to be utilized in the tendering process for contracts for translation in the European Union and national government spheres, and will, hopefully, ultimately find its way into the private sector, where it is even more sorely needed. It will probably also be incorporated into the standard contracts for translation utilized by many national associations of translators," further noted Carol Eckmann.

Individual and team

ISO 12616 is applicable to the work of individual translators as well as to the work of a team or department, and can be adapted to form a basis for administering source-language texts, parallel text translations as well as other information such as bibliographies and references in the target language.

The new ISO standard is designed to assist translators, localizers, terminologists, linguists, information managers, database managers in companies, public institutions, translation and localization agencies.

For more information:

Elizabeth Gasiorowski-Denis
Journalist
E-mail gasionrowski@iso.org

Berlitz GlobalNET Acquired by Bowne Global Solutions

Berlitz International, Inc. and Bowne Global Solutions ("BGS"), a subsidiary of Bowne & Co., Inc. (NYSE: BNE - News), announced August 8 that BGS will purchase Berlitz's GlobalNET translation, localization and interpretation business for \$75 million in cash.

"We are very pleased," commented Berlitz Chairman James R. Kahl. "This transaction will let Berlitz concentrate on its core businesses of teaching languages while ensuring that the customers and employees of our GlobalNET business in translation, localization and interpretation are well cared for."

Berlitz has been synonymous with excellence in language services for 125 years. Today, Berlitz and its franchisees have more than 450 locations in over 50 countries worldwide, offering language instruction, document translation, software localization and interpretation services as well as cross-cultural training. For more information on Berlitz, visit the web site at: www.berlitz.com.

New Industry Organization Formed

On April 15, 2002, the Globalization and Localization Association (GALA) was created by 15 localization companies from 12 countries on four continents. The creation of GALA reflects the composition of the internationalization, localization, and globalization (ILG) industry, which is made up of thousands of companies all over the world providing a wide range of products and services. Many of these companies have expressed the need for a fully representative, international industry organization. GALA is founded on the belief that real industry progress will come from working together to share information, fostering innovative ways to promote ourselves and our industry, and offering our clients unique, collaborative value. The Association gives members a common forum to discuss issues, create innovative solutions, and present a joint – and more powerful – voice within the industry and to the

Are you under pressure to:

- measure the quality of translations?
- improve the quality of translations?
- streamline translation workflow?

ITR BlackJack Translation Quality Evaluation Software

enables reviewers to:

- objectively measure and report the quality and accuracy of translations
- identify the existence and causes of errors
- automatically calculate a total score
- generate and print error reports
- set and maintain benchmarks for consistent translation quality
- test translators prior to recruitment and compare ratings
- analyse the results of the evaluation and take remedial action
- improve translation quality and consistency
- eliminate time-wasting, subjective debate about translation quality
- speed up the translation validation process

ITR BlackJack takes only minutes to install
and is very easy to use as a plug-in to MS Word!

Supports a range of commonly used file formats, including XML.
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Find out more at

www.itrblackjack.com

Email us at

info@itrblackjack.com

outside community. GALA invites all companies providing translation, localization, internationalization, or globalization products or services to join. For more information, visit www.gala-global.org or contact info@gala-global.org.

Telelingua Software announce T-Remote Memory

Telelingua Software, the software products division of Belgian-based translation and localization company Telelingua S.A. has launched T-Remote Memory, a tool that allows translators to share a translation memory over the Internet.

"T-Remote Memory is not a new translation memory system; rather, it is an add-on to existing systems. As such products are already highly performant, we simply wanted to add to them an essential function that permits remote access via the Internet. This means that several translators in different locations can work in real time on the same project and can

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immediately benefit in full from their colleague's translations. Since T-Remote Memory can work with a range of CAT tools, major savings can be made on large translation projects," states Telelingua Software Managing Director Philippe Mercier.

s.a. Telelingua Software n.v.
E-mail: Software@telelingua.com
Web: www.telelinguasoftware.com



The Telelingua Software Team

Comtec Translations leads consortium to European Commission approved supplier success

A consortium led by COMTEC Translations has been awarded approved supplier status by the European Commission (EC) in Brussels to provide translation and revision services in a variety of East European languages. The Leamington Spa based company will now be providing the Commission with translations from and into English for eleven East European languages including Russian, Bulgarian, Estonian, Slovak and Czech as well as translations from French into Polish.

