GALA Connected 2021

Legend:
- 🔵 The Service & Solution (R)evolution
- 🟠 The Workplace (R)evolution
- 🩷 The Global-first (R)evolution
- 🟣 The Supply Chain (R)evolution
- 🔴 The Talent Development (R)evolution
- 🟢 The Technology (R)evolution

TIME	Tuesday, 23 March	Wednesday, 24 March	Thursday, 25 March
6:00-6:45 PST	**Networking Session Hosted by** vistatec	**Networking Session Hosted by** dotsub — Any Video Any Language	**Networking Session Hosted by** welocalize
6:45-7:00 PST	**Conference Welcome**		
7:00-7:30 PST	🩷 **Language after the Flood** Donald DePalma, CSA Research	🩷 **Blockchain: What is it, why is it important, and how can it impact our industry?** Lucrecia Jarab, Translation Back Office	🟢 **The $200,000 Technology Stack for 2021: Why LSPs Should Stop Developing Redundant Componets and Start Co-investing in Automation** Marc Mittag, MittagQI Konstantin Dranch, Custom.MT Adam Bittlingmayer, ModelFront Dr. Wolfgang Sturz, Transline Gruppe GmbH Remy Blättler, Supertext AG
7:30-8:00 PST	🔵 **From LSP to Next-Gen Product and AI Service Provider: Founders Speak** Konstantin Dranch, Custom.MT Krzysztof Zdanowski, Summa Linguae Technologies Manuel Herranz, Pangeanic Jane Nemcova Kåre Lindahl, Venga Global	🟠 **MMPE: A Multi-Model Interface for Post-Editing Machine Translation** Nico Herbig, German Research Center for Aritificial Intelligence (DFKI)	
8:00-8:30 PST		🟢 **The Chatbot: Revolution and the Role of Multilingual AI** Aaron Schliem, Welocalize	🔵 **Thriving in the Global Digital World: How a Small LSP can Punch Beyond its Weight** Luis Miguel, Avantpage Inc
8:30-8:45 PST	**Break**	**Break**	**Break**
8:45-9:15 PST	🟢 **The Future Is Voice** Valeria Barbero, Mother Tongue	🟠 **Embrace Your Imposter (Syndrome)** Shelly Priebe, i3 Coaching KnowledgeFest *Please note that this session is a KnowledgeFest. KnowledgeFests include presentation and small group work. You will be expected to share and actively participate in this session.	🔵 **Three Key Takeaways from 18 Months of RSI** James Anderson, Interprefy AG
9:15-9:45 PST	🟢 **The Rise of E-Learning: How to Develop Successful Localized Online Course** Nora Duong, Coursera		🟠 **New Terms and Conditions for the New World of Remote Interpreting** Sue Leschen, Avocate
9:45-10:15 PST	🟢 **The Case for Spoken Translation** Mirko Plitt, Modulo Language Automation AK Rahim		🔵 **LaaS: Language as a Service - A new Formula for a New Market** Barry Salughter Olsen, KUDO Cecilia Saura Drago, KUDO
10:15-10:30 PST	**Break**	**Break**	**Break**
10:30-11:30 PST	🟠 **Supporting Wellbeing in the New "Hybrid" Workplace** Annette Lawlor, Lion People Global Delphine Hervot Lauren Cullen, People at Intercom Michael Lawlor, CNM College Dominique Puls, TSD Germany	🟣 **Pricing the Impact of Machine Translation: Fairness and Transparency for all Stakeholder in Content Creation Chain** Konstantin Savenkov, Intento.Inc. Katerina Gasova RWS Moravia, Diego Cresceri, Creative Words, Caloã de Sá Gouvêaa Business, Translation Back Office	🔴 **Extending NLP Support for Less-Resourced Language with the use of Word Vectors** Rafal Jaworski, XTM International
11:00-11:30 PST			🔴 **Transforming Training Programs and Courses to Maximize Learning** Max Troyer, MIIS
11:30-12:30 PST	**Networking Session Hosted by** vistatec	**Networking Session Hosted by** dotsub — Any Video Any Language	**Networking Session Hosted by** welocalize
12:30-13:00 PST	🩷 **What if? The Digital Acceleration Edition** Jim Compton, RWS Moravia	🩷 **Digital Gone Digital 2.0: How Games Localization Adapted to Fully Remote Work** Margita Lažetić, Nordeus 🟠 **Pseudo Localization - Collaboration at its Best** Gema Ortiz, The Church of Jesus Christ of Latter-Day Saints	🟢 **Where Do We Go From Here? The Next 5 Years of the AI Revolution** Dave Ruane, XTM International
13:00-13:30 PST	**Break**	**Break**	**Wrap-Up/Farewell**
13:30-14:00 PST	🔴 **How L10N Student-led Initiatives are Fostering Future Industry Growth** Autumn Smith, MIIS, Calvin Westfall, BYU Elizabeth Hawkes, MIIS Caitlin Quiat, MIIS Lena Wakayama, MIIS	🩷 **Global From the Get-Go: Integrating Globalization Best Practices Across the Organization** Talia Baruch, Global Sakè Nancy Hähnel, NH Global Consulting	

