



# THE LANGUAGE OF BUSINESS THE BUSINESS OF LANGUAGE

- Executive Leadership
- Digital and New Media
- think! interpreting
- Quality Standards
- Business and Economic Models
- Technology and Integrations
- GALA special
- Product Demo

## TUESDAY, 13 MARCH

10:00	<b>Freedom Trail Walking Tour</b> (meet in Sheraton lobby at 9:30)
15:00	<b>Registration Open</b> Republic Foyer
16:30	<b>Speaker Briefing</b> Berkeley
17:00	<b>Orientation for New Members and First-Timers</b> Fairfax
18:00	<b>Welcome Reception</b> Republic

## WEDNESDAY, 14 MARCH

9:00	<b>Welcome and Keynote</b> , David DeLong (MIT AgeLab and Smart Workforce Strategies) Grand Ballroom				
10:30	<b>Refreshment Break</b>				
	<b>BACK BAY A</b>	<b>BACK BAY B</b>	<b>BACK BAY C</b>	<b>INDEPENDENCE WEST</b>	<b>INDEPENDENCE EAST</b>
11:00		<ul style="list-style-type: none"> <li><span style="color: green;">●</span> <b>Developing an International Online Community for Feedback on Localized Applications, Services, and Content</b> Declan Coughlan &amp; Stafford Quaid (Microsoft)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Enchanting and Engaging End Users with Data: Where LSPs Win Big with Customers</b> Jack Welde (Smartling)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Whitelabeling: How to Provide Remote Interpreting Services without Building Your Own Platform</b> Barry S. Olsen (InterpretAmerica), Matt Conger (Cadence), Giovanni Donatelli (The Language Group)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>VideoLocalize.com - The Future of Video Localization</b> George Zhao (Videolocalize.com)</li> </ul>
11:50		<ul style="list-style-type: none"> <li><span style="color: green;">●</span> <b>iADDATPA and the Collaboration of Four MT Developers</b> Manuel Herranz (Pangeanic)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Globalization Preparedness: The Changing Demand for Language Services and Technology</b> Don DePalma (CSA Research)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Delivering Language Services to Travelers, Wherever, Whenever, and However It Suits Them</b> Marcus Vaigncourt-Strallen (whym.global Ltd.)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Efficient Business and Workflow Management with Plunet BusinessManager</b> Sophie Halbeisen (Plunet)</li> </ul>
12:30	<b>Lunch</b>				
14:00		<ul style="list-style-type: none"> <li><span style="color: red;">●</span> <b>KnowledgeFest: If I Knew Then What I Know Now ...</b> Britta Aagaard (Semantix), Kristin Quinlan (Certified Languages International), Don Shin (1-StopAsia)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: green;">●</span> <b>The Rise of Big Data in the Localization Industry</b> Gabor Bessenyei (Morphologic), Ivan Smolnikov (SmartCat), Jim Compton (Moravia), Marcus Danei (SAP), David Canek (Memsorce)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Localization Beyond Translation: Services You'll Be Asked to Provide in the Next 3 Years</b> Pedro Gomez (Microsoft), Ewandro Magalhaes (KUDO), Georg Kirchner (Dell EMC), Nataly Kelly (Hubspot)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Translation Process Management Fueled by the memoQ Server</b> Lukasz Rejter</li> </ul>
14:50					<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Managing Your Translation Business: From Spreadsheets to Protemos</b> Volodymyr Kukhareno (Protemos)</li> </ul>
15:30	<b>Refreshment Break</b>				
16:00	<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Structured Networking Activity</b> GRAND BALLROOM</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>SHyNE @ GALA 2018: Find Your Voice in a World That Can't Stop Talking</b> Dave Ruane (Xplanation), Malon Hamoen-Giraldi (Ludejo), Annette Lawlor (Lion People Global)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: red;">●</span> <b>Business Valuation Methods and How To Increase Business Value</b> Laurence Whitehead (MHA MacIntyre Hudson LLP)</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Client SIG Unconference</b> Marcus Danei (SAP), Alessandra Binazzi (ASICS)</li> </ul>	
19:00	<b>GALA Dinner</b> Fenway Park (meet in Sheraton lobby at 18:30 for buses)				

