

Communicate

Conference preview edition 2010

Gala Awards Dinner, Grange St Paul's Hotel 22nd September
Evolution of the Translation Industry – planning for success 23rd September SOAS

ATC annual conference - planning for success

The theme of this year's annual conference of the Association of Translation Companies on 23 September at the School of Oriental & African Studies in London is planning for future success.



The School of Oriental & African Studies the site for the ATC annual conference

Experts in technology are speaking and will be looking over the horizon to anticipating developments and how to take advantage of them, as well as avoiding some of the pitfalls.

On the practical side of running a language business, the line up of speakers draws on experts from beyond the world of translation, including an inspirational speaker.

The whole event is preceded by a Gala Awards Dinner on 22 September at the Grange Hotel St Paul's.

To book visit: www.atc.org.uk



Should translation and localisation companies be viewing Google as a serious player?

Patricia Gómez Jurado, one of Google's Localisation Language Specialist, will be out to show how automatic translation can be improved through the Google Translator Toolkit.

She will be speaking during the localisation session of the ATC Conference.

What's around the corner? ATC Conference looks into the crystal ball

Alan Sloan, CEO SDL Language Technology will be using his speaking slot at the forthcoming ATC Annual Conference to look forward to what might around the corner for the language industry.



SDL Trados' Alan Sloan

He has given his presentation the title: "Trends Impacting Language and Global Business".

Commenting ahead of the conference, he said: "Don't know what's going to happen in the

next 5 years? I will set out to share our vision on digital content creation, collaboration, social networking and how these will shape the way we work."

The presentation covers ground such as crowd-sourcing, cloud-sourcing, growth of the internet and impact on globalisation.

www.trados.com



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A globalised world is full of opportunities and a few challenges too

When the Globalisation and Localisation Association (GALA) was first being formed in April 2002, the Association of Translation Companies was one of the first organisations to give the newly formed body a chance to present itself to the language industry.

Eight years later GALA is the major voice in the globalization and localization industry. The non-profit making association boasts more than 250 member companies based in 45 countries and has developed a deserved reputation for promoting collaborative working between its members. Those members include service providers, tools and technology providers. It also offers a space for research firms, academic institutions and specialist publishers.

Gordon Husbands, a director of ATC members Wordbank, is a GALA activist in the UK and will be flying the flag for



Gordon Husbands, who will speak on behalf of GALA, whose membership is spread across the globe

them at the ATC Annual Conference.

Gordon's presentation: 'Commodities, Differentiators and all that Jazz – a quick-take of what's worrying translation business owners and managers', promises to do what it says on the tin.

He told Communicate: "I am going to be addressing head on the knotty

problem of how you make your company stand out in a commoditised market.

"I also want to examine the forces coming into the marketplace and how these are changing the landscape we are operating in. I will try to make sense of what all this means for the translation business."

www.gala-global.org



Get ready to be inspired with Joy

In a departure from the usual conference fare, the Association of Translation Companies is delighted to have secured Joy Ogeh-Hutfield as a speaker.

Joy has developed a reputation an inspirational speaker with a larger than life personality.

She regularly appears on radio and television. Be prepared to be inspired and motivated!

www.lamajo.co.uk

So you want to build your business?

Robert Ashton, better-known as 'The Barefoot Entrepreneur' from his appearances on Sky TV's Mad About Business, is to be a speaker at the ATC Annual Conference.

He has two books coming out Autumn 2010; a

new edition of Entrepreneur's Book of Checklists and How to be a Social Entrepreneur.

Robert will be drawing on his experience and applying it to the language industry in his presentation, which he has titled simply: So

you want to grow your business?

Robert will be signing and selling copies of Entrepreneur's Book of Checklists in the exhibition area after he has spoken.



Eve of conference gala awards dinner

The Association's eve of conference reception will be devoted to celebrating some of the best-known names in the translation profession.

The ATC Gala Awards dinner takes place at the prestigious Grange hotel overlooking St Paul's Cathedral, Sir Christopher Wren's masterpiece, in the City of London.

