AI AND MACHINE INTERPRETING, THE END OF HUMAN INTERPRETING?

Kim Ludvigsen (Interprefy) & Annett Polaszewski Plath
Growth & Strategy for a New Era | Short Talk

Simultaneous Interpreting with microphones and headsets has existed for hundred years. Telephone and Video Interpreting have been around for a few decades, enabling consecutive interpreters to work remotely. Since 2015 Remote Simultaneous Interpreting (RSI) platforms allow also conference interpreters to deliver their service without having to be present at the venue. Avoiding interpreter booths and reducing travel and accommodation expenses has dramatically reduced the total delivery costs of simultaneous interpreting.

Covid19 led to a dramatic shift of conferences into the online space. Simultaneous interpreters now work predominantly remotely, mainly on web conferencing platform like Zoom, WebEx and MS Teams.

Another technology that is change the LSP industry even further is Machine interpreting (MI), a combination speech-to-text, Machine Translation (MT) and speech generation. Amazon and large IT companies such as IBM, Microsoft and Google are developing sophisticated MT engines and today, a handful of mobile apps provide simple, but functioning interpretation. How will MI influence the professional market and the interpreter profession?

BEFORE YOU SCALE: HOW TO SURVIVE (AND THRIVE) IN PERIODS OF GROWTH

Colleen Beres & Marina Ilari (Terra Translations)
Growth & Strategy for a New Era | KnowledgeFest

Congratulations - your business is growing! Maybe you've landed that unicorn or established a solid foundation of loyal clients, and they all want to know, “Can you scale your business to meet my demands?” Your answer: of course! So, you ramp up your operation and boost capacity - all good, right? Not quite.

In this session Colleen and Marina will dive into what questions leadership needs to consider when managing consistent growth to ensure it is both sustainable and profitable. They will move beyond the responsibility to scale operational volume and discuss key corporate strategies related to the entire company to inspire collaborative in-session conversations.

Participants will be challenged to assume a critical lens with which to view their company today. Does your brand reflect who you want to be five years from now? Are you maximizing your current talent pool? Should you hire more employees or part ways with clients who no longer align or aren’t as profitable? When should you ask for third party help and is it worth the investment? And what about your retention and culture dilution?

In addition to addressing these thought-provoking questions, Colleen and Marina will highlight some major risks often associated with rapid growth and how to ensure leadership is acting with a proactive, not reactive, intention. They will not only reflect upon personal experiences (the good, bad, and ugly) to offer insight, but also reference published case studies and white papers to
help the audience think critically, and aggressively, about their own ambitions for growth and success. Participants will be engaged and encouraged to share their hits and their misses.

Finally, there will be a significant emphasis on the importance of executing effective change management - growth isn’t just about acquiring more, but also keeping what you have.

CASE STUDY: ESTABLISHING A NEW STRATEGY IN THE FACE OF ACCELERATED BUSINESS GROWTH

Cecilia Maldonado (Latamways) & Renato Beninatto (Nimdzi Insights, LLC)
The Supply Chain – Enhancing Value and Increasing Business Efficiency | Short Talk

In the face of accelerated growth, Latamways needed to identify how to restructure at all levels of the company to be better aligned with the ultimate goals defined at the beginning of the year. Would hiring a CEO to lead the changes and give them a more precise roadmap be the right solution? The challenges were: working reactively, facing workload, and putting out fires as they came was not the proper way to continue with the excellent pace of sales growth they were experiencing. During this presentation, Cecilia and Renato share the strategies Latamways implemented to improve overall organizational health and continue to grow.

DATA-DRIVEN MARKETING LOCALIZATION: GLOBAL STRATEGIES FOR LOCAL SUCCESS

Soren Eberhardt (Microsoft Corporation)
All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk

In no area is localization more relevant than in marketing, and in rarely any other area is it more challenging. Using data-driven approaches will help get things right: from picking the right language and market set to asset marketization, from messaging to CTA layout, data will support the right decisions.

In this brief talk, Soren Eberhardt, Global Site Manager at Microsoft, will explain which metrics, tools and processes should be used for successful localization in marketing.

DEFINE, MEASURE, CONQUER!

