



Herausforderungen der Globalisierung  
für Dolmetscher und Übersetzer

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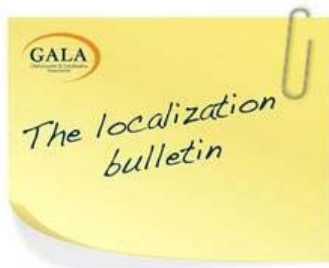
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## June 2009



Localization Bulletin: June 2009

## GALA 2009: The Language of Business. The Business of Language.

“Companies optimizing their resources and investing in development will emerge as winners from the current economic downturn,” said a language service provider executive in responding to the Globalization and Localization Association’s recent survey on the economic downturn.

In fact, a downturn in business can be a great time to look forward; that is, to build and educate in order to jumpstart the next wave of business.

That is exactly what trade associations offer their industries through conferences and workshops. This year, the Globalization and Localization Association is introducing its first-ever international conference: GALA 2009: The Language of Business. The Business of Language.” The conference will be held 14 – 16 September 2009 at the J.W. Marriott in Cancun, Mexico, and is intended to offer unparalleled education and networking opportunities.

Headlining the event will be Craig Newmark, the founder of Craigslist, which is one of the top ten Internet companies in the world. One of the Internet’s most successful innovators and practitioners, Newmark will speak about the future of online community and commerce.

“We are committed to creating a great meeting with many educational opportunities for localization and translation professionals,” said Jim Hollan, executive director of GALA. “Craig Newmark will offer invaluable insight that will help participants think out of the box in their own marketing and customer service activities. At the very least I am interested in the experiences and opinions of someone who has actually done it. I think we all can learn a lot from the Craigslist experience.”

Craigslist is the world’s largest centralized network for worldwide urban and regional communities featuring classified advertisements with discussion boards. Its success is built on Newmark’s pledge to serve the needs of users. Newmark believes the secret to Craigslist’s success is listening hard, following through and doing what people need the site to do. In fact, he still works as a customer service representative for the company, making sure that the users of the site are always put first.

In addition to Newmark, the conference will feature a host of experts. Among them will be Daniel Grasmick (Lucy Software) and Pedro Luis Díez-Orzas (Linguaserve) who will lead two workshops for buyers and suppliers on understanding and implementing machine translation (MT), outlining key considerations in workflow, content and process. With their combined experience of over 40 years in development and hands-on work with MT and other language technology tools, the presenters will examine many facets of this evolving topic.

John Watkins (ENLASO) will offer a workshop on “The Localization Workforce: Management Strategies for a Specialized Field,” looking at how corporate level processes empower employees to drive corporate success specific to the localization industry.

Rebecca Petras, a veteran writer and public relations expert, will offer two public relations workshops for language service providers to help participants build a communications program, including an interactive small group writer’s workshop that will guide attendees with their specific business and public writing needs.

The conference will also host a series of Leadership Roundtables for discussions on The State of the Industry, Vendor Management and Quality, among others.

GALA 2009 registration is open now. For more information and to register for “GALA 2009: The Language of Business. The Business of Language.”, please visit [www.language-of-business.org](http://www.language-of-business.org) or [www.gala-global.org/conference](http://www.gala-global.org/conference).

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