## THURSDAY, 15 MARCH

📍	BACK BAY A	BACK BAY B	BACK BAY C	INDEPENDENCE WEST	INDEPENDENCE EAST
9:00	<ul style="list-style-type: none"> <li><b>Innovative Content and Language Solutions: Transforming Digital Ecosystems to Meet Evolving Customer Needs</b> Shannon Zimmerman (Amplexor)</li> </ul>	<ul style="list-style-type: none"> <li><b>KnowledgeFest: The Path to Leadership</b> Anu Carnegie-Brown (Sandberg Translation Partners), Tuyen Ho &amp; Consol Casablanca (Welocalize)</li> </ul>	<ul style="list-style-type: none"> <li><b>Built-In Quality in Cloudy Times</b> Rachel Liang &amp; Susanne Hempel (SAP)</li> </ul>	<ul style="list-style-type: none"> <li><b>The Remote Interpretation Center: A Breakthrough Model for Providing Interpreting Services for Large-Scale Events</b> Andrey Moiseev (FIFA World Cup Russia)</li> </ul>	<ul style="list-style-type: none"> <li><b>Video Translations Made Easy and Profitable</b> Dave Byrant (Dotsub)</li> </ul>
9:50	<ul style="list-style-type: none"> <li><b>Localization in the Age of YouTube</b> Haitham Wahab (CMI Media Management), Paula Ferrari (Go-Global Consulting)</li> </ul>		<ul style="list-style-type: none"> <li><b>Translation Bureau of Canada - Quality First</b> Stéphan Déry (Translation Bureau of Canada)</li> </ul>	<ul style="list-style-type: none"> <li><b>How to Reconcile High Interpreting Working Standards with Great Customer Experience</b> Muntsa Cuchí (CPSL)</li> </ul>	<ul style="list-style-type: none"> <li><b>The SDL Online Editor for SDL Trados GroupShare is Here!</b> Giorgia Frizzi (SDL)</li> </ul>
10:30	<b>Refreshment Break</b>				
11:00	<ul style="list-style-type: none"> <li><b>Using Voice-Over and Visual Media to Speak the Local Language Anywhere</b> Marcus Graham (GM Voices)</li> </ul>	<ul style="list-style-type: none"> <li><b>Tracking Quality: Isn't End-user Satisfaction What Matters Most?</b> Rui Monteiro-Claro (beyont) &amp; Wouter Leeuwis (Waters Corporation)</li> </ul>	<ul style="list-style-type: none"> <li><b>Leadership and Growth: Breaking through the Revenue Ceiling</b> Gary Muddyman &amp; Jamie Newall (Conversis)</li> </ul>	<ul style="list-style-type: none"> <li><b>Discovering e-Discovery: Machine Translation and Litigation</b> Alex Yanishevsky (Welocalize)</li> </ul>	<ul style="list-style-type: none"> <li><b>What's Next for Website Translation?</b> Balázs Benedek (Easyling / Skawa Innovation Ltd.)</li> </ul>
11:50	<ul style="list-style-type: none"> <li><b>Brand Values and Viewer Profiles: How Viacom Blends Marketing, Sociology, and Linguistics to Win at Global Entertainment</b> Katarzyna Drynska (Viacom International Media Networks)</li> </ul>	<ul style="list-style-type: none"> <li><b>Drawing the Line on Content Localization: How Much is Too Much?</b> Daniel Foster (TechSmith Corporation)</li> </ul>	<ul style="list-style-type: none"> <li><b>Crafting a 21st-century Human-to-human Company Culture</b> Roman Zelenka &amp; Kyle Kristoffersen (Zelenka Translations)</li> </ul>	<ul style="list-style-type: none"> <li><b>Shifting Your Organization to be More Customer-Centric</b> Sabina Jasinska (Donnelley Financial Solutions)</li> </ul>	<ul style="list-style-type: none"> <li><b>Reduce Post-Editing with Artificial Intelligence</b> David Čanek (Memsources)</li> </ul>
12:30	<b>Lunch</b>				
14:00	<ul style="list-style-type: none"> <li><b>Stop Reinventing the Wheel! The TAPICC Pre-Standardization Initiative for Translation APIs</b> Klaus Fleischmann (Kaleidoscope), David Filip (ADAPT Centre), Serge Gladkoff (Logrus Global)</li> </ul>	<ul style="list-style-type: none"> <li><b>Bridging the Industry Talent Gap</b> Mike Klinger (Anzu Global), Adam Wooten (MIS), Jeff Beatty (Mozilla &amp; BYU), Veronica Costea (MCIS), Oleksandr Bondarenko (Translatel)</li> </ul>	<ul style="list-style-type: none"> <li><b>Toward True Partnership: Upgrading the Traditional Client-Supplier Engagement Model</b> Don DePalma (Common Sense Advisory), Chris Englund (Hubspot), Medhat Bassily (ADP), Maria Kania-Tasak (Translations.com), Camilo Munoz (Translation Source)</li> </ul>	<ul style="list-style-type: none"> <li><b>Languages, the C-Suite, and Society: Increasing Awareness in the U.S. and Worldwide</b> Bill Rivers (Joint National Committee for Languages), Sonia Zamborsky (Marriott), John Tessitore (American Academy of Arts and Sciences)</li> </ul>	<ul style="list-style-type: none"> <li><b>In-Layout Proofing and Easy TM Update</b> Ib Tørsleff (Frontlab)</li> </ul>
14:50	<ul style="list-style-type: none"> <li><b>TAPICC Use Case Roundtable</b> TAPICC Steering Committee and WG Leaders</li> </ul>				<ul style="list-style-type: none"> <li><b>Accelerate Collaboration and Automation: How Translation Technology Can Improve the Quality, Performance, and Efficiency of Your Localization Processes</b> Mareike Bouriga (Wordbee)</li> </ul>
15:30	<b>Refreshment Break</b>				
16:00	<ul style="list-style-type: none"> <li><b>Building an Industry Community</b> <a href="#">Grand Ballroom (plenary session for all delegates)</a></li> </ul>				
17:15	<ul style="list-style-type: none"> <li><b>Happy Hour</b> <a href="#">Constitution Ballroom and Foyer</a></li> </ul>				