István Lengyel (BeLazy)
All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk (Hybrid)

Ironically, the translation industry requires addressing many terminology-related issues to enable business growth. Most translation companies still operate without having a well-defined idea of what a project, a task, a job, or an order is. Only a few have a clear understanding of what the units of payments are based on, what’s the extent of the responsibilities of their project managers, or how service provision and quality intertwine.

As a result, there is a lack of clear reporting, which makes it extremely hard to work out and manage key performance indicators and
incentives, two conditions that are fundamental to introducing innovation and automation — ultimately hindering their scalability and growth potential. How many times do you say “my project managers are against change”? Well, they'll just play by the rules you establish.

In this presentation, we'll show how clearly defined translation business concepts - also called clean project data - can provide a competitive edge, give some distinctions and possible definitions you can work with. We will also look at how a modern company can streamline reporting — both by using built-in reports of translation industry tools and by combining data into different reporting applications.

DIVERSITY AND THE DEMOCRATIZATION OF COACHING
Shelly Orr Priebe (i3 Coaching) & Lewis Taylor
Growth & Strategy for a New Era | KnowledgeFest

Lewis Taylor is a Technology Executive at Cisco who believes that coaching at all levels of the organization is a good investment. Although coaching is a perk typically budgeted only for senior executives, Lewis and Shelly created and launched a democratized business model on a first-come, first-served subscription basis. They discuss the obstacles they face and the reasons they remain committed to expanding coaching offerings to emerging professionals including the path to diversified senior leadership, a superb retention tool in the face of “The Great Resignation, and ROI. Lewis has worked with i3 Coaching throughout his career to shake up norms and topple (Ivory) towers in many ways, including the coaching initiatives he champions. Still, there remains much work to do to reach Diversity/Equity/Inclusion goals.

The localization industry is the unsung hero of DEI, having long evangelized the economic benefits of cultural inclusion. Is there room to grow in how industry players run their own organizations?

INTERPRETING STANDARDS: PAST, PRESENT AND HOW THE NEW FRONTIER IS INFLUENCING THE FUTURE
Conor Power (Interpreter Intelligence)

Interpreting in a professional setting is a language service requiring an interpreter to deliver their expertise in a real time setting, while managing the overall interpreting experience of all participants, all of which is under the scrutiny of other professionals and the limited language proficiency participants themselves.

With further consideration for the interpretation type (consecutive, simultaneous), the modalities available (in-person, remote audio, remote video, captioning), the professional setting (medical, legal, business, community) and finally the commonality of the language that is being interpreted, it should be no surprise that a single set of standards and certifications has been an ever evolving goal for the interpreting profession.
In this talk we will review the current state of interpreting standards, revisit the origins of the standards both internationally and at the state and national level in the USA and finally review how these standards are being influenced and will continue to be influenced by the reality of the New Frontier and the technological changes and challenges it brings.

IS THERE A FUTURE FOR INTERPRETING LSPS?
Peter Van Den Steene (Presence) & Naomi Bowman (DS-Interpretation)

Is there a future for interpreting LSPs? With the rise of AI, new SaaS offerings by technology companies, automated buying services for clients and changing needs and expectations, not to mention the longer-term impact of the pandemic, Interpreting LSPs are bravely facing a new world order -- with dynamic challenges. How has the role for LSPs changed and how is it evolving? By bringing together a panel of experts representing the key stakeholders of technology and platform companies, client buyers, interpreters and language service companies, we aim to address this key topic and dive deeper: what value do interpreting LSPs provide for technology companies, clients and interpreters and how is this changing? With more AI options, technology solutions, and automated purchasing access, are there more or fewer future opportunities for LSPs? What are technology companies, clients and interpreters looking for in an LSP and how will this change? What can we do collectively to create better jobs, produce better results and service? We’ll ask the tough questions so you can get the answers you need to hear.

KILL THE FILE – OR WHY AI WITHOUT TMS IS LIKE A SHIP WITHOUT A RUDDER
Andre Hemker (Wordbee S.A.)
Beyond the Ts – The Road to an Effective Digital Transformation | Short Talk

Digital Transformation. The catchphrase used by many. It tries to describe a trend towards automation, granular data exchange, industrial Internet of things, cloud computing, cognitive computing, and artificial intelligence. What does this mean for the translation industry?

