

## Globalization and Localization Association's (GALA)

### 3rd annual Language of Business conference

*Client Side News interviews GALA's Association Manager, Laura Brandon*

Coming up in March 28th of 2011, The Globalization and Localization Association (GALA) will be holding its GALA 2011 conference event in Lisbon, Portugal where global content delivery professionals will gather to discuss, share and debate the latest technologies and advancements in our industry.

#### **CSN –**

Laura, the theme of the conference is “driving global content delivery.” What does that actually mean and why is it important?

#### **LAURA –**

Ultimately, we are an industry charged with transforming original content, such as software code, website content, product documentation—even tweets—into translated and localized content for consumption by people around the world. That is an incredibly important job and one that is too often relegated to commodity status. But the fact is content is king for companies worldwide, and it is important for us to be at the table from the get go. We need to be the drivers of global content so we have a voice in how original content is created

#### **CSN –**

This is GALA's third annual conference. What makes this one unique?

#### **LAURA –**

Our motto is to never be the same conference twice. We achieve that goal by always presenting the conference at a new location, and creating new and different opportunities for learning, networking and programming. New this year will be an exclusive roundtable for buyers of localization services. The buyer roundtable will give localization and internationalization managers a chance for peer-to-peer discussions and networking in a small-group setting. This year we also are collaborating with the Association of Language Companies (ALC) to offer programming and

interactive discussions on the industry that will extend beyond the conference. There will be some exciting new presenters as well.

Of course, we also will bring back some of our tried and true favorites. GALA's renowned speed networking will be expanded and our spontaneous ‘mash ups’ on everything from sales techniques to pricing to the RFP process will also be part of the conference.

#### **CSN –**

Compared to other industry conferences, what makes these GALA conferences different?

#### **LAURA –**

We strive for the Language of Business conferences to be events that bring the global content delivery community together for planned and unplanned interactions that benefit everyone—and I think the feedback from the past two conferences have shown we are doing a pretty good job. One of the best comments we received last year was from an attendee who said, “We go to GALA conferences, we come home.” That feeling of belonging and that we are part of a great community doing amazing, innovative stuff—that sets us apart.

#### **CSN –**

Why did you choose the Iberian Peninsula for this year's event?

#### **LAURA –**

Each year we identify a location that offers an excellent venue for conducting business while also being culturally significant with recreational opportunities. Attendees have often commented that at our conferences they can learn, network, conduct business meetings AND see the sights or relax in a beautiful setting. Cascias is a beautiful town just outside of downtown Lisbon that will fulfill that desire for our attendees. They can take care of business at the hotel, or they can even conveniently go into

downtown Lisbon for meetings. And then they can relax poolside or on the beach with old friends and new acquaintances.

**CSN –**

Sounds wonderful, I'll bet many of your attendees won't want to leave after the conference. Tell me more about the actual programming?

**LAURA –**

Papers and proposals were due to the GALA 2011 Program Committee by 08 October. We were looking for refreshingly different proposals on a wide range of localization and global content delivery topics. In addition to the presentations that are selected, we will have a number of plenaries on technology and industry topics. We are currently working on all of the details which will be posted on the GALA 2011 website by mid-November.

**CSN –**

What can attendees expect to come away with this year?

**LAURA –**

It is our hope that GALA 2011 attendees leave inspired, recharged and educated to lead global content delivery internally at their enterprises and throughout the global business industry.

**CSN –**

Who are some of the client side attendees?

**LAURA –**

We do not have a full list of attendees at this point, but in years past we have had client-side attendees from major companies, such as Hewlett Packard, Verisign, Disney, VMware and more. With dedicated programming for client-side localization professionals, in which they can interact with their peers in a low pressure atmosphere, we expect the number of buyer side attendees to grow at the upcoming conference.

**CSN –**

Thanks Laura! I wish you the best of luck in Lisbon next year.



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