COMTEC's expertise in bidding for complex EC contracts, its commitment to quality and its recognised project management skills were all key factors in putting together a successful bid in the face of major competition from firms across Europe. Not only was COMTEC one of the first UK translation companies to achieve the international ISO9002 quality accreditation, but it has also achieved Investor in People status.

The Commission was also impressed by the high levels of knowledge demonstrated by COMTEC's translators – all of which are native speakers with a specialist understanding of particular industrial sectors and a cultural knowledge of the business practices in the countries involved.

COMTEC's Managing Director, Isabella Moore comments: "The award of this new contract is a major achievement considering the strength of the competition. As more Central and Eastern European countries join the EC, we anticipate that the need for reliable and accurate translation services will rapidly expand. COMTEC is well positioned to play a major part in this growth."

COMTEC Translations
Tel: 01926 335681



Isabella Moore and her team

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ATC Annual Conference. 11-12 September 2002, at the School of Oriental and African Studies, University of London.

Theme: 'Beyond Translation'

Event generously sponsored by thebigword



Programme highlights include:

- Presentation from the market research company responsible for conducting the first national survey of purchasing intentions of translation buyers on behalf of the ATC
- An analysis of some international advertising campaigns and their impact on intercultural communication
- A presentation of a unique and objective method of measuring translation quality
- A case for in-house teams against using freelance translators
- The problems and solutions facing the translation profession presented by asylum seekers and immigrant communities
- One university's approach to work placement and work experience for its translation and interpreting undergraduates
- The rationale behind the formation of GALA, Globalisation and Localisation, the LISA break away group
- An examination of product liability laws as they affect technical writers and translators
-and much, much more!

See full programme and booking form by visiting the ATC website at: www.atc.org.uk

OTHER PEOPLE'S CONFERENCES

Feder.Cen.Tr. I., the Italian Association of Translators and Interpreters 3rd International Conference. 11-13 October, in Rimini, Italy.

Theme: The Translation Industry Today: Multilingual Communication, Technology, Market Trends.

Contact: Susan West. E-mail: federcentri.conf@libero.it.

Slavonice International Translators Conference 2002. September 19-22.

Contact Zuzana Kulhankova: zuzana007@hotmail.com. www.scholaludus.cz

ISTC Annual Conference. 20-22 September 2002, at Bosworth Hall Hotel, midway between Leicester and Coventry.

Theme: Tools of the Trade: Keeping pace with developments.

www.istc.co.org.

Languages & The Media - 3rd International Conference and Exhibition for Languages in the International Media Landscape. December 5-6, 2002, at Hotel Inter Continental Berlin, Germany

Phone: +49-30-327 6140

Email: info@language-media.com

Contact: Bianca Folger (Ms)

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Aslib/IMI Translating and the Computer 24 Conference 21-22 November 2002, , at the CBI, London
E-mail: nadamides@aslib.com
Tel: 00 44 20 7903 0031

ATC Legal Helpline Service

The ATC's legal help line, a free service to its members during normal office hours, has published some new or up-date fact sheets compiled by the team of experienced lawyers who provide the over the line service. The latest fact sheets cover:

- **intellectual property rights**
- **trade marks**
- **patents**
- **copyright**
- **design rights and confidential information**
- **nsurance for small businesses**

The ATC Business Support Line can be called from within the UK on 08707 45 45 45. Remember this is a free service to ATC members and, in order to access the expert legal support, you must quote the ATC scheme number when telephoning. The service operates Monday to Friday, 8 am to 6 pm, with the exception of UK public holidays. ATC members can consult the Helpline as often as they wish without charge. A full list of the fact sheets available (there are over 40) can be obtained from Geoff Bowden by e-mailing him on info@atc.org.uk

New service

ATC members can now access a members-only section of the ATC Legal Helpline, for downloading of the latest version of fact sheets on Tax, VAT, Payroll, Employment Law and Commercial Legal issues.

Go to www.irpc.co.uk/sections/factsheets/index.htm and click on the Fact Sheet Directory.