## FRIDAY, 16 MARCH

📍	BACK BAY A	BACK BAY B	BACK BAY C	INDEPENDENCE WEST	INDEPENDENCE EAST
8:00	<ul style="list-style-type: none"> <li><b>GALA Annual General Business Meeting</b> <a href="#">Grand Ballroom (open to all delegates)</a></li> </ul>				
9:30	<ul style="list-style-type: none"> <li><b>How to Successfully Sell Your Business or Raise Growth Finance</b> Laurence Whitehead (MHA MacIntyre Hudson LLP)</li> </ul>	<ul style="list-style-type: none"> <li><b>The Ins and Outs of Video Localization: Knowledge, Challenges, and Opportunities</b> George Zhao &amp; Jason Hu (Boffin Language Group, Inc.)</li> </ul>	<ul style="list-style-type: none"> <li><b>Balancing Global Customer Success with the Speed of Now! A Conversation with Global Content Experts</b> Dave Ruane (Xplanation), Sonia Zamborsky (Marriott), Patrick Nunes (Rotary International), Adrienne Caputo (Rapid7)</li> </ul>	<ul style="list-style-type: none"> <li><b>Remote Interpreting Platforms are Everywhere! Which One Do I Choose?</b> Barry S. Olsen (InterpretAmerica)</li> </ul>	
11:00	<b>Refreshment Break</b>				
11:30	<ul style="list-style-type: none"> <li><b>Closing Keynote: Phil Shawe (TransPerfect) and Conference Farewell</b> <a href="#">Grand Ballroom</a></li> </ul>				