We suspect that it means that we will become deeper integrated into our client’s business. We will have a more granular connection to ever more minor constituents of our client's production processes, be more casually integrated into our client’s teams, be expected to use cognitive computing tools deployed by our clients, and bring our own. All this, of course, is bundled with the demand for ever-higher throughput without sacrificing quality.

For this deep integration to work, our tools must be deeply entangled with our client's productive and creative tools, immediately reacting to changes and updates. APIs will push various data streams from multiple teams. This data can consist of text layers, repositories, scripts, subtitles, a.s.o. This data, displayed out of context, would often be impossible to translate correctly.

In total, and thanks to the 'digital transformation', it will become common to receive translation data from half-a-dozen sources that will finally be displayed simultaneously to the user. As a result, there must be a place that logically groups and combines this content, displaying all data enriched and in context. There has to be a translation management system more than ever. Not only for human translators but for future in-context MT especially.
LANGOPS - A NEW PARADIGM BEYOND TRANSACTIONAL TRANSLATION
Britta Aagaard (Semantix) & Jochen Hummel
Beyond the Ts – The Road to an Effective Digital Transformation | Short Talk

AI and Machine Learning have revolutionized the localization process. Still, the industry seems to be stuck in a business model of cents per word and TM matching categories from the '90s. Neural machine translation (NMT) is approaching human parity for many domains and language pairs thanks to algorithmic progress, computing power, and availability of data. Yet executives are asking themselves, why has this breakthrough so far only had a marginal effect on translation costs, lag, and quality? The main reason for this is that service providers have not figured out how to merge translation technologies into a single paradigm.

By focusing on what actually makes AI enabled solutions and NMT disruptive and building on three equally important elements – bleeding-edge LangOps, automated workflow, and reliable resource management – it is possible to deliver unprecedented advantages in faster turn-around, lower costs, and consistent quality for the largest and most demanding customers in the world.

LangOps is a multidisciplinary approach to scale beyond transactional translation. It’s about deploying technologies in a disruptive way, which as always in engineering, is a question of piecing it smartly and pragmatically together. LangOps builds a translation factory optimized for specific content and costs, time, and quality needs. Once the language factory is scoped, a powerful service organisation connects the dots from defining the business purpose to delivery and continuous process innovation. With this approach we can move translation into the 21st century, where linguistic assets become differentiators to position localization on a completely new strategic level.

M&A: HOW TO FIND YOUR PERFECT MATCH
Kåre Lindahl (Venga Global), Charles Lesperance, & Andrzej Nedoma (XTRF Translation Management Systems)
Growth & Strategy for a New Era | Panel Discussion (Hybrid)

Leaders of LSPs that have gone through successful M&A deals on both sides (buyers and sellers) share their experience and answer the question: how do you find your perfect match? From a human perspective, what are you looking for as a seller and what are the challenges as a buyer? From a financial perspective, how do you make your company attractive to buyers? From an operations perspective, how do you find and create synergies between the two organizations and minimize overlaps? The panelists will tackle these questions and talk about the current M&A market dynamics.

MARKETING AUTOMATION: STATE OF PLAY IN LANGUAGE SERVICES AND HOW TO GET STARTED
Stephanie Harris (Argos Multilingual), panel TBA
Content Marketing & Sales – Putting Your Company in the Right Light | Panel Discussion

The use of marketing automation (MA) tools like HubSpot, Marketo or Pardot is on the increase across the translation industry. But still nowhere near how everyone – from freelancers, language tech companies, to language services providers of any size and marketing budget – could utilize their full potential.
This interactive panel will start off with the results of custom research into how various industry players build their marketing tech stacks, and what MA tools they use (and how). It will then address how anyone can get started with marketing automation, even on a shoestring budget; how to fit MA into your overall marketing approach; when you should consider a more robust MA strategy; and interesting innovations in the MA space, and how to embrace them.

OPTIMIZING LINGUISTIC DATA IN A DIGITAL WORLD
Andrew Thomas (RWS)
All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk

Thriving in today’s digital environment requires being digitally enabled and proactively becoming a data-driven business. Understanding the value of linguistic data and a dependable digital data platform is critical to the success of LSPs. Relying on adhoc, manual data collection processes and trying to piece countless spreadsheets together is not only inefficient, it makes it very challenging for LSPs to access the growing volume of key data points needed for a holistic view of their customers. Andrew will discuss important considerations that will help LSPs maximize the value they can offer their customers including the importance of developing a solid data strategy; the need for a fully digitized data platform; the value of gathering, consolidating and analyzing customers’ linguistic data, and how a 360 view provides valuable insight to help identify opportunities and critical next steps for their customers such as what the next language of focus should be, vertical growth opportunities, content types, and even how they’re comparing against their global peers; and finally, the operational efficiency that can result from access to comprehensive customer data - driving faster time to market, the ability to track work status real time and insight into the resources which resources to invest in.

