

## ONLINE PROGRAM

### BUILDING USER-FOCUSED CONTENT LOCALIZATION STRATEGY

Nora Thanh Duong (Coursera)

Content Marketing & Sales – Putting Your Company in the Right Light | Short Talk

You lead a localization team in a company where new content is produced every day. That content decides the existence of your company in the market, and you are asked to bring them to new markets where the users don't care because they don't understand what your content is about. How do you win them over? How do you build a localization strategy to make total strangers in every corners around the globe, who share different ideologies, beliefs and perspectives, start to notice your content, then fall in love with your content, and become loyal users of the content your company provides.

If UI Localization is a technique, then Content Localization is an art. Content Localization needs to be liked. Do global users spend hours to compare the English caption with the subtitle translation? No, they don't. They simply choose to read your content in their mother language. They judged the localized content by their emotions. And at the end, if they tell everyone they know: "Hey, I just learnt that course content in Coursera! And it's in Urdu! So awesome!", then you should be proud!

With that user-focused approach in mind, would you build your content localization strategy differently?

### CONNECTING THE CONTENT DOTS FOR GLOBAL ENTERPRISES

**Donald A. DePalma (CSA Research), Allison Ferch (GALA), Rikkert Engels (Xillio), Bob Willans (XTM International), and Wayne Bourland (Dell Coporation)**

Growth & Strategy for a New Era | Panel Discussion

Code and content are created and live in hundreds if not thousands of repositories and business systems. Each has its own format, structures, and access methods. This diversity poses a huge challenge and burden to any company operating globally as it must extract information from each, translate and otherwise transform it, and then reinsert back into the source systems of record and engagement with no loss of information. In this session, Don DePalma moderates a panel of specialists in a discussion of best practices how and when organizations can solve this perennial challenge. Panelists represent the demand side, suppliers, and standards bodies.

### DATA ANALYTICS MEETS MACHINE TRANSLATION SOLUTION

**Allen Che & Martin Xiao (VMware)**

All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk

Machine translation has become a critical piece of the localization industry. With all kinds of different data, how do you monitor the MT quality in your localized content? How do you build the quality analytics framework?

This session will describe a process starting from collecting the daily operation data to cleaning it and building the analytics framework to get the insight. Then, the VMwarwe Team will share how to build the data collecting matrix, the script to clean up



the data, and then run the analytics with automation script. Finally, they will share the different visualized reports, such as Box Plot, Standard Deviation, Mean, MT touch point and golden ratio reports.

## DEFINE, MEASURE, CONQUER!

**István Lengyel (BeLazy)**

All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk (Hybrid)

Ironically, the translation industry requires addressing many terminology-related issues to enable business growth. Most translation companies still operate without having a well-defined idea of what a project, a task, a job, or an order is. Only a few have a clear understanding of what the units of payments are based on, what's the extent of the responsibilities of their project managers, or how service provision and quality intertwine.

As a result, there is a lack of clear reporting, which makes it extremely hard to work out and manage key performance indicators and incentives, two conditions that are fundamental to introducing innovation and automation — ultimately hindering their scalability and growth potential. How many times do you say “my project managers are against change”? Well, they'll just play by the rules you establish.

In this presentation, we'll show how clearly defined translation business concepts - also called clean project data - can provide a competitive edge, give some distinctions and possible definitions you can work with. We will also look at how a modern company can streamline reporting — both by using built-in reports of translation industry tools and by combining data into different reporting applications.

## DEMOCRATISING RSI: FLIP THE SCRIPT ON MULTILINGUAL COMMUNICATION

**Tea Dietterich (2M Language Services)**

Interpreting – The New Frontier: Using Tech in Every Setting? | Short Talk

Simultaneous interpreting was once exclusively accessible to large international organisations and governments, and RSI was most commonly used in high profile or high budget events. 'RSI' and 'community' were never used in the same sentence, until now. With the options of RSI technology sweeping the language industry, 2M has taken the bold step to close the gap to accessibility by democratising RSI for culturally and linguistically diverse (CALD) communities.

RSI as a technology is revolutionising engagement with CALD communities by helping to remove linguistic and geographic barriers and enabling fluid, two-way communication. By democratising RSI, we are ensuring multicultural communities are part of, and have a voice in, the conversation.

In Australia, CALD communities have faced disproportionate health outcomes during the COVID-19 pandemic due to delayed government health updates and lack of in-language support. The demand for timely and culturally appropriate information is becoming increasingly evident, wherein RSI plays a valuable role in empowering and engaging multicultural communities. At 2M, we are leveraging RSI along with our technical expertise to ensure CALD communities have access to timely, multilingual, and meaningful information via the appropriate channels. Where governments and organisations have previously fallen short when it



comes to communicating through the appropriate channels, we have found that RSI is a flexible and even essential platform in improving engagement rates, engagement quality through the use of in-language support, and to extend reach to wider audiences.