Tuesday, 23 March

07:00 - 07:30 PST
Language after the Flood

The Global-first (R)evolution

Donald DePalma, CSA Research

Well before the pandemic accelerated the transition to digital channels, online was on a steady climb to a dominant role in business. With a website, companies can market their wares, sell them, and provide customer service 24-by-7. And they can scale this power and convenience to global markets -- if they choose to localize. In this presentation, Dr. DePalma shares CSA Research's 2020 analysis into the expectations and behaviors of business users in 24 countries, and the current state of localization. He compares the 2020 results with previous B2B surveys in 2008 and 2014 to analyze changes in demand and the effects of accelerated transition over the 12-year tenure of this research series.

07:30 - 08:30 PST
From LSP to Next-Gen Product and AI Service Provider: Founders Speak

The Service & Solution (R)evolution

Konstantin Dranch, Custom.MT
Krzysztof Zdanowski, Summa Linguae Technologies
Manuel Herranz, Pangeanic
Jane Nemcova
Kåre Lindahl, Venga Global

In the past year, many mid-sized language services companies have created machine translation groups and hired developers, effectively becoming software companies. This talk will summarize in a concise way the most successful moves by LSPs to get into the next generation of business. We'll combine stories from Acolad, Summa Linguae Technologies, Venga, Creative Words, and others with expert moderator insights from Konstantin Dranch.

08:45 - 09:15 PST
The Future is Voice

The Technology (R)evolution

Valeria Barbero, Mother Tongue

Voice as an interface has been growing exponentially and has seen a sharp increase during COVID-19 due to users' preference for touchless surfaces. While it is still relatively new, it is feasible to think that soon we might be able to use voice to navigate and select, purchase and pay for merchandise using only voice commands. Right now, similar experiences are hosted by Google Assistant and Amazon Alexa, however, owned voice assistants (usually referred to as OVA) are on the rise and the benefits of having a branded voice assistant are many. Global companies chatbots and assistants have to be multilingual and localized. Voice has its own characteristics; the localization of voice interfaces and content for voice applications is different from any other channel

09:15 - 09:45 PST
The Rise of E-learning: How to Develop Successful Localized Online Courses

The Technology (R)evolution

Nora Duong, Coursera

With the influence of digital acceleration and the impact of the pandemic, e-learning has risen dramatically. More and more businesses, universities, corporations, and individual instructors are using massive open online course (MOOC) providers to bring their e-learning content to people using languages other than English. But many times, these courses do not meet translatability criteria. What is the best way to prepare for a successful course translation? How can you avoid pitfalls along the way, and how can you reduce time and cost? What does it take to create online course content that is localizable? This presentation will walk through key points for developing and designing online courses with localization in mind. The rise of e-learning also comes with a huge demand for subtitle localization. The presentation will also discuss the challenges and benefits of using machine translation in localizing subtitles for online course videos.