The evening kick offs with a drinks reception on the roof terrace, with a magnificent view of the cathedral.

The three course and wine dinner, will be held in the Wren suite in the new hotel.

The dinner costs just £65 or €80 and bookings can be made on line at:

www.atc.org.uk



The Grange St Paul's hotel, the venue for the ATC's eve of conference Gala Awards Dinner



How to make the choice on investing in an MT software or system solution



Every five years we hear about the new wave of discussions that MT has finally arrived and is here to stay, says Jeff Allen of SAP Laboratories, a key speaker at this year's ATC Conference.

There are so many announcements about company mergers involving Machine Translation (MT), new MT system types, and

the need for guidelines and best practices on MT post-editing. Most providers just want to know how to make a wise choice on whether or not to go the route of MT, and how to do this in a well-informed and intelligent way.

There is a lot more information about Computer Aided Translation (CAT) Translation Memory (TM) tools, but can the professional translation community make similar assessments of MT solutions and determine if it is for them and which is the

best investment opportunity with a variety of factors at play?

This talk highlights how professional translators, translation production managers, project managers and localisation experts need to compare software products / tools / solutions and determine whether the choice can bring about a worthwhile return on investment. And also how much knowledge transfer training and upfront investment is needed and what can one expect on how fast worth-

while results can be obtained.

This session will discuss the pros and cons of different types of MT systems and how they fit into existing translation workflow cycles.

The topic of interoperability and compatibility with other types of translation-related tools is also covered.

Jeff Allen speaks from 15.15 to 15.35 at the ATC Annual Conference

Selling a translation business - how to maximise the value and avoid pitfalls



After a lifetime of building a translation business some people will wonder whether they can engineer a successful exit by selling their business.

It sounds easy, but the path to securing the maximum value for a translation business is strewn with bear traps for the unwary.

Malcolm Murray of BCMS Corporate (pictured left) a speaker at the ATC's Annual Conference business session says:

"Selling a business is a big deal for anyone. To sell a company that's your life's work is likely to be the single most important transaction for you."

"The last time BCMS was asked to speak at an ATC annual conference we were inundated afterwards with proprietors seeking our advice and requests to come along to one of our frequent free seminars. I am hoping that there will be similar interest this time round."

www.bcmscorporate.com

Partnering can reduce the cost of new technology



Technology changes in the translation industry are more and more dictated by customers, says Gabor Farago, Translation Technology Architect at the espell group, a speaker in the technology session of the ATC Annual Conference in London.

In the '80s and '90s, translation agencies could offer the advantages of technologies like word processing, laser printer output, modem or Internet-based file transfer, to clients as an extra bonus, and invest into CAT technology retaining some or all gains from TM matches. Nowadays customers may send us files in the latest file formats like InDesign CS4/CS5 (IDML) or XLIFF that require an immediate upgrade of our CAT or DTP tools, and expect us to



Cooperation between LSPs a way forward?

use their preferred translation environment or switch to other tools whenever convenient for them.

Can we afford "business as usual"? Or should we be prepared for anything that customers may throw at us?

Should we buy licenses for each and every CAT/DTP/localisation/MS tool and upgrade

each time there is a new version? And what about in-house expertise? Can we afford qualified staff for such a wide variety of technology options?

Obviously not all translation agencies can afford such huge investments to be constantly prepared for all types of client needs. Yet limitations in the availability of technology – and related know-how – can limit our growth when business becomes every day more and more "unusual".

This leads to a situation where large MLVs can

capture an even bigger share of the market since they can afford diverse technology, know-how and machine translation and smaller agencies become even more dependent.

One way out of this could be the formation of "ecospheres" between partnering agencies. One partner would become an outsourced technology service centre that provides file and project preparation, DTP and post-processing, hosts servers and has well-trained in-house staff for DTP, localisation engineering and other non-linguistic tasks.

For such a partnership to work, there has to be no conflicts between partners in terms of their targeted translation markets and where the service partner can be significantly more cost-efficient (i.e. it can employ highly qualified DTP/localisation engineers at relatively low cost).

