

# GALA 2020

## SAN DIEGO

- Biz Dev
- Loc
- Tech
- Collaboration
- Quality
- think! Interpreting
- Talent
- Product Demo

## MONDAY, 16 MARCH

9:00	<b>Welcome and Keynote</b>				
10:30	<b>Refreshment Break</b>				
	<b>BALLROOM</b>	<b>REGATTA</b>	<b>AMERICA'S CUP AB</b>	<b>AMERICA'S CUP CD</b>	<b>NAUTICAL</b>
11:00		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>The Current Size and State of the Language Industry</b> Renato Beninatto Nimdzi Insights</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>Tools and Technologies to Offer International Search Engine Optimization to Website Localization Customers</b> Chris Raulf, CR Global Digital Marketing &amp; Boulder SEO Marketing</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>How Professionals Can Help Create a Localization Program at your Local University or Alma Mater</b> Adam Wooten MIIS</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
11:45		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Fluent: The Future of Localization in Firefox</b> Jeff Beatty &amp; Staś Małolepszy Mozilla Corporation</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>Higher Localisation ROI with an SEO Strategy for a Multilingual Website</b> Marcella Marques Lage Red Hat</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Translators and Interpreters: The Future of LSP Supply Chains</b> Hélène Pielmeier CSA Research</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
12:30	<b>Lunch</b>				
14:00		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Inside Enterprise Content — a Guide for LSP Business Development</b> Rikkert Engels Xillio</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>True Engagement of the End-User: What It Takes, and Where It Needs to Be!</b> Patrick Nunes &amp; Fardad Zabetian Rotary International &amp; KUDO</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Transforming and LSP Through Sales Innovation: Two Case Studies</b> Jessica Rathke &amp; Elizabeth Gomez L10N Sales &amp; Marketing Invisible &amp; Accu Solution Services</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
14:45		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Connecting AI to Localization Solutions</b> David Čaněk &amp; Chris Wendt Memsorce &amp; Microsoft Corporation</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>Machine Interpreting: A Real Disruptor or Just Hot Air?</b> Sarah Hickey Nimdzi Insights</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Sustainability – Why It's Good for your Company and Your Business</b> Sabina Jasinska Welocalize</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
15:30	<b>Refreshment Break</b>				
16:00	<b>● Networking</b>	<ul style="list-style-type: none"> <li><span style="color: red;">●</span> <b>A World Without English</b> Artūrs Vasiļevskis Tilde</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>Interpreting Beyond Translation</b> Peter Van Den Steene Presence Translate &amp; Interact</li> </ul>	<b>○ I18n Unconference</b> Cornelia Sittel & Soren Eberhardt Salesforce & Microsoft Corporation	
16:45		<ul style="list-style-type: none"> <li><span style="color: red;">●</span> <b>Linguistic Quality: It's a Marriage, Not an Affair</b> Elizabeth Riley Vistatec</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>Will Technology Replace Interpreters? (Starts 16:30)</b> Barry Olsen, Kim Ludvigsen, Lakshman Rathnam, Naomi Bowman Interpret America, Interprefy, wordly, DS-Interpretation</li> </ul>		
17:00					

