

TRANSLATEABLE

language services for events people, by events people



Ultimate Guide for Choosing your **Language Solution** with TranslateAble

The only language agency dedicated to the event and exhibition industry.



EVENTS
BROCHURE

Driving Your Event To a Whole New Level Through Language Services

Have you ever considered that using language services for your event could have a positive impact, widening the reach of your event, be it face-to-face or online?

With a global team of qualified linguists, we help companies and individuals to communicate with their communities globally, through expert language services, including Translation, Interpreting, Transcription, Live Captioning and Subtitling in any language.

Are you curious about how **TranslateAble** could help you and think one of the above services could be useful for you? Then let's get down to business.

With the return of physical events and the incorporation of virtual, it has never been easier to access a global audience.

The only barrier left standing in the way is language and most people struggle with this when running a successful event abroad.

Do you know why?

Because running an **event abroad** is not the same as running an event in your own country. A different language, unfamiliar work dynamics and customs you know nothing about (yet)...Running events in a foreign country is not an easy task. **Right?**



Are you rushing here, there and everywhere to gather your global content? Getting internal and external communication localised and launch-ready can make you feel like you're running on a merry-go-round...

But we're here to help you **create meaningful connections** by **speaking your audience's languages** and delivering your intended message to their local markets.

You've come to the right place if:



You would like to

- Reach a wider audience?
- Make your events more inclusive?
- Expand your business abroad?
- Keep your brand message heard?
- Translate websites into the languages of your clients and visitors?
- Ensure your content is more accessible?
- Make your clients feel more at home with you?
- Improve communication with your clients, speakers or suppliers?



You don't want to

- Waste your time AND money!
- Lose your audience's trust due to poor-quality translated content.
- Sound like a translation as your content doesn't follow cultural norms or use the right terminology.
- Diminish brand image and be seen as unprofessional.

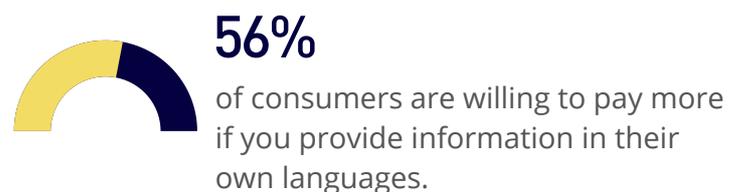
Events Are An International Business

How could a professional linguist support you and your business?

According to Harvard Business Review, *“there is an undeniably strong link between in-language content and a consumer’s likelihood of making a purchase”*.



Common Sense Advisory, a market research company specialising in the language services industry, found that over:





Language

Are your websites in the languages of your clients and visitors? Do you have all your exprom, sponsorship and sales material translated into your customers' languages?

According to Harvard Business Review, "translation isn't the only thing that companies must do to reach a global customer base, but it's certainly one of the fastest, easiest, and most frequently overlooked".

**DID
YOU
KNOW?**

We are members of:

Association of Translation Companies (ATC) and the Event Supplier & Services Association (ESSA) so abide by both language and event industry codes of conduct. This means that specific standards and processes must be adhered to, ensuring you get the service you need.



Talk to one of our experts about your next global project today! 5

Speaking your Language



Just like with events, the **main purpose of a language agency** providing language services is to bring people together and break down the barriers between them. Whether you are an Assistant, Manager or Director working on an event, ensuring your communication makes sense in another language isn't an easy task, right?

Before starting to plan your event, the first thing to do is to decide internally:

- **How will you ensure that your content is understood by an international audience?**
- **How will you make your content accessible and inclusive, for the hearing impaired for example?**
- **How can you elevate your event to maximise your ROI?**
- **What can you do to make your audience feel at home with you?**

These are just some of the questions that are often left unanswered, as many event professionals dive straight into planning without considering these crucial bits of information.

Don't make this mistake!

By working with a language agency, not only do your attendees get to enjoy your content in their mother tongue at the event itself, but it will also come in handy post-event. It's key that all attendees have the ability to engage with the content in a language they're comfortable and confident with.



