

CALL FOR PROPOSALS

GALA 2019 Conference

24-27 March 2019

Munich, Germany

Deadline for proposals: 21 September 2018

The Changing Role of the Human Being in an AI-driven Language Service Industry

“I visualize a time when we will be to robots what dogs are to humans, and I’m rooting for the machines.” - Claude Shannon (American Mathematician and "the father of [information theory](#)")

AI and Machine Learning are affecting the language sector, leading to new efficiencies in operations, faster delivery of services, changing business models, and the availability of new language technologies. AI-based technologies like virtual agents, speech recognition, predictive analytics, and smart resourcing change how humans interact with machines and result in new expectations for language services and new concerns around privacy and security. While technical opportunities abound, there is ambivalence about their effects in the short and long term. Clearly, we are on the cusp of a revolution. What should stakeholders in the language industry do to prepare themselves? What are the challenges and how do we mitigate them? What are the gains and how do we embrace and maximize them? And finally, what is the role of the human in all of this?

GALA 2019 will be centered on the human being and its changing role in an AI-driven language service industry. To this end we invite papers that take a critical look at the current work environment and lay out what new competencies are needed and how they can be acquired and honed. Secondly, we ask for proposals from practitioners who are leading or implementing changes in operations management or drive the development of industry-wide AI standards, as well as executive leaders who can lay out how business practices are changing. Lastly, we request contributions from developers who work on AI-powered features and functionalities either in natural language processing or for use in the language service industry. Share with us what is on the horizon for customers, so we can all prepare for what is next.

Within the localization industry, can we be the masters of the machine or as Shannon predicts, will we be listening to a new master’s voice?

Tracks

- Research and Technology
- Future of the Industry
- Business Models
- Operations Management
- Quality and User Engagement
- 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 provider 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 provider sides, or providers' 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)
- **Talks:** Presentations (including Q&A) of concepts, research and insights that promote conversation, debate, and/or curiosity. (40 minutes)
- **Short Talks:** Presentations (including Q&A) of ideas or new concepts that are relevant to the industry and invite discussion. (30 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.

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 experienced audience
- Not repeat presentations from other industry conferences
- Not be commercial or promotional
- Note: Priority will be given to proposals that engage the audience and encourage collaboration among participants

Proposal Submission Instructions

The deadline for proposals is 21 September 2018. Please complete your application using the form below. Final accept/decline notifications to speakers will be sent at the end of November.

Speaker Agreement

Please review the speaker's agreement (<http://bit.ly/2ON8Q2E>). 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.

Submission Form

The online submission form includes the following information:

1. Presenter name, company, and brief bio
2. Presenter email
3. Panelists (if applicable)
4. Session title
5. Abstract
6. Session format
7. Track
8. Session level
9. Target audience
10. Describe the problem this presentation addresses
11. List three "take-aways" from this presentation
12. Have you presented this session/topic before? (If yes, please specify where and when in the comments section.)
13. Is this proposal being considered elsewhere? (If yes, please specify where and when in the comments section.)
14. Do you have support/approval from your company to present at GALA if your proposal is accepted?
15. Please provide links to any sample presentations, videos, or references/accolades from past presentations.
16. Agreement to terms in the Speaker's Agreement
17. Additional comments or notes

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