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## TUESDAY, 17 MARCH

	BALLROOM	REGATTA	AMERICA'S CUP AB	AMERICA'S CUP CD	NAUTICAL
9:00		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Email Is Dying. Augmented Communication in Localization Projects</b> Dominik Radziszowski &amp; Konrad Chmielewski XTRF Translation Management Systems</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>MT Post-Editing Pricing Models</b> John Moran Transpiral</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>Efficient Operations Powered by AI and Outsourcing</b> Dennis Ayzin ScheduleInterpreter.com</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
9:30		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>To Beat the Devil – Five Powerful Automation Skills and How You Can Get Them</b> Henrik Sundberg GLOBALscandinavia Group</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>Put Your Money Where Your MT Is</b> Andrew Jones Nikon Precision</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>'Lost in Interpretation' No More</b> Zalán Meggyesi Skawa Innovation</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo (Starts 9:45)</b></li> </ul>
10:00		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>Too Much of a Good Thing</b> Dave Bryant Dotsub</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>Adapting to NMT: How Nikon Utilizes Domain-Adapted MT for Technical Translation</b> Mitchell Clark &amp; Gábor Bessenyei Nikon Precision &amp; Globalese</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: cyan;">●</span> <b>How to Adapt to Changing Government Legislation</b> Conor Power Interpreter Intelligence</li> </ul>	
10:30	<b>Refreshment Break</b>				
11:00		<ul style="list-style-type: none"> <li><span style="color: orange;">●</span> <b>What If? Future of the Language Industry Edition</b> Jim Compton TBC, RWS Moravia</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>To Program or Not to Program? How Middleware Opens Up the Industry</b> István Lengyel BeLazy Technologies</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Industry Collaboration for Future Ready Talent</b> Hélène Pielmeier, Oleksandr Bondarenko, James Lin, Lucie Séguin CSA Research, Translatel, Uber, Canadian Government Translation Bureau</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
11:45			<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>Language Technology 2020: What Worked and What Did Not</b> Konstantin Dranch TranslationRating</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Innovation and Investment in Talent Development</b> Soren Eberhardt, Luis Miguel, Marie Flaccassier Microsoft Corporation, Avantpage, BeatBabel</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
12:30	<b>Lunch</b>				
14:00		<ul style="list-style-type: none"> <li><span style="color: purple;">●</span> <b>Technologies in Transition – What Comes Next?</b> Mathan Sivaloganathan, Jeff Beatty, James Lin, Aaron Schliem MATIVE Business Advisory, Mozilla Corporation, Uber, Bureau Works</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Cross My Heart: The Future Is Bright for Language Professionals</b> Lucie Séguin Canadian Government Translation Bureau</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: pink;">●</span> <b>Building Career Paths</b> Loy Searle Global Guild</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
14:45			<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Developing and Deploying Innovative Technology on a Budget to Increase Sales</b> Luis Miguel &amp; Jessica Rathke Avantpage &amp; L10N Sales &amp; Marketing</li> </ul>		<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
15:30	<b>Refreshment Break</b>				
16:00		<ul style="list-style-type: none"> <li><span style="color: blue;">●</span> <b>Growth Strategies for 2020-2025</b> Bryant Montpetit TBC, Smartcat</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: green;">●</span> <b>Meeting of the Minds: The Value of In-Person Collaboration for Clients, LSPs, and Transcreators</b> Shaun Kelly, Anjo Nava, Zachary Haitkin Mother Tongue &amp; Lyft</li> </ul>	<ul style="list-style-type: none"> <li><span style="color: grey;">○</span> <b>Client Unconference</b> Alessandra Binazzi &amp; Marcus Danei ASICS Digital &amp; SAP SE <span style="color: orange;">Pre-registration required</span></li> </ul>	<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>
16:45					<ul style="list-style-type: none"> <li><span style="color: yellow;">●</span> <b>Product Demo</b></li> </ul>

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## WEDNESDAY, 18 MARCH

	BALLROOM	REGATTA	AMERICA'S CUP AB	AMERICA'S CUP CD	NAUTICAL
9:00	<b>GALA Town Hall</b>				
9:30	<b>Refreshment Break</b>				
10:00	○ <b>ABS Roundtable</b>	● <b>The Languages of the Future: Beyond FIGSJ!</b> Cornelia Sittel, Jeannette Stewart, Roy Boney, Craig Cornelius, Ludmila Golovine Salesforce, Translation Commons, Cherokee Nation of Oklahoma, Google, MasterWord Services	● <b>The Three R's in Software Localization: How to Scale Without Reinventing the Wheel</b> Paula Hunter & Luz Pineda Avigilon	● <b>Quality Enablement – Next Step in the Quality Management Evolution?</b> Eva Klaudinyova MIIS	○ <b>TAPICC</b>
11:30	<b>Break</b>				
11:45	<b>Closing Keynote and Farewell</b>				