ROBOTS ON THE ROSTER – GETTING RPA BOTS ON THE TEAM IN 3 STEPS
Henrik Kühnemann (Yellownape AB)
The Supply Chain – Enhancing Value and Increasing Business Efficiency | Short Talk

Robotic Process Automation software, or RPA for short, has been around for some 10 years and is about automating cumbersome tasks and processes performed by regular co-workers. There has been a lot of buzz around RPA, but due to pricing and licensing models, it has been available almost exclusively to very large scale use cases and organizations. Now, the market has matured and there are viable options available also SMEs.

RPA is a technology based in operations as much as in IT, and this an excellent starting point for automation. If you understand the business operations, you understand the automation as well. And there are many possible use cases in language services, in project management as well as vendor management and all “horizontals”, like HR, finance and general administration. Using plenty of real-life use cases as examples, Henrik will take you through the process of planning for, building and deploying RPA in a language services SME context. Attendees can expect to leave the session with pointers on developing an overall game-plan regarding RPA, tools to choose tasks for automation, and guidelines for getting their first robot co-worker onto the team roster.
RSI GROWING PAINS: CAN A TRADITIONALLY BOUTIQUE SERVICE TRULY SCALE AND MAKE THE BIG TIME?
Barry Slaughter Olsen

The last two years of COVID-induced travel bans and lock-downs have proven that the world needs to communicate across languages now more than ever. From international organizations and Fortune 500 companies to hospitals and local schools, entities everywhere scrambled to keep business moving. And with the help of resilient interpreters, new delivery models, and new technology, they did so successfully. The consensus is that remote simultaneous interpreting (RSI) is here to stay and that the tech to deliver interpreting has gotten good but still can and will get better. Interpreting now has an unprecedented opportunity to expand further into markets and verticals where it previously wouldn’t have been considered viable. But this expansion is not guaranteed. Business processes and models will have to evolve and adapt if this expansion is to take hold. In this new and quickly evolving landscape, how can language service companies adapt? Join Barry as he shares lessons learned as the VP of Client Success at KUDO over the last two years of banner growth for a service that was once called a solution in search of a problem.

SMART LINGUISTICS: AI PREDICTING CONTENT IMPACT
Alex Yanishevsky & Olga Beregovaya (Welocalize)
Content Marketing & Sales – Putting Your Company in the Right Light | Short Talk (Hybrid)

We know poorly written content when we don’t want to read it, and we certainly know it will be worse once translated, leading to user queries, delayed time to market, and huge unnecessary costs. How can we stop this oncoming avalanche using objective data science measures and get to an actionable outcome: remediation and standardization? The core of the Smart Linguistics methodology is combining client performance KPIs such as time spent on web page, return on ad spend, cost per click, employee retention, employee satisfaction, and content consumption, to name but a few with linguistic features such as linguistic complexity, linguistic quality, and brand relevance to build AI-based predictive models. The Welocalize team will present real-life client case studies: ROI, exploratory analysis of client data, ML-based curation and cleaning methodology, linguistic feature ranking, AI-modeling approaches and lastly, driving optimal content performance for maximum business impact using best AI model.

THE CHANGING ROLE OF TRANSLATION IN THE AGE OF CX
Kirti Vashee (Translated)
Beyond the Ts – The Road to an Effective Digital Transformation | Short Talk (Hybrid)

Today, CX is a primary concern for the modern global enterprise which has an increasingly expanded digital presence. Traditionally, localization has focused on mandatory and relatively static content, but today digital transformation imperatives require a much broader scope for translation to serve global customers. Thus, the modern LSP also has to evolve translation capabilities to service the broader needs of the modern enterprise.

Delivering superior CX requires that the modern enterprise must listen, understand, communicate, and share more actively to enhance and support the buyer and customer journey. There is a significantly higher volume of content that needs to be
translated to support and enhance the CX-related mission. There is much more varied content ranging from support knowledgebase to active communication (chat and email), user-generated content, social media feedback to increasing volumes of audio and video content.