This doesn't come without challenges. RSI has led to reduced costs but Simultaneous Interpreters still need to be paid. And where to find the talent pool of simultaneous interpreters for low resource and community languages? This presentation includes concrete advice on how to create the required vendor pool, how to introduce convincingly RSI into community settings and overcome the budget barrier. Tech in every setting? Yes, please.

## **DIFFERENTIATION FOR SUSTAINABLE GROWTH**

**Grainne Maycock (Acolad)**

Growth & Strategy for a New Era | Short Talk

Customer-driven innovation creates more value for shareholders, customers, and the industry. But many companies find it hard to harness and apply it in the context of the language industry. Differentiation and innovation strategies have the power to generate accelerated momentum in ways that Business as Usual (BAU) models rarely do. While differentiation in the crowded language industry is often 'variations of the same', we believe that powerful differentiation is the fuel for industry, company, and client success.

This session will discuss how to harness customer insights and the changes being driven in the context of global growth. To illustrate these points, we will look at case studies from parallel industries and talk about how these have been and can be applied to growth in the Language Services space. Attendees will learn how to evolve their buyer personas and map to not only services and solutions but also to customer experience models to be able to take back models to their own organisations to build a growth engine with traction and movement to fuel momentum growth in 2022 and beyond.

## **FROM SLOW-MO TO HERO: A JOURNEY IN LINGUISTIC WORKFLOW AUTOMATION**

**Luz Pineda (Motorola Solutions) & Genevieve Bolduc**

Beyond the Ts – The Road to an Effective Digital Transformation | Short Talk (30 minutes)

In a world where development cycles get shorter, releases more frequent and the demand for localized software is a must, automating localization workflows is the only way to go. This is especially important for companies that need to keep the localization process both cost-effective and scalable.

The benefits of automation are undeniable and most of the automation tools out there emphasize these benefits, but not enough is being said about the effort needed to bring these tools into production. Where does one start?

In this presentation we share our journey to automate our Software UI translation workflow. We discuss lessons learned in each phase: tool selection, trial test and release into production. We also review the benefits and challenges that stemmed from this automation process.



## HOW TO CENTRALIZE YOUR GLOBAL TRANSLATION SUPPLY CHAIN

**Andrew Thomas (RWS)**

The Supply Chain – Enhancing Value and Increasing Business Efficiency | Short Talk (30 minutes)

Many organizations need to centralize their global translation supply chain. This is driven by the need to work effectively and collaboratively with internal and external stakeholders.

Regardless of whether those involved in the process are in-house or outsourced, there are benefits to having everyone on a single translation management solution. And when translation suppliers receive work from an organization also using a TMS, they want to be able to perform work in their own technology with their resources.

Organizations need to add an intelligent translation platform to their localization strategy, which serves the needs of all localization stakeholders. The result is the smooth running of translation projects, no manual processes like uploads and downloads, and secure access to resources such as translation memories.

In this presentation, I will explain the importance of centralizing a global supply chain and look at the benefits of an intelligent translation platform.

## HUMAN METRICS OF MT QUALITY EVALUATION

**Serge Gladkoff (Logrus Global) & Katerina Gasova (RWS)**

The Supply Chain – Enhancing Value and Increasing Business Efficiency | Short Talk

Automatic quality evaluation of MT translation is known to overestimate translation quality and have low agreement with human quality evaluation. At the same time human translation quality evaluation based on MQM is too complex, tracks excessive linguistic detail and is primarily designed to evaluate human translations. This presentation describes a human MQM implementation which addresses these issues and helps to achieve fast and reliable human evaluation of MT quality which correlates well with human judgment, indicative of post-editing effort and reflects quality of MT perceived by humans. We will also discuss key parameters that affect MT quality evaluation, and applicability of evaluations results to production parameters, such as time and labor costs. The metrics is simple, easy to use and allows not only estimate quality of MT engine, but also compare engines with not so different quality, which previously was hard to do. Metrics is intended to serve as reliable and inexpensive tool for research, ML engineering and the industry.

## HURDLES AND ANSWERS: A NEW DIALOGUE ON THE PATH TO TOMORROW

**Lucie Séguin (Government of Canada, Translation Bureau), Michel Simard, Konstantin Savenkov (Intento, Inc.), Kirill Soloviev (ContentQuo), and Donald A. DePalma (CSA Research)**

Beyond the Ts – The Road to an Effective Digital Transformation | Panel Discussion

So, we've actually done it. We're at this stage where "the future is now," and the translation industry is crossing the final frontier to near-human NMT. Our momentum is built, and we're confident of leaping the last hurdles to victory.