Use technology to grow your business while avoiding the pitfalls

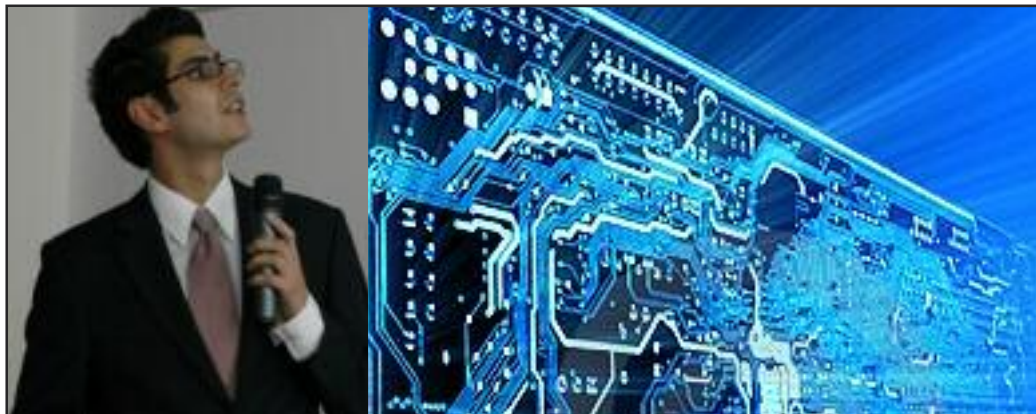
Elliot Nedas, of XTM International, will be one of the global experts speaking during the technology session at the ATC Annual Conference.

Talking about his presentation he said: "We are all seeing a new type of illness, it doesn't come in biological packages, but it does affect the lives of humans and how we work with technology."

"When I purchase a new digital tool, be it software or hardware I am filled with mixed emotions. The first is a rush of excitement about what the new bit of kit can do for me and the second is a chill down my spine when I wake up the next morning and release version 2.0 is available soon.

"I am sure you know the feeling, you buy a new piece of kit, an iPod for example and next thing you know the new version is out. Where does it all end? And what can my business do to avoid these pitfalls?"

"Imagine the catastrophe and expense that can befall a small business if the wrong choices are made. This will slow down business growth. The decisions involved are similar, however, the extra considerations are massive.



Elliot Nedas of XTM International

Key to all of this is how will the technology help the people in my daily business and how will it adapt and how can it grow with changing times and business processes.

infrastructure which can withstand fluctuations in revenue – both up and down."

"But, which type of technology is affordable and can help a business sell more?

"By a type of micro-evolution you can develop robust, healthy and adaptable systems that are a healthy technology and not going to come down with a case of Techno-Flu."

"It's a simple choice; either control your digital destiny or get ill year after year."

Elliot Nedas' presentation at the ATC Annual Conference will cover the technical advances in the industry at the moment, explaining how small businesses can benefit these advances and what limits should be set.

He will emphasise that technology should add true value to a business and that this value can be either externally or internally valid, depending on the technology. And finally, that using new technology can help improve customer service levels and grow new business through the implementation of this technology.

**ELLIOT'S
PITFALL AVOIDANCE
POINTERS**

- Requirements analysis
- In-depth technology testing
- Peer advice
- User acceptance
- Negotiating the best deal

"The people in the business need to see the value of technology for themselves and their interrelated business network of customers and suppliers."

"Translation providers need tools that are flexible, powerful and easy to use based on a robust

"With hardware it is impossible to have a system which will still be valid in even one year. However, software, can adapt and stay valid all throughout its natural life. How can we protect it? By keeping it alive, by feeding it new ideas and new ways of working and by adapting.

Government guilty of depressing prices for quality telephone interpreting

Interpreters-on-Call™

Interpreters-on-Call are back participating and sponsoring the ATC conference. In 2009 they talked about the relationship between LSP's, governments, industry bodies, trainers, end users and interpreters. This year they will be sharing their observations again.

Interpreters-on-Call is an advanced, hosted, technology platform that automatically connects LSP's clients to appropriately qualified and experienced telephone interpreters.