09:45 - 10:15 PST
The Case for Spoken Translation

The Technology (R)evolution

Mirko Plitt, Modulo Language Automation
AK Rahim

Beyond its generic meaning, translation refers to the written translation of written documents; interpreting, to the spoken translation of spoken language. Surprisingly, this leaves a big gap: there is no well established practice for the spoken translation of written text. In a world where literacy and access to education is not evenly distributed, the lack of authoritative information in spoken form leaves the door wide open to misinformation. Put positively, spoken translation of written text is one of today's major untapped opportunities to reach global audiences. Technology holds the promise to seize that opportunity … one day. In the meantime, solutions that are not purely technology-driven can bridge the gap. In this session we will present a concerted effort by several language industry actors to help establish that missing practice of spoken translation. We will introduce the new non-commercial reference implementation of a speech translation memory system that we hope will become a global library of spoken sentences to which anyone can contribute and which anyone can use to generate spoken versions of written texts.

10:30 - 11:30 PST
Supporting Wellbeing in the New "Hybrid" Workplace

The Workplace (R)evolution

Annette Lawlor, Lion People Global
Delphine Hervot
Lauren Cullen, People at Intercom
Michael Lawlor, CNM College of Naturopathic Medicine & WeThrive Health and Wellbeing
Dominique Puls, TSD Germany

It is becoming clear that a hybrid home/office model is here to stay. In this session, a panel of experts will explore what this means for the wellbeing and productivity of both employees and employers. Employee health and wellness, and also the expectations that employers enable it, are becoming indisputable priorities. As "business as usual" has shifted into the "new normal," it has become clear that we are at an irreversible tipping point that requires a modern approach to delivering multidimensional health, wellness, and connection. Key takeaways to be explored included the essential elements of a post-COVID wellbeing program, the pitfalls of sustaining a work from home model and how to avoid them, and the benefits of a work from home or hybrid model and how to accelerate them.

12:30 - 13:30 PST
What If? The Digital Acceleration Version

The Global-first (R)evolution

Jim Compton, RWS Moravia
Panelists TBA

Proceeding in the tradition of the successful 'What If?' Game, Jim invites a panel to present in the form of a quasi-game show, the classic 'What If?' parlour game, to riff on the subject of Digital Acceleration. Panelists will share their answers to a 'What If?' question that another panelist wrote, and the audience is invited to ask their own questions. This is the space from which great ideas are free to be born!

13:45 - 14:45 PST
How L10N Student-led Initiatives are Fostering Future Industry Growth

The Technology (R)evolution

Autumn Smith, MIIS
Calvin Westfall, BYU
Elizabeth Hawkes, MIIS
Caitlin Quiat, MIIS
Lena Wakayama, MIIS

Student-led initiatives open up myriad possibilities for fostering professional development and promoting a culture of mentorship and collaboration. By creating immersive experiences with industry companies, creating space for networking and mentorship, putting in place a system of "give and take," and getting laser-focused on preparation, student programs bring a much-needed fresh approach to early career development. Join the leaders of four successful student-led initiatives to learn about the positive impacts on the students and the broader industry alike. Get inspired to engage with and benefit from student-led initiatives and create win-win situations along the way.

Wednesday, 24 March

07:00 - 07:30 PST
Blockchain: What is it, why is it important, and how can it impact our industry?

The Global-first (R)evolution

Lucrecia Jarab, Translation Back Office

Blockchain is no longer a new concept, but there has yet to be uptake in the global language industry. It's likely just a matter of time ... This presentation will deliver an accessible overview of the origins of blockchain, why it is important to understand it, and the various types of cryptocurrencies. It will also explore Blockchain in the translation industry, both in the short- and long-term, and consider the possible impact on translation technology platforms, specifically. Think of this as your "cheat sheet" to blockchain technology, described in words, not math.

07:30 - 08:00 PST
MMPE: A Multi-Modal Interface for Post-Editing Machine Translation

The Workplace (R)evolution

Nico Herbig, German Research Center for Aritificial Intelligence (DFKI)

In order to ensure professional human quality level translation results, in most cases, the output of Machine Translation (MT) systems has to be manually post-edited (PE) by human experts. The post-editing process requires a user-interface, which supports the capture and correction of mistakes, as well as the selection, manipulation, adaptation, and recombination of good segments. To date, PE environments mostly rely on traditional graphical user interfaces, involving a computer screen as display and keyboard and mouse as input devices. As PE requires significantly less keyboard input but more manipulations of text, we asked ourselves if this traditional setup designed for translation from scratch is still the best for PE. In this research project, we thus explored the design, development, implementation, and evaluation of a novel multi-modal post-editing support for machine translation for translation professionals, which extends traditional input techniques of a PE system with novel touch, pen, as well as speech and gaze input modalities (and their combinations). Users can directly cross out or hand-write new text, drag and drop words for reordering, or use spoken commands to update the text in place.