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But as we prepare to leap, have we stopped to consider the true nature of these hurdles and why they stand in our way? Could our certainty that the answers are at hand be misplaced, and see us stumble and fall so close to our destination? And does that destination truly hold the rewards we hope for, or will we be raising our fists to the sky not in celebration, but in frustration? With the finish line in sight, now is the time or never for us to take a step back and closely analyze the issues facing us.

Using their diverse backgrounds to map the current state of affairs, these experts provide insight into the cracks that are appearing in some of the basic assumptions driving the industry's work. Join them in launching a new and refreshing dialogue on how LSPs big and small could and should better manage their data, complement their technological assets and leverage the skills of their people to achieve better results in the long term, for themselves and their customers both.

## **INFORMATION OVERLOAD? WHAT TO DO WITH ALL OUR LINGUISTIC DATA? WEIGHING INFORMATION ON A VIRTUAL SCALE.**

**Rafal Jaworski (XTM International)**

All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk

The world now gives us ample opportunity to test and use multiple tools for language analysis and understanding. With the rise of neural network techniques fueled by large-scale text corpora we now have what it takes to develop just about anything. But the sheer power of the data is often not enough to implement a usable functionality which could bring measurable gains in production scenarios.

Why is that? The data typically stores a multitude of real-life examples. These examples are drawn from different scenarios, different functionalities - one might even say from different "lives". For instance, when we analyze the word "skin", its typical interpretation is a noun referring to the outer tissue of an organism. This meaning prevails in any linguistic data coming from the domains of biology or cosmetology and also dominates in general texts. However, in the narrow domain of taxidermy, the word "skin" can just as appropriately be used as a verb meaning "to remove skin". For that reason, when we develop a language understanding module driven by broad linguistic data, we create something that works for everybody except for taxidermists. And what if our main client is a taxidermist?

The problem described above arises from the fact that any natural language processing mechanism is forced to make a decision at some point. Being a soulless machine, the mechanism will always choose a 95% probability over 5%. The sad thing is that the 5% is then forgotten. When the processing pipeline consists of multiple steps, like tokenization, lemmatization, part-of-speech tagging - each of these modules makes approximate, "95%" decisions and forgets all the alternatives.

This is why at XTM International we introduced a different approach. The data collected by different language processing modules is aggregated and weighed on a virtual scale. This way we don't miss a thing!



## INTERPRETING STANDARDS: PAST, PRESENT AND HOW THE NEW FRONTIER IS INFLUENCING THE FUTURE

**Conor Power (Interpreter Intelligence)**

Interpreting – The New Frontier: Using Tech in Every Setting? | Short Talk

Interpreting in a professional setting is a language service requiring an interpreter to deliver their expertise in a real time setting, while managing the overall interpreting experience of all participants, all of which is under the scrutiny of other professionals and the limited language proficiency participants themselves.

With further consideration for the interpretation type (consecutive, simultaneous), the modalities available (in-person, remote audio, remote video, captioning), the professional setting (medical, legal, business, community) and finally the commonality of the language that is being interpreted, it should be no surprise that a single set of standards and certifications has been an ever evolving goal for the interpreting profession.

In this talk we will we review the current state of interpreting standards, revisit the origins of the standards both internationally and at the state and national level in the USA and finally review how these standards are being influenced and will continue to be influenced by the reality of the New Frontier and the technological changes and challenges it brings.

## LOCALIZATION CHECKUP: MT EFFECTIVENESS AND POST-EDITING PERFORMANCE ANALYSIS

**Konstantin Savenkov (Intento, Inc.)**

The Supply Chain – Enhancing Value and Increasing Business Efficiency | Short Talk

In this session, Konstantin Savenkov, CEO of Intento, Inc. describes their approach to analyzing post-editing efforts across the enterprise localization activities. It operates several objectively identifiable reviewer activities (review, correction, re-translation, post-editing) and enables comparing amounts of those activities across different types of translation automation (TM matches, dynamic repetitions, MT).

Intento sees it invaluable in helping enterprise and LSP come to an agreement on the MTPE pricing. Also, it brings lots of value beyond the MTPE, indicating the health of the overall enterprise localization setup (TMS configuration, TM quality, resource matching).

Attendees of this session will learn both about Intento's approach to evaluating the localization stack of the enterprise, as well as what typical issues one may discover after such assessments.