The service is based on the best database and telephone technology. It enables customers from anywhere in the world to be connected to appropriately qualified interpreters, who might also be located anywhere in the world.

In the context of telephone interpreting, their conference presentation plans to tackle head on the subject of "evolution of the translation industry – planning for success".



Have government purchasers sacrificed interpreter quality?

In the UK, the government is the largest user of telephone interpreting and over the past few years, this has depressed prices considerably.

Inevitably this has squeezed margins in the supplier chain with the result that the best, most highly qualified interpreters, find it increasingly difficult to justify delivering their services this way.

This has resulted in the

commoditisation of "a minute of telephone interpreting time" regardless of the skills needed. This puts pressure on the quality of local services. Now, the industry needs

to plan for success and offer highly evolved, clearly differentiated, services. Clients should, for example, be able to reliably demand interpreters with specialist knowledge (e.g. on law, finance, technology or medicine). Such services might be more expensive, but this is an industry that prides itself on quality worth paying for.

So what are the roles for interpreters, technologists, industry bodies, governments, LSPs and their clients in making this happen? How best should they organise themselves to develop and improve services, and ensure adequate margins are maintained for everybody in the delivery chain? Everyone can help to make this niche successful by working together, but the question is, where to start?

www.interpreters-on-call.com/



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Special discount rates for the Association of Translation Companies

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www.grangehotels.com/atc



XTRF integrates new technology

Translation software XTRF™ 2.0, which will be demonstrated during a workshop at the ATC Annual Conference, has integrated memoQ 4.2 (developed by Kilgray Translation Technologies), to make a revolutionary version of the management system.

XTRF™ already supports the work of translation departments in three fields:

- management and administration of all company activities,
- management of workflow and of the production process
- management of the translation process.

The integration of memoQ enables managing complete translation projects from the very beginning to the very end. This means language service providers and enterprises can speed up processes and manage translation projects in a more effective way.

About XTRF™

XTRF™ Translation Management Systems is a complete and professional tool for managing trans-



Judge for yourself the capabilities of XTRF in the workshop at the ATC Annual Conference

lation offices, which is used by dozens of companies around the world.

The system was created in 2004 and has been continually improved ever since, in turn offering clients an ever broader scope of possibilities and business solutions.

XTRF™ guarantees an increase in productivity and work efficiency, the elimination of typical

errors, effective data flow, and the increase of control over the company's operations. To meet the market's expectations, XTRF™ fulfils all the requirements of the ISO 9001 and EN15038 standards.

XTRF™ is written in JBoss Seam Framework technology and available via a web browser.

www.xtrf.eu/?lng=1



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**ATC ANNUAL
CONFERENCE
2010**

Evolution of the Translation Industry – planning for success

School of Oriental & African Studies, University of London
23 September 2010

- 09.30 - 10.00** **Registration and coffee**
- 10.00 - 10.05** **Chairman's introduction**
Roy Allkin, Chairman Association of Translation Companies
- 10.05 - 10.25** **The art of change**
Joy Ogeh-Hutfield, Lamajo Consultancy
- 10.25 - 10.45** **So you want to build your business?**
Robert Ashton, author and business sector broadcaster
- 10.45 - 11.10** **You've built your translation business and now you want to sell**
Malcolm Murray, BCMS Corporate
- 11.10 - 11.15** **Panel discussion**
- 11.15 - 11.30** **Mid morning coffee break/ coffee and networking**
- 11.30 - 11.50** **Working together to make the UK the centre of worldwide telephone interpreting**
Marcus Vaigncourt-Strallen, Director, Interpreters-on-Call
- 11.50 - 11.55** **Questions**
- 11.55 - 12.15** **Commodities, differentiators and all that jazz – a quick-take of what's worrying**
translation business owners and managers
Gordon Husbands, GALA
- 12.15 - 12.35** **Google – a player to be taken seriously**
Patricia Gómez Jurado, Google Localization Language Specialist
- 12.35- 12.55** **Trends impacting language and global business**
Alan Sloan, CEO, SDL Trados
- 12.55 - 13.00** **Questions**
- 13.00 -14.15** **Lunch**

