



TIME	SESSION	DESCRIPTION
11:00-12:00	Check-In & Networking	Check-in opens at 11:00am CT in the 1st Floor Conference Center of One Rotary Center. Arrive early to start networking with other attendees.
12:00-12:05	Welcome	Opening remarks and welcome from GALA Roadshow hosts Patrick Nunes, Rotary International and Alex Bernet, GALA.
12:05-12:45	Beyond Words: Building a Global Narrative Patrick Nunes, Rotary International	<p>Once a language-based translation and interpretation service provider, Rotary's Global Communications team has evolved into a key globalization partner that empowers Rotary to tell its story to audiences around the world in more compelling and meaningful ways. Our specialists not only localize but also create original content, drive regional engagement, and shape culturally relevant narratives across digital platforms.</p> <p>This session will follow the team's journey from the successful application of the Localization Maturity Model through its recent turn to a more holistic Globalization Maturity Model and its goals for the future. Attendees will gain insights into how this ongoing transformation is enabling Rotary to achieve greater impact with diverse audiences by involving content creators, channel owners, and project teams in the globalization process far before any localization begins.</p>
12:45-1:25	Symphonic Storytelling: Oceanic-Inspired Agentic AI for Hyper-Localized Digital Multimedia Michael J. Asquith, GlobalizeWe	<p>In this session, Chief Digital Scientist & Confluence Strategist Michael J. Asquith will reveal how GlobalizeWe is transforming translation and localization through its oceanic-inspired, multimodal Agentic AI ecosystem. At the heart of this ecosystem is Octavia v1.5™, a flagship augmented octopus model, collaboratively enhanced by other marine-inspired intelligence frameworks like Cuddlefish, Manta Ray, Sea Urchin, and Sea Turtle (in development), powering dynamic Coral Reef Nodes™.</p> <p>These Coral Reef Nodes™ create a mesh-like, symbiotic infrastructure that strategically integrates Agentic AI with open API technologies, significantly evolving traditional localization workflows. This approach transforms static, one-to-many broadcasts into adaptive, personalized cross-cultural dialogues, enabling precise linguistic adaptation, immersive multimedia content production, and transcreation tailored specifically for over 100 geo-locales.</p> <p>Join this strategic exploration of how GlobalizeWe's innovative approach addresses longstanding localization challenges by creating resonant, culturally intuitive experiences at enterprise scale, redefining global storytelling through intelligent orchestration and human-centered creativity.</p>
1:25-1:40	Coffee & Refreshment Break	



TIME	SESSION	DESCRIPTION
1:40-2:05	<p>From Service Provider to Strategic Partner: Transforming Translation Workflows for Global Content Development</p> <p>Kimberly Miller and Mike VanNorman, Argo Translation</p>	<p>Translation is no longer a siloed, post-production task. This presentation examines how agencies can evolve from reactive service providers into proactive problem solvers by integrating translation workflows directly into client environments, using our SharePoint connector as an example. Highlighting real-world examples from two Fortune 500 companies, we'll showcase how giving clients the ability to toggle between human and AI translation, right from their SharePoint workspace, empowers them to control costs, timing, and quality.</p> <p>This session features insights from a case study that illustrates how embedded translation workflows can transform the global content development landscape.</p>
2:05-2:30	<p>Leveraging Nonprofit and Sports Industry Insights to Drive Strategic Localization</p> <p>Redi Jakova, GLOBESA</p>	<p>In this session, Redi Jakova will share real-world insights from two dramatically different yet globally connected industries—nonprofit work and international sports representation. Discover how managing communications across these contrasting sectors reveals universal principles for elevating localization from a reactive service function to a proactive strategic partner. Expect practical lessons and real-world examples that illuminate the power of effective, localized communication in a rapidly globalizing world.</p>
2:30-2:45	<p>Harnessing the Power of Language AI to Enable Effective Storytelling for Multilingual Event Audiences</p> <p>Fardad Zabetian, KUDO</p>	<p>In a world where content is king, language is the gateway to connection. As global events aim to tell compelling stories, how that content is delivered; live, emotional, and in the audience's own language, matters more than ever. In this microtalk, Fardad Zabetian shares how KUDO is redefining real-time multilingual storytelling through AI speech translation. Learn how Language AI can empower your content to land with impact across borders and cultures, without the complexity of traditional setups.</p>
2:45-3:00	<p>The Role of Localized Storytelling in Global E-Commerce</p> <p>Jim Okamura, Global eCommerce Leaders Forum (GELF)</p>	<p>Global ecommerce continues to evolve, even with extreme uncertainty in global trade. Ecommerce leaders are seeking new growth opportunities, and a key element is localized storytelling. Learn how global ecommerce business models can be enhanced through localized storytelling, as shared by the Global E-Commerce Leaders Forum (GELF) and the leading consumer brands involved in the GELF community.</p>
3:00-3:15	Coffee & Refreshment Break	



TIME	SESSION	DESCRIPTION
3:15-3:55	<p>The Language of Insight: Telling Global Stories Through Multilingual Research</p> <p>Katherine Baumann, Multilingual Connections</p>	<p>In a world where consumer insights increasingly drive global strategy, how can organizations ensure their stories, and the stories of the customers, are both accurate and resonant across languages and cultures?</p> <p>This presentation will explore how strategic multilingual research support transforms the role of localization from a tactical afterthought into a foundational enabler of insight-driven storytelling. Drawing on our experience supporting both market research agencies and global brands, we'll showcase how tailored language solutions — including multilingual moderation, transcreation, and in-language coding — help our clients uncover key insights and tell richer, more culturally relevant stories.</p> <p>Attendees will walk away with real-world examples of how integrating localization upstream in the research process leads to nuanced understanding, deeper insight, and ultimately, smarter strategies.</p>
3:55-4:55	<p>How Globalization Maturity Influences Storytelling For Global Brands</p> <p>Panel Discussion</p>	<p>This panel will focus on how global storytelling is affected on the journey towards globalization maturity in an organization. This interactive session will feature fire-starter questions from the moderators before we open the floor to questions and comments from the audience.</p> <p>We'll ask our panel how things have changed since the days when localization and translation were merely service functions at the end of the content delivery process. We'll discuss the technologies that are moving these processes upstream and how localization has evolved into a strategic partner for global content operations.</p>
4:55-5:00	Closing Remarks	Closing remarks from Roadshow hosts Patrick Nunes, Rotary International and Alex Bernet, GALA.
5:00-6:00	Reception	The reception will be on the 3rd Floor Atrium and Patio. Drinks and hors d'oeuvres provided.



Hosted in cities around the globe and co-curated with members, GALA Roadshow events provide a platform for in-person knowledge sharing, industry networking, and professional development. GALA is a global trade association serving the globalization industry. Join today for access to community and professional development.



A special thank you to Rotary International for co-organizing GALA Roadshow - Chicago.