08:00 to 08:30 PST
The Chatbot Revolution and the Role of Multilingual AI

The Technology (R)evolution

Aaron Schliem, Welocalize

Traditionally, customer support has been handled by localizing support articles at great expense. Then it moved to translation of dynamic content with direct mapping to user inputs. But the paradigm is shifting again. With the maturation of machine learning via neural networks, companies are increasingly seeking to engage with global customers directly by understanding their needs and providing answers in real-time with no need for translation. This session will walk through the ways LSPs can best support the emergence of conversational AI technology by developing complex data sets for language modeling and testing. Learn how this shift is changing engagement models, supply chain, and quality management.

08:45 to 10:15 PST
Embrace Your Imposter (Syndrome)

The Workplace (R)evolution

Shelly Orr Priebe, i3 Coaching
KnowledgeFest

Please note that this session is a KnowledgeFest. KnowledgeFests include presentation and small group work. You will be expected to share and actively participate in this session.

Overcoming Imposter Syndrome is a goal frequently heard in executive coaching. Is this prevalent workplace phenomenon an insidious disorder, a pop culture psycho-fad, or a recognition of human response to challenge? Shelly Priebe draws upon client case studies to humanize and normalize the widely shared experience of Imposter Syndrome. She will explore questions like what causes Imposter Syndrome? What tools conquer a whispering voice of inadequacy? Can Imposter Syndrome be beneficial? How can managers and organizations support employees held back by self-doubt? Imposter Syndrome escalated in 2020 to ravage the collective psyche of the workforce. Professionals struggled with new challenges as the pandemic forced a "go digital or go dark" reality. In this KnowledgeFest format of small group discussions, participants will take part in activities to normalize the phenomenon, extend self-grace, and activate solutions for themselves and their organizations.

10:30 to 11:30 PST
Pricing the Impact of Machine Translation: Fairness and Transparency For All Stakeholders in Content Creation Chain

The Supply Chain (R)evolution

Konstantin Savenkov, Intento, Inc.
Katerina Gasova RWS Moravia,
Diego Cresceri, Creative Words,
Caloã de Sá Gouvêaa Business, Translation Back Office

Machine translation is one of the approaches that makes the translation process faster and more affordable, enabling enterprises to translate more content and reach larger audiences. However, the existing approach with a standard, flat discount price for post-editing prevents getting the full ROI. In contrast, the "actual effort" approach to pricing is complicated due to long and fragmented tool and supply chains in the language industry. In this talk, we discuss new approaches to pricing translation projects, independently developed by RWS Moravia to align their supply chain around machine translation post-editing, and Intento, to help their enterprise client recognize ROI from continuous MT improvement. We also discuss how this approach works for LSPs that have to deal with multiple PEMT pricing models imposed by enterprises and MLVs, with CretiveWords and TranslationBackOffice sharing their views.

12:30 to 13:00 PST
Digital Gone Digital 2.0: How Games Localization Adapted to Fully Remote Work

The Global-first (R)evolution

Margita Lažetić, Nordeus

As a localisation team at Nordeus, we are involved in development and content creation for our projects. We are part of the process from the very beginning, starting with the initial design to monitoring of the live content. We are localisation advocates and context seekers, familiar with the fantasy behind the games and the potential challenges in 30 locales. Our live production follows two-week sprint cycles, and our day-to-day work relies heavily on face-to-face communication across teams. Moving to full remote work in 2020 presented a new challenge or, rather, an opportunity to acquire new skills. Adapting to the fully remote working environment didn't come in a day, and we identified several opportunities to be more efficient: streamlined documentation, thought-through processes, knowledge-share between disciplines and early involvement. Many of our lessons learned can help your team, too.

