

Introducing



photos: GALA

GALA

By Laura Brandon, GALA

You may have noticed that the localization track for this year's tcworld conference is organized by GALA, the Globalization and Localization Association. The 2006 tcworld conference localization track will cover topics on high level management and practical applications as well as cultural and regional issues in the field of translation and localization. As the world's premier organization of providers of services and products in this field, GALA is looking forward to providing the tekcom audience with useful and exciting information in all of these areas.

We'd like to tell you a little about us before we meet in November:

What is GALA?

GALA is a quickly growing, international, non-profit trade association that promotes translation services, language technology and language management solutions. The association was founded four years ago to give language solu-

tions companies a neutral space and infrastructure for promoting our industry. Today, GALA's membership is composed of companies that hail from all parts of the globe, making it a truly world-wide association. The member companies include translation agencies, localization service providers, globalization consultants, and technology developers, totaling over 185 companies from 39 countries.

GALA's mission is to give member companies a common forum to discuss issues, create innovative solutions, promote the industry, and offer clients unique, collaborative value. To do all these things, we engage in regular activities led by our members, the Board of Directors of the organization and our staff.

The association organizes industry educational opportunities, supports major industry conferences and exhibitions, facilitates regional events for members and provides numerous benefits for the membership, such as networking events, collaborative industry promotion efforts, group marketing opportunities, professional develop-

ment workshops, and the development of online resources such as the GALA Career Services center. As the largest trade association worldwide representing language solution providers, GALA is the place to go for information about language technology and multilingual management solutions for today's global marketplace.

Where do GALA members meet?

From Buenos Aires to San Francisco, from Hamburg to Taipei, GALA members regularly organize roundtable discussions and networking dinners at industry events and regional meetings to bring together member companies. GALA also holds two association-wide meetings per year, usually one in Europe and one in the U.S.

What are some of the benefits to members from GALA?

GALA has pioneered the concept of group exhibit booths for member companies to gain visibility at events without the high cost and burden of organizing an entire booth on their own. GALA has also created the first-ever group advertising opportunities for members to share advertising in print and other media. GALA's size and importance in the industry have given us the ability to negotiate tools discounts and event registration discounts for our membership. Member companies who take advantage of these cost savings throughout the year can more than compensate for their membership dues.

What activities is GALA engaged in?

Localization World conferences

The ongoing Localization World conference series, now approaching its fifth conference in Barcelona (May 30 – June 1, 2006), has established itself as the premier conference serving the localization community. Localization World is organized in close cooperation with GALA. Previous conferences have been held in Seattle and Bonn.

www.localizationworld.com

Language Standards for Global Business

This one-of-a-kind industry summit brings together all the constituencies concerned with language standards and quality specifications for in-depth discussions about industry needs and ways to unify work on standards. Participants include linguists, software developers, publishers, government agencies, standards bodies, translators and other communities. The second summit is being held May 29-30, 2006, in Barcelona just



before Localization World. The LSGB is a strictly non-commercial event series (no sales pitches, no booths, no sponsorships).

www.internationalization-conference.org/lsgbbarcelona/index.html

Recruiting and Education

This summer, California State University (CSU) at Chico will host its first intensive summer workshop on localization, produced with the support of GALA. The three-day workshop is preceded by 45 hours of online coursework and is designed for localization professionals as well as business development executives, web development professionals and international marketeers. This educational collaboration with GALA represents another industry first.

<http://www.csuchico.edu/localize/certificate.html>

Career Services

Alongside the CSU Chico program, GALA recently launched a Career Services area on the GALA website, designed to facilitate recruiting and job placement for emerging professionals and current professionals in the fields of business development, engineering, internationalization, marketing, sales, operations, project management, testing and translation.

<http://www.gala-global.org/index.php?action=view&p=careerservices&viewFrom=resources>

GALA on Technology blog

Last autumn, GALA created the "GALA on Technology" blog, a space for non-biased discussions

of the technological resources, new developments and on-going challenges that vendors and clients are facing in the localization and translation industries. Anyone can contribute, and we invite input from the whole universe of tools providers and users.

<http://www.gala-global.org/blog/>

GALA vendor database

Our unique vendor database is an invaluable resource to help companies find language service companies through relevant search criteria. The database of over 350 companies is searchable by company services, subject matter specialties,

language combinations, company size and location. The GALA member list is a clearinghouse of trusted names in the industry and a great place for clients to begin their search.

http://www.gala-global.org/index.php?action=view_vendor_database

Articles Database

Another service to the industry community, GALA's database of articles allows you to search for new and previously published articles on relevant industry topics.

http://www.gala-global.org/index.php?action=view_articles&source=resources

Please look for us at the tcworld conference 2006. Our staff, Board of Directors, and member companies will be only too happy to talk with you about translation, localization, and global business. We're looking forward to meeting you.

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