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Evolution of the Translation Industry – planning for success

School of Oriental & African Studies, University of London
23 September 2010

- 14.15 - 14.55 **WORKSHOP SESSIONS** - further details on the [next page](#)
- WORKSHOP 1:** Guide to SDL Trados Studio 2009 migration – best practices and LSP partner case study
- WORKSHOP 2:** Transit NXT: A professional and efficient tool for the translation industry - an alternative approach to TM
- WORKSHOP 3:** Close symbiosis with your clients and suppliers with the LTC Worx business management platform
- WORKSHOP 4:** Profiting from a language partner in India - expectations and reality
- WORKSHOP 5:** A vendor-neutral platform for telephone interpreting
- WORKSHOP 6:** LIVE XTRF-TM Presentation - the first completely web-based total translation solution!
- WORKSHOP 7:** Translation process and business management

- 14.55 - 15.15 **Afternoon tea / exhibition and networking**
- 15.15 - 15.35 **How translation professionals can make the choice on investing in an MT software or system solution**
Jeff Allen, SAP Laboratories
- 15.35 - 15.55 **Start planning your MT adoption for success**
Elia Yuste, PangeaMT
- 15.55 - 16.15 **Business as usual? A way out of the technology maze**
Gabor Farago, Translation Technology Architect, espell group
- 16.15 - 16.35 **Growing new business with technology while avoiding technology pitfalls**
Elliot Neadas, XML International
- 16.35 - 16.55 **Panel discussion**
- 16.55 - 17.00 **Summing up the day**
Roy Allkin, Acting Chairman, Association of Translation Companies

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SDL Your Content
Their Language



Alexika[®]

1. Guide to SDL Trados Studio 2009 migration – best practices and LSP Partner case study

Presenters: Aaron Caruso, SDL Language Technologies & Mark Robinson, Alexika Ltd



STAR

2. Transit NXT: A professional and efficient tool for the translation industry - an alternative approach to TM

Presenter: Judith Klein, Star UK



LTC

3. Close symbiosis with your clients & suppliers with the LTC Worx business management platform.

LTC Worx streamlines project-management tasks and other business-related functions for an integrated, end-to-end approach to your communication tasks producing significant increases in productivity and an average return on investment (ROI) in a few months. LTC Worx can help build an even better relationship with clients and add to your unique value proposition. TAM (Translation Memory Automation Module) allows you to leverage translation memories and calculate savings at the click of a button, saving you time, and allowing you to offer your client the best value for money.

Presenter: Ashely Maroney LTC



BITS

4. Profiting from a language partner in India - expectations and reality This workshop focuses on the expectations British LSPs and the reality of their Indian counterparts and how to bridge this gap.

Presenters: Sandeep Nulkar Chairman and MD & Kajal Ambedkar Director, BITS Private Limited



Interpreters-on-Call[™]

5. A vendor-neutral platform for telephone interpreting - Interpreters on Call

Presenter: Don Ferguson, Services Delivery Manager, Interpreters-on-Call



XTRF[™]

Translation Management Systems

6. LIVE XTRF-TM Presentation - the first completely web-based total translation solution!

Presenters: Tomasz Mroz and Andrzej Nedoma, XTRF



Plunet

7. Translation process & business management

A demonstration of Plunet's capabilities and advantages for language service providers and their customers will be explained and demonstrated through using integrated translation software solution for their daily business.

Presenter: Bastian Enners, Plunet

2010 Advertising Rates

Published four times a year by the Association of Translation Companies, Communicate is the official newsletter of the ATC. It is circulated in PDF format via email to the 180 members and their employees, all members of corresponding translation company trade associations in Europe, USA, Canada and synergistic trade organisations in the UK and Europe and is downloadable from the ATC website, which has more than three million visits a year.

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Editorial contributions

We welcome stories and press releases from translation companies belonging to the ATC, and national associations making up the EUATC. Communicate also welcomes submissions from those supplying the translation profession. Where possible please supply graphics, pictures and or logos.



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