13:00 - 13:30 PST
Pseudo Localization - Collaboration at its Best

The Workplace (R)evolution

Gema V. Ortiz, MA, The Church of Jesus Christ of Latter-Day Saints

In the world of software and website localization, finding a common platform and approach that serves all stakeholders is still a work in progress. Linguists, developers, and other players involved in writing code, translating it, and implementing it in websites, apps, gadgets, and strings cannot do it alone -- the more we collaborate, the better the products become. But what developer has time to sit and wait for questions from a translator that may or may not understand the code? Learn how our organization has bridged the gaps across teams (developers, software engineers, solutions managers, product managers, QA, localization engineers, translators, project managers) for our many websites, apps, and other products. This session will present the successes and pain points in our product strategy for localization and the tools and collaboration groups we have created to facilitate the work we do as localization project managers in an ever-changing industry.

13:45 - 14:45 PST
Global from the Get-Go: Integrating Globalization Best Practices Across the Organization

The Global-first (R)evolution

Talia Baruch, GlobalSakè
Nancy Hähnel, NH Global Consulting

One of the constant struggles of localization professionals in enterprise organizations has centered on creating understanding and buy-in for the value of early cooperation with the localization team. How else can businesses ensure that products, services, messaging, and content are designed with global markets in mind? This global-first mentality is more important than ever now that the pandemic has disrupted "business as usual." The traditional, linear, waterfall model where localization happens last is not sustainable or scalable. Winning multinationals will be those who adapt with cross-functional, global-minded approaches to product and content development, resource management, and organizational structures. This panel of experts will explore various aspects of this so called global-first, geo-fit mindset and discuss tactics they use with their companies and clients to achieve it.

Thursday, 25 March

07:00 - 08:00 PST
The $200,000 Technology Stack for 2021: Why LSPs Should Stop Developing Redundant Components and Start Co-investing in Automation

The Technology (R)evolution
Marc Mittag, MittagQI
Konstantin Dranch, Custom.MT
Adam Bittlingmayer, ModelFront
Dr. Wolfgang Sturz, Transline Gruppe GmbH
Remy Blättler, Supertext AG

Translation companies around the globe have invested millions in software components that are redundant: CMS interfaces, REST API purely to access SOAP API, reviewing and terminology tools, customer portals, and MT hubs. At least $200,000 is needed today in order to create a competitive range of technology. But does it always have to be this way, or can LSPs pool resources to develop packaged solutions that can be shared? It's possible to link technologies from operating systems like Unix and Android, via CMSs like Drupal and Typo3 to machine translation libraries like SYSTRAN's OpenNMT, Google's seq2seq and ModernMT's custom adaptive technology. They are completely free and are advancing much more quickly than most propietary solutions. The core translation industry also plays host to promising initiatives like TAPICC, Okapi, and the translate5 consortium, on which some tools and companies are already building their software and business. This panel will explore the myriad challenges and benefits of this type of approach and challenge the status quo.

08:00 - 08:30 PST
Thriving in the Global Digital World: How a Small LSP Can Punch Beyond its Weight

The Technology (R)evolution

Luis Miguel, Avantpage Inc

This session will explore how small LSPs can thrive in the accelerating digital world with a technology strategy anchored in clear purpose, long-term perspective, judicious decisions, high quality talent, discipline, and flawless business execution. Avantpage is a small LSP providing traditional TEP services in the US. Our digital strategy has yielded excellent results, with our own tools in customer hands. In 2021, we are focusing on process automation, moving all our processes from manual to low-touch and touchless. Our technology strategy combines regular business, human resources, and technology, and is allowing us to steadily move upward in the CSA maturity level matrix. We'll look at key elements to our success including hiring high potential individuals, locating development in high skill, low-cost centers, using open-source tools, building from the ground up, buying best-in-class specialized tools, focusing on integration and data, and developing in stages.

08:45 - 09:15 PST
Three Key Takeaways from 18 Months of RSI

The Global-first (R)evolution

James Anderson, Interprefy AG

While Remote Simultaneous Interpretation has been around for half a decade, Covid-19 has accelerated its adoption to light speed and established RSI as the new normal within just months. In this short talk, James Anderson, Global Director of Partnerships, will share three key takeaways from 18 months of working with language service providers, technology and events partners, and clients of all shapes and sizes in reengineering their processes to adapt to a new, and continuously changing environment.