Take a moment to reconsider some (often missed) points that will definitely serve your business .

- ✓ You have an international team and would like them to have documents in their language.
- ✓ You have multi-national stakeholders (exhibitors, visitors, speakers, etc) and need information, such as seminars, websites and contracts, in a language they're comfortable with.
- ✓ You want to attract more visitors and exhibitors by appealing to them in their mother tongue.
- ✓ You want to be more accessible/inclusive.
- ✓ You want to provide better customer service to stakeholders.
- ✓ You want to improve safety by ensuring everyone can understand your regulations.
- ✓ You want to be seen as a truly global company.

Do not worry!
TranslateAble
speaks your
language.

Our aim is to help companies and individuals to communicate effectively in any language and reach a broader audience, through expert language services.

So, why worry about what might get lost in translation?

Instead, let's focus on what can be found via translating, interpreting, captioning and more!

Our Goals



We are from the event and exhibition industry, so we understand how it works.

We understand your needs:

Flexibility

We understand deadlines. Events aren't 9-5, Monday to Friday. A missed deadline could mean a lost sponsorship deal or delayed delivery to an event. Events can also surprise us with unexpected jobs that need to be turned around last minute on a Sunday. If you email us on Friday at 7pm or have a Sunday deadline, we've got you! We're available evenings and weekends, whatever gets the job done by your deadline. **We're here to support you.**

Collaboration

We understand the importance of collaboration and will work with you to deliver what you need, as seamlessly as possible. We've been both the client (event organiser) sourcing language services and the linguist, so we not only know from experience what clients need from all our services but we also know what it takes to produce excellent language services. We offer a one-stop-shop service, so we can provide multiple services on a project, saving clients time sourcing multiple suppliers for 1 job. **We know what you need.**

Solutions

People want solutions in events. When you're busy with an event, a 'no' or 'not possible' isn't helpful. Rather than giving you obstacles due to time frames, we'll give you solutions. We have **decades of solution-finding** under our belts!

Discover Our Services To Take Your Event To The Next Level



Find the best solution for your needs - be it translation, localisation, interpreting, subtitling, or live captioning.

Whatever the service, it will always be perfectly customised for your business.

All the services we offer are services we have sourced, contracted and managed during our life as event organisers. This means we are a supplier that has sight of both sides of the coin. We have deep knowledge, experience and understanding of both the event and language industries, which means we are able to find optimum solutions tailored to our clients' needs.

TRANSLATION

SUBTITLING

INTERPRETING

LOCALISATION

TRANSCRIPTION

LIVE CAPTIONING

TRANSLATION

Communicating effectively with your target audience.

TRANSLATION

Our aim is to enable you to communicate effectively with your target audience, essential for any growing business.

In a fast-paced industry, such as events, you need translation services that can react as quickly as you do. We're a dynamic language agency that has high-quality standards.

Whether you require websites, speaker agreements, sponsorship brochures or technical documents to be translated or a marketing campaign to be localised, TranslateAble can save you time and handle any type of project in any language.

We make sure your translations are fit for purpose and ready to use immediately, with minimal input from you and your team as we know your industry and understand the purpose of your assets. This frees up your time to work through the rest of your to-do list.

Benefits of Translation

- Be more accessible and inclusive
- Provide better customer service to stakeholders
- Improve safety by ensuring everyone can understand your regulations
- Teams feel part of the company and heard
- Be seen as a truly global company

SUBTITLING

Capture and engage a wider audience.



SUBTITLING

Our aim is to provide all you need to communicate clearly with an international audience and promote inclusivity.

A lot of content has moved online. Providing subtitles in multiple languages is a great way to ensure you capture a wider audience and also make your content more accessible.

We're a language agency that ensures culturally appropriate terminology is used while retaining the key understanding and style of your message. Our subtitling services give you everything you need to communicate clearly with your international audience and promote inclusivity.

We deliver high-quality subtitling services by professionals who have experience within your industry and who are from the country of your target market. We can translate your subtitles into any language as well as ensure they are appropriately time coded.

