

CALL FOR PROPOSALS

GALA 2018 Conference

13-16 March 2018

Boston, USA

Deadline for proposals: 22 September 2018

THEME

Delighting Global End-users – A Mutual Goal for Mutual Success

Throughout global business, audience profiles have changed and delivery channels have become increasingly diversified. Consequently, *end-user experience* has become the guiding principle for many multinational companies. In response, language service providers must also prioritize the end-user; delighting customers must become a mutual goal, since with shared goals comes shared success.

This idea of mutual success was first used in the SaaS sector and applied in subscription model markets where it was dubbed “Customer Success.” Based on the premise that service providers succeed when their customers succeed, customer success requires an emphasis on meeting the needs of the end-user. In the language services industry, it also requires a fundamental shift in the traditional client-supplier engagement model. It means that collaborative relationships are essential, shared objectives are key, and data is critical. Success of the client and supplier are interdependent and are based on the end-user’s experience.

Building an end-user focused, customer-success operation will be the focus of GALA 2018. Proposals addressing models for cooperation, innovation—not just in technology, but in business models, data practices, sourcing strategies, partnerships, and more—and other elements of a collaborative, customer success approach are welcomed.

PROGRAM DETAILS

Tracks

- Technology and Integrations
- Business and Economic Models
- Digital Marketing and New Media
- Quality and Standards
- Executive Leadership
- think! Interpreting

Session Levels

- Intermediate – suitable for those with several years of industry experience
- Advanced – suitable for those with specializations or extensive industry experience
- *Please note that Basic/Beginner level sessions are not appropriate for the GALA audience (see audience details below)*

Session Types

- **Interactive Panel Discussions:** Long-format panel discussions that engage the audience in a dialogue around a specific topic. Two to four panelists. Joint representation from client and supplier sides encouraged. (90 minutes)
- **Master Class Sessions:** Workshops that present expert-level, *practical* training in a specific discipline or topic. Joint representation from client and supplier sides, or suppliers' partnerships, encouraged. (90-minutes)
- **KnowledgeFest Sessions:** Long-format roundtable discussions that emphasize peer-to-peer learning and require engagement by all participants. Requires a moderator rather than a speaker. (90 minutes)
- **Short Talks:** Presentations (including Q&A) of concepts that promote conversation, debate, and/or curiosity. (40 minutes)
- **Other:** Have an idea for a creative and engaging session type that doesn't fit one of these categories? Pitch it to us!

Audience

GALA conferences attract experienced professionals from all parts of the translation and localization industry: language services and language technology professionals, managers and directors of localization at multinational organizations, and individuals from government, research, and educational institutions. More than 40% of our audience are top-executives, and all delegates are looking for challenging, growth-oriented topics.

PROPOSAL SUBMISSION INSTRUCTIONS

The deadline for proposals is **22 September 2017**. Please complete your application using the [form online](#). Final accept/decline notifications will be sent to speakers at the end of November.

Selection Criteria

Proposals should:

- Address the conference theme in a clear manner
- Fit one of the conference tracks
- Cover a breadth and depth appropriate for the audience and the session format
- Not repeat presentations from other industry conferences
- Not be commercial or promotional
- New requirement: Priority will be given to proposals that engage the audience and encourage collaboration among participants

Speaker's Agreement

Please review the [speaker's agreement](#). You will be asked for your consent to the terms during the submission process. Speakers whose proposals are selected will be required to sign and send the agreement.

Please contact us at events@gala-global.org with any questions about the GALA 2018 submission and review process.