09:15 - 09:45 PST
New Terms and Conditions for the New world of Remote Interpreting

The Workplace (R)evolution

Sue Leschen, Avocate

Remote interpreting (RI) is now the new normal for many interpreters, regardless of who their clients are. From humble beginnings on the telephone, RI has now taken center stage during the pandemic. This was always going to happen at some point but COVID-19 has accelerated this way of working and interpreters all but accept it as part and parcel of daily work. Interpreters have reskilled and taken platform certification courses so they can access this sort of work. As remote assignments pour into their inboxes, interpreters must now revise their existing terms and conditions to accommodate this technology-oriented new world. They have to insert clauses about the need for technical practice prior to live events as well as clauses about how to deal with background noise, preferred headphones, adequate lighting, sufficient breaks, and so on. This session run by lawyer linguist Sue Leschen will highlight the main changes that interpreters need to make to their business practices and client negotiations in order to thrive in this new world.

09:45 - 10:15 PST
LaaS: Language as a Service - A New Formula for a New Market

The Service and Solution (R)evolution

Barry Slaughter Olsen, KUDO
Cecilia Saura Drago, KUDO

Software as a service and interpreting are two activities that were developing on largely independent paths until the COVID-19 pandemic forced the entire world to change how business is done and people communicate. Language services and technology are now inseparable. New terms like "client success," "people ops," and "client churn rates" have burst on the language services scene and are completely changing how we interact with clients. What does this mean for global communication, for language service companies and for individual service providers? This informative presentation will provide a front-row view of this revolutionary change and will share strategies, experiences, and lessons learned during this time of unprecedented change.

10:30 - 11:00 PST
Extending NLP Support for Less-Resourced Language with the use of Word Vectors

The Talent Development (R)evolution

Rafal Jaworski, XTM International

Natural language processing tools are now omnipresent in the localization industry. Automatic creation and querying of electronic dictionaries, enhanced translation memory lookup, automatic post editing and machine translation are a must-have in today's world. Leveraging their potential both speeds up and improves the quality of translation.

However, the presence of these natural language processing tools for a given language relies heavily on the availability of electronic language resources in this language. Resources of the highest value include: mono and bilingual dictionaries and parallel or monolingual text corpora. Lack of these resources constitutes a significant impediment in the development of natural language processing for some languages. These languages are often referred to as less-resourced languages.

Importantly, the status of a less-resourced language does not necessarily correlate with the number of people speaking the language and, in consequence, the market demand for translation services involving this language.

In our scenario, we focused on several official languages of India: Assamese, Bengali, Gujarati, Hindi, Kannada, Malayalam, Marathi, Nepali, Panjabi and Sindhi. We aimed at providing bilingual word-level alignment - a fundamental functionality that can serve to develop several other natural language processing mechanisms.

11:00 - 11:30 PST
Transforming Training Programs and Courses to Maximize Learning

The Talent Development (R)evolution

Max Troyer, MIIS

Many companies have had to up their digital game when it comes to how they operate both internally and externally. Onboarding new employees, keeping existing employee's skills up-to-date, and in come cases, training customers on how use services and applications, have gone through quick adaptation over the last year. This talk will introduce best practices for how to design and update training programs and courses to increase engagement and knowledge transfer while lowering delivery costs. The days of fully in-person training are likely done and gone, and while all of us have probably enjoyed a week or two on location in intense training, we need to acknowledge that it is time and cost prohibitive. What can you do to make the most of your participant's time? What is the ideal mix of content types and what options are out there in terms of delivery? If you include a synchronous component, either virtually or in person, what should take place in these sessions?

12:30 - 13:30 PST
Where Do We Go From Here? The Next 5 Years of the AI Revolution

The Technology (R)evolution

Dave Ruane, XTM International
Panelists TBA

5 years ago, NMT was just gathering steam. Now, we have moved into a phase of broad deployment and see plenty of activity with niche and custom applications. In 5 more years, what will be the mature AI which is just a green shoot today? What technology will we be talking about at GALA 2026, and what can we do now to get ahead of the curve? This conversation will explore why the intelligence revolution is happening so fast in our industry, the impact of digitization, the evolution of continuous localization, the shifting tides of technology stack ownership and the potential AI innovations just around the corner. We will also discuss if the recent changes we have faced may be just the beginning of something much larger.