Benefits of Subtitling

- Multi-national stakeholders (exhibitors, visitors, speakers, etc) receive information, such as seminar content, in a language they're comfortable with
- Attract more visitors and exhibitors by having material in their mother tongue
- Be more accessible/inclusive
- Provide better customer service to stakeholders
- Be seen as a truly global company

INTERPRETING

Communication
in the local
language.



INTERPRETING

Our aim is to help you capture every detail and build better collaborative and respectful relationships.

We understand the value of communicating in the local language. It means you capture every detail, you are able to build better relationships, improve collaboration and understanding. It is also more respectful.

This is a service that can be provided in-person and remotely. Whether you need someone to assist with a meeting, make calls on your behalf or interpret at an exhibition or conference, we're here for you. We can be the bridge between languages, making you, your clients or prospective partners feel at home in any location and language.

Examples of how we can help you:

- You are an event or exhibition organiser planning on working internationally and would like someone to assist with exploratory meetings
- You are an event or exhibition organiser with international speakers that need support in their native language
- You are an event or exhibition organiser running a multilingual event that requires interpreters

Benefits of Interpreting

- Solve a language barrier in meetings
- Multi-national stakeholders receive information in a language, they're comfortable with.
- Attract more visitors and exhibitors by having content in their languages
- Improved experience for international audiences
- Be more accessible and inclusive
- Be seen as a truly global company

LOCALISATION



Tailor your content specifically to your audience.

LOCALISATION

Our aim is to help you use the right terminology for the local market, so your clients feel that you are really talking to them.

We speak the same language in England, U.S. and Australia don't we? Do we? Have you ever wanted chips and got crisps? Sidewalk or pavement? Band-aid or plaster? Thong or flip-flop?

Localisation ensures your content is tailored specifically to your audience, so they feel that you are really talking to them.

We work with linguists all over the world. If you need your content to be aimed at a Brazilian Portuguese audience, we'll use a native Brazilian translator.

Benefits of Localisation

- Your audience really hears and feels your intended message
- Improved connection with your target market
- Be seen as a truly global company

TRANSCRIPTION



Transcribe your audio and video content to make it more accessible.

TRANSCRIPTION

Our aim is to ensure your message is captured word-for-word.

We can transcribe your audio and video content in English, as well as other languages. We work with all types of content from conferences and interviews to company meetings.

Benefits of Transcription

- Be more accessible and inclusive
- Allows your content to be consumed in multiple environments, eg noisy or when your audience is on the move
- Enables you to remodel and repurpose your content, for example, you can use sections of the transcription for blogs or socials
- Facilitates distribution of your content
- Increased engagement as provides another format for consumption

LIVE CAPTIONING

Transcribe your audio and video content to make it more accessible.

LIVE CAPTIONING

Our aim is to support your company in improving accessibility and engaging with multiple group types.

Live captioning involves capturing the spoken word in written format. This text is then displayed on screen, in real-time, for the audience to digest. It can be used for both in-person and online events. Live captioning is an effective way of making your events more inclusive and engaging, supporting multiple group types:

- Improve accessibility and inclusion for those who are deaf or hard of hearing
- Support people who are neurodivergent, for example, those with Attention-Deficit/Hyperactivity Disorder (ADHD) or Sensory Processing Disorder (SPD).
- Aid understanding for those whose first language isn't English.
- Help your event reach more of an international audience.

Benefits of Live Captioning:

- Facilitates accessibility, inclusion and content consumption
- Allows those listening whose first language isn't the language of the content to enjoy the content comfortably
- Attract more visitors/exhibitors by having content in their languages
- Be seen as a truly global company

Why Choose Us?

Our Vision

TranslateAble is a language agency providing services in any language supporting the Event Industry. Our aim is to help companies and their teams to **communicate effectively** in any language and reach a broader audience, through expert language services and ensure that your **company message is far-reaching**.

We are from the event industry, so we speak your language.