The volumes are so great that it is not possible to use traditional localization processes for all the content that needs translation. Different types of content may have different translation production processes ranging from specialized human services to raw MT, and many human-machine combinations in between.

CX imperatives require different departments to work together to serve the customer. It also requires sharing customer-relevant data more extensively. This means that LSPs working with the enterprise need a higher level of technical and process sophistication to translate these fast-flowing content flows.

As more UGC starts being translated, the quality discussions also need to change as the sheer volumes prohibit standard translation processes. LSPs and clients need to be able to discuss varied quality levels more effectively. The production scenarios also change as data coming from different parts of the organization, from different systems need to be processed by LSPs in different ways.

This session discusses these different challenges and points to solutions for prominent use-cases.

THE GALA WAR ROOM
Dieter Runge (Boostlingo), panel TBA
Growth & Strategy for a New Era | Plenary Session

Bold Predictions, Blasphemous rumours, outrageous opinions, shameful hubris: A lively and interactive panel/pseudo-gameshow featuring a diverse team of language business/language technology professionals assembled to tackle important industry issues of the day or at a minimum, try and keep us all amused with industry insider banter and zingers for 60-90 minutes until the wine bar gets fully set up.

Join this session featuring a hand-picked group of language industry thought leaders selected by dubious means to field candid questions from our prestigious panel moderators and from the audience. They have been instructed to shed light on where this is all headed or at least pretend convincingly to lead us to believe like they know. Points will be arbitrarily awarded to the most favourable responses.

The panel will try and tackle some of the pressing questions and issues facing our industry right now. WARNING! Future political careers may be at stake. Responses will be unscripted, unedited, unfiltered, unregulated, and unexpected. – ALL live without a net and with no holds barred and no 2 second delay button to press. What will happen during this session is anyone’s guess. The wine-bar however, we assure you is inevitable.

THE TWO SIDES OF THE COIN: MARKETING FOR LSPS TO LSPS & LSPS TO END-Customers
Gergana Toleva (1-StopAsia) & Ricard Sierra (Kobalt Languages)

Content Marketing & Sales – Putting Your Company in the Right Light | KnowledgeFest

The session concentrates on the two separate segments of B2B Marketing in the Translation Industry through the practical experience of the two companies. It aims to show the specifics and the many layers of the industry as well as to showcase how important the correct approach is.

Additionally, it emphasizes the importance of Content in an industry where language is the foundation of the business itself. The session goes through a side-by-side comparison for the marketing strategies the two companies adopt in content creation with the following stages:

1. Defining the target groups and why we chose to present together
2. Customer Personas and Content approach
3. Customer Buying Cycle & Content creation
4. Building Content Strategy for LSPs and End-Clients
   a) Content for LSPs & Content for End-Clients
   b) SEO & Keywords
   c) Quality vs Quantity: which is more important?
5. Measuring success & ROI

WORK FROM ANYWHERE OPPORTUNITIES AND CHALLENGES IN THE LOCALIZATION INDUSTRY

Gustavo Lucardi (Trusted Translations) & Pablo Vazquez (Locale Solutions LLC)

Growth & Strategy for a New Era | KnowledgeFest (90 minutes)

Gustavo and Pablo will provide an introduction of what their companies are trying to do related to the remote work opportunities and what they are learning from the academic world that could be applied to the industry. They will also share the exercises that they are doing at their companies and try to arrive at some conclusions together. The session will touch the following topics:

- The Lessons learned from the Pandemic
- The difference between Fully Remote and Hybrid Work
- From Work from Home (WFH) to Work From Anywhere (WFA)
- What is different in the Localization industry than in other industries
- Exploring the Benefits of remote work for Companies and Individuals
- Going Full Remote Working- Innovative Strategies to Thrive in the New Business Climate
- What are the advantages of working with companies that embrace the Work Anywhere Revolution
The GALA Client SIG will host two in-person unconferences: One exclusively for Client organizations, and one for all attendees. The Unconference brings the community together in an open format to discuss what's top of mind. There are no presentations, no recordings, no previously decided topics and certainly no sales pitches. Participants decide each session’s topic and discuss it with a moderator merely present.