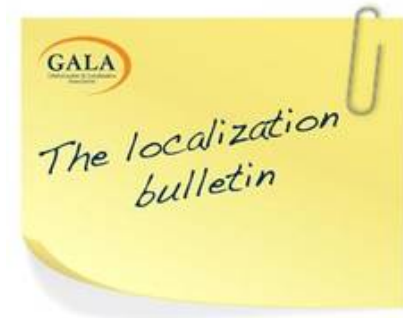


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October 2009



Photos of the GALA conference 2009



For more photos of the conference, please visit www.flickr.com/photos/gala2009

Localization Bulletin: October 2009

GALA conference 2009: The Language industry and beyond

The Globalization and Localization Association (GALA) held its first-ever conference last month, 14 – 16 September at the J.W. Marriott in Cancun, Mexico. The conference, entitled GALA 2009: The language of business. The business of language, was filled with rich content and many opportunities for networking in the sun.

Craig Newmark, founder of Craigslist, one of the most successful online enterprises ever, kicked off the festivities by summing up his success with two words: customer service. He also spoke of ‘personal diplomacy’ and ‘bottoms-up democracy’ as critical elements of a successful business and urged attendees to take part in community service. International growth of Craigslist was also discussed, with Newmark explaining Craigslist’s slow global growth as deliberate, stating, “we only enter a new market when there is a clear desire for and interest in Craigslist in that market.”

After the keynote, attendees could choose from three tracks of workshops focused on different aspects of running a language and localization business: 1. sales and marketing; 2. tools and technology; and 3. management and operations.

A few highlights included Aki Ito of TOIN, who shared his sales secrets encouraging listeners to be selective of their customers as much as customers choose them. Reinhard Schäler gave a passionate talk on the Rosetta Foundation, which is providing open source language tools and technology to help break the information barrier around the world. Other speakers included Shelly Priebe of McElroy Translation who shared her company’s plans for harnessing crowdsourcing for better collaboration across the translation spectrum, and Rebecca Petras of GALA who presented tools for effectively using public relations and marketing that also apply to a shoestring budget.

The program also included a number of panel discussions with speakers from industry leaders such as Adobe, Hewlett Packard, VMWare and Verisign. John Watkins of ENLASO moderated a discussion on quality issues and Serge Gladkoff of Logrus led a panel on vendor management in which Silvia Campos of Verisign exclaimed, “If my vendors grow, I grow...we are a team.”

One of the most interesting group sessions was a plenary on the state of the localization and language industry. Don De Palma of Common Sense Advisory led a lively discussion with industry and association leaders, including Dr. Michael Fritz from tekcom, Hans Fenstermacher from GALA, Reinhard Schäler from the Localisation Research Centre, Jiri Stejskal from the American Translators Association, and Arle Lommel from the Localization Industry Standards Association. The conclusion: As content and information reach the far corners of the world, the industry, as a whole, needs to lead, and the associations within the industry need to work together. Lively discussions about this and other panel sessions – e.g. crowdsourcing and quality – did not only take place at the conference and during dinners but were continued online with Twitter and LinkedIn reporting on the event and carrying discussions to professionals throughout the world.

The feedback regarding this conference has been overwhelmingly positive. Reviews of the conference can be found in a number of blog postings on the [GALA News and Events page](#). The general sentiment after the conference can be summed up best by Xavier Marchand’s (JBI Studios) statement: “The conference was great. The real decision makers were there and I made more contacts than at any of the shows I had been to before. Not to mention the perfect setting... if I could already sign up for next year, I would!”

Indeed, the Caribbean weather did not disappoint. Hot and dry days turned into warm and breezy evenings. Participants of the conference attended several outdoor activities, including a welcome reception in the garden of the resort and a speed networking session at the pools. Informal and impromptu meetings were held at the poolside café, in the pool and even while jumping waves in the warm sea.

GALA is already planning its next conference. Location and dates will be announced soon. More information can be found at the [GALA conference website](#).