We support the event industry as our founder is from this industry, working globally for 20 years. We want to save people time and effort by working with them and their teams, producing the results they need. We know the workflow demands of your industry. Business is all about communication, and we offer the resources to help you make global connections by delivering the best quality possible in every service we offer in a seamless, stress-free way.

We've saved people time so far as we understand the pressures, terminology and how the industry works. We know the purpose of your material, so don't need to ask as many questions to manage your project and also know the information you need from our services without you having to ask.

Our Mission

We have made it our mission to address all of our customers' content-related needs, working hand-in-hand with their teams to help them engage with their markets, increase revenue and drive process efficiencies through effective and proactive content solutions and technology.

How do we achieve it?

The work we deliver goes through a rigorous checking process before

it's returned to our clients, ensuring the end result is always great quality.

We are from the event industry. We know the pressure points and how it works, so we know how best to support people.

We are flexible and collaborative with all our clients, always looking for solutions no matter the deadline or the task, and making sure our work is top-notch. Everything we deliver is checked, checked and checked again.

Our Values

We stand for:

1

Empathy and communication

Events are one of the most rewarding but also challenging industries there is. It's only achievable when your supply chain is robust. We totally understand that and want to make life easy for you. We will work collaboratively with you, ensuring we understand and respect your needs and make the process as seamless as possible for you.

2

Dedication

We will sweat the small stuff with you. We'll agonise over the tiny details. See us as an extension of your team and count on us to deliver the brief on time and within budget.

3

People Matter

Everyone is unique and we celebrate that. Whether you are a client, a translator, or a supplier: you matter to us. A business cannot run without all the cogs! We want to make sure that every interaction with us, no matter who you are, leaves you with a warm glow.



Our Promise

At TranslateAble, we help people. We've been in your shoes. Everything we have learned throughout our careers is ours to share with you. The moment you invest in our service we are invested in you.

We make things easy for you.

TranslateAble ensures that your company message reaches far and wide. In today's market, the need for a global presence is essential for your company to not only survive but flourish. We provide precise and detailed high-level translation services to companies in the Event Industry.

Our Team of Experts

We have a multilingual team of experts. All of our linguists are trained and qualified to provide the best language services for your events, meaning your project will be accurate and fit for purpose.



**SKILLED
LINGUISTS**



**INDUSTRY
EXPERTS**



**CLIENT-
ORIENTED**

Meet our founder



Meet Julia, our founder who has over 25 years of language industry experience, from working as a volunteer translator to negotiating event-related contracts in non-native languages.

She is a multilingual event industry professional with almost 20 years of international operations experience. In her most recent role as an Operations Director, Julia built a multi-award-winning global team from scratch, covering events across Europe, the US and Asia.

TranslateAble celebrates the global reach of the event industry every day.

What led Julia to start TranslateAble was not just the love of languages, but seeing first-hand the value they bring. All the services TranslateAble offers are services that she has personally sourced and managed for her own events throughout her 20-year career in the industry.



"Before launching TranslateAble, international events were my life for almost 20 years. It kept me on my toes, even down to just working out where in the world my office was that week/day. Translation was the first language service I purchased in events. Having since worked as a translator myself and studied for an MA in Translation, I can fully appreciate the level of work and process that's needed to produce a translation that's spot-on"

Julia Danmeri

Inspirational Quotes that Guide us



"TranslateAble have provided extremely quick, efficient and professional translation services for our upcoming virtual event in Mandarin, Spanish and French. Julia was able to accommodate our continually changing schedule and requirements to deliver accurate and competitively-priced translations and SRT files within very short time frames."

Kate, Account Director, Live Union



"When I needed my manual translated from English into Finnish, there was only one option I would consider and that was TranslateAble. The team's knowledge of the exhibition industry saved me countless hours of questions going back and forth. The understanding of the terminology and nuances that were used within the manual



"I've utilised TranslateAble's services recently. It was very demanding and a quick turnaround requirement. Julia didn't hesitate and ensured we had what we required within the required time limits. I have recommended her to my whole team."

