



## **Vendor Managers Do It Differently: Tailored Vendor Management Practices for Localization Providers**

**Moderated by Giada Gerotto | Creative Words**

Vendor Management is more and more strengthening its position among the key roles in LSPs. Having an effective Vendor Management framework in place may determine several benefits for localization providers, including increased efficiency, scalability, flexibility, linguistic quality, and service quality. In one word: improved customer experience.

It's not a procurement matter anymore. It is not only about costs; still, it is ultimately also about costs. Throughout these sessions, we will dive into the main Vendor Management macro-tasks of recruitment and onboarding, cost control, and support to the operations teams, suggesting how this crucial role can be, and needs to be, carefully tailored to each company's vision and mission, and aiming at offering an inspirational overview of some of the existing approaches, their pros and cons and their outcomes.

**Week 1: 06 September 07:00 – 08:30 PDT (16:00 – 17:30 CEST)**

### **Community Building and Community Management**

**With special guests Gaia Celeste (Community Manager, Translated) and Jennifer Vela-Valido (Localization Vendor Manager, Expedia Group)**

Vendor Management is more and more shifting, overlapping or walking along with Community management. In this session we'll discuss how Community Management can become a (crucial) part of your strategy and have significant ROI at SMEs, MLVs or Buyers alike.

**Week 2: 13 September 07:00 – 08:30 PDT (16:00 – 17:30 CEST)**

### **Efficiency and Technology**

**With special guest Emmanuelle Neves (Vendor Management Team Lead, LanguageWire)**

We always think about technology to support the translation workflow, the TM management and to help Project Managers manage their projects. Less often technology is mentioned within the Vendor Management areas, apart from logging the pricing agreements made with the different language experts from an LSP pool and following-up on quality.

What if technology could also help Vendor Managers to prioritize their tasks internally, clarify expectations from Operations and support a global overview of all current requests being logged by the different teams internally?

In this session we'll talk about supporting efficient internal communications, centralizing requests logged with the Vendor Management team and, most importantly, having a successful collaboration across teams and support the language experts' satisfaction as well.

Week 3: 20 September 07:00 – 08:30 PDT (16:00 – 17:30 CEST)

## **Pricing and Fairness**

**With special guest Daniel Sebesta (CEO & Founder, Prague Linguistics)**

Do you wonder how to set your prices effectively and fairly?

Running win-win negotiations is potentially the only way to keep this industry alive.

**Let's break the taboo about rates!**

We will discuss how pricing strategies can be reverse engineered for use in purchasing and vendor management. Consider the benefits of fair prices and dig deeper into the idea of fairness, its perception, and how to achieve it.

Week 4: 26 September 07:00 – 08:30 PDT (16:00 – 17:30 CEST)

## **Sustainability and Change**

**With special guest Ignacio Valencia Ru (COO, Latinlingua)**

Where is the industry going?

What are companies doing to help keep it healthy?

What can Vendor Managers bring to the table?

Do we have a role in fostering happiness and fairness in the world?

How far can a well-thought-out vendor management bring your company, and the entire industry?

This week we will explore the concepts of consciousness, sustainability and change in our industry and it will support Vendor Managers and LSPs in general in drifting towards more ethical business practices. Many questions to start with, and hopefully some plans for a good closing.