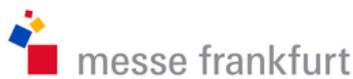
Trudy, Exhibition Director, PSPAV

was a massive benefit to me. The team even went above and beyond, looking and advising on the relevant health & safety legislation I needed to include within that manual...It was an absolute pleasure working with the team and I would strongly recommend using them."

Miriam, Director, Ways & Means

Some companies we work with

GLOBAL ORGANISATIONS WE WORK WITH



QUALITY ACCREDITATIONS

PROUD MEMBER OF





Message from the Founder

as featured in the London
Chamber of Commerce magazine

Language barriers: are you blocking or boosting your business?



by Julia Danmeri

Communication style forms part of a company's image and identity. How does your company's communication style speak to your international clients and employees? Is it generating growth or missed opportunities?

Languages to generate growth

According to *The Linguist* magazine a lack of language skills costs the UK 3.5 per cent of GDP. "The removal of language barriers with trading partners from Arabic-, Chinese-, French- and Spanish-speaking countries could increase UK exports annually by about £19 billion", reported the research organisation RAND.

A European Commission study listed language management strategies and the use of professional translators as two of four key tools linked to higher performance in international trade. Small and medium sme investing in these tools achieved export sales 44.5 per cent higher than those who chose not to invest.

Here are some of the most popular language management strategies that could support your business.

Translating and localising websites

According to *Harvard Business Review*, "there is an undeniably strong link between in-language content and a consumer's likelihood of making a purchase". Almost 75 per cent of European consumers spend most or all their time on websites in their own language, with almost

20 per cent never browsing in a language other than their own.

Common Sense Advisory, a research company specialising in the language services industry, found that over 56 per cent of those surveyed said that having information in their own language is more important than price. Forty-two per cent said they never purchase products and services in other languages.

Using local agents

Local agents can help to break down language, as well as cultural barriers. Procter & Gamble launched Pampers nappies in Japan using their packaging with an image of a stork delivering a baby. However, in Japan, giant floating peaches bring babies to their parents so people were confused and product sales suffered. This is an example of where a local agent would be aware of such nuances and handle them appropriately on behalf of your business.

A common theme among businesses is the use of untrained linguists with knowledge of other languages rather than professional translators.

Using professional translators and/or interpreters

A common theme among businesses is the use of untrained linguists with knowledge of other languages rather than professional translators. Translators and interpreters are highly skilled, specialising in particular fields rather than working across all. They use dedicated tools and specialised resources to improve quality, which are largely unknown by untrained linguists.

Think restaurant menus when you're abroad. How many times have you come across a dish description that makes no sense, so you just move on and choose a different meal?

Offering language training

In European countries there is a wage premium for using a second language at work, uncommon in the UK. As a result

According to RAND, the number of pupils learning languages in the UK has declined sharply since 2004 which is likely to have a negative effect on the UK's ability to compete internationally.

many UK businesses rely on finding resource with the necessary language skills outside our borders. According to RAND, the number of pupils learning languages in the UK has declined sharply since 2004 which is likely to have a negative effect on the UK's ability to compete internationally.

I am an advocate of investing in on-the-job language training. This is how I improved my languages and as a result, I was able to step in and handle negotiations and duties, which would otherwise have required costly external multi-lingual resource.

But English is the international language?

Forty per cent of French people speak only French. This is just one example of the customer base you are potentially excluding. Yes, English is the *lingua franca* in many situations, but it is not the sole driver in key services and trade sectors such as energy.

The power of languages is often undervalued in UK business but when you consider the potential for additional revenue and capitalising on currently missed opportunities, investing in languages is a no brainer.

Julia Danmeri is chief executive and founder of TranslateAble, a language agency providing services to the exhibition and events industry

www.translateable.com

TRANSLATEABLE

language services for events people, by events people

Get Expert Support to Grow your global audience

Get in touch with a language service expert today!

Do you need help with a translation or localisation project? Or with the creation and/or processing of your multilingual content? We're here for you!

We provide services to our clients to help them reach global markets and audiences – in any language. Get in touch today!

Let's Talk

Discuss your next global project with our experts.



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