## M&A: HOW TO FIND YOUR PERFECT MATCH

**Kåre Lindahl (Venga Global), Charles Lesperance, & Andrzej Nedoma (XTRF Translation Management Systems)**

Growth & Strategy for a New Era | Panel Discussion (Hybrid)

Leaders of LSPs that have gone through successful M&A deals on both sides (buyers and sellers) share their experience and answer the question: how do you find your perfect match? From a human perspective, what are you looking for as a seller and what are the challenges as a buyer? From a financial perspective, how do you make your company attractive to buyers? From an operations perspective, how do you find and create synergies between the two organizations and minimize overlaps? The panelists will tackle these questions and talk about the current M&A market dynamics.

## MAGICAL OR METHODICAL? THREE FUNCTIONS THAT MAKE OR BREAK AN INTERPRETATION SERVICE

**Winnie Heh (Middlebury Institute of International Studies at Monterey)**

Interpreting – The New Frontier: Using Tech in Every Setting? | Short Talk

“This business is so simple; it’s just a three-way conference call. I am going to make millions in sales commission,” declared a sales representative at my employer’s years ago. To people looking from the outside, an interpretation business (especially remote interpretation business that is free from the physical logistical issues faced by in-person interpretation businesses) is remarkably simple – match an interpreter with a client request and the revenue just flows in. If that’s the case, why is it such a struggle for interpretation businesses to scale? Why is it so challenging to expand into a new location or to take on a new client with significantly larger volume or different language mix? Why are their customer-facing teams burned out and constantly on crisis mode?

“Operations is not a magical process. It is a methodical process.” That was one of the “Winnie-isms” used often. There are many stakeholders and many support staff who enable each and every interpretation call or interpretation encounter to take place. Over Winnie’s years of managing 24/7 interpretation services and now guiding clients in her consulting practice, she has come to appreciate three particular functions that are more critical than other functions.

In this presentation, she will discuss:

- The ecosystem of stakeholders from clients, the interpreter supply chain and the LSP’s internal teams.
- Three key functions that make or break the discipline critical to the scalability of an interpretation business: Product Management, Supply Chain Management and Capacity Planning
- The key challenges that must be overcome by these functions for the business to thrive
- The role of technology for these functions
- Choosing KPIs that matter



## MAY THE GROWTH BE WITH YOU: HOW SMALL-MEDIUM LSPS CAN SET OUT A STRATEGY THAT WORKS

**Daniela D'Amato (Creative Words SRL)**

Growth & Strategy for a New Era | Short Talk

The localization business is going through a very peculiar yet delicate phase in its history: mergers & acquisitions are happening at an unprecedented rate, with the largest companies becoming more and more monopolist in the market, while technology and AI are evolving at an incredible speed; to top it all off, the effects of the pandemic have impacted the whole world as we know it, from businesses to people. How can small-medium LSPs keep up with such swift and continuous changes?

If these companies have been lucky enough to survive through the pandemic, how can they survive the changes generated by the market itself? We all know by now that differentiation, innovation and change management are three main concepts that every LSPs – no matter how big or small – need to embrace quickly, but quite often smaller businesses don't even know where to start, or don't have the resources to do it. But that's easier than you may think.

By embarking on a movie-inspired journey, this presentation aims at providing a step-by-step guide on how small-medium businesses can reach a sustainable growth in this new era. The journey starts from a deep understanding of the importance of finding one's strategic positioning (and how to do it), and continues through the introduction of tools and options that are available to keep growing in a sustainable way. In the second part of the presentation there will be a practical focus on account management, client retention, branding, sales strategies and growth hacking, always from the point of view of the small-medium actors in the market.

## MENTORING AS A TOOL FOR PROFESSIONAL GROWTH

**Maria Gabriela Morales (Rosario Traducciones)**

Growth & Strategy for a New Era | Short Talk (30 minutes)

Change is a constant feature in the localization industry. No matter our seniority, experience, or position, the learning process never ends. So how can we keep up with new trends, technologies, tools, and client requirements? How do we keep current with everything going on in our industry and the verticals we serve? If this is not an easy task for industry veterans, imagine how hard it is for the newcomers.

For recently graduated professionals lacking practical knowledge, internships can fill this gap. But what about our personal development? And our work and life balance? We work in a highly technological industry, but one that relies heavily on its human capital.

Mentoring can be the right approach to face all these challenges. Especially with the communication tools available and the openness and generosity that prevails in our community.

In this short talk, I will share my experience as a mentor both for new professional translators and others wanting to change their focus, including do's and don'ts for a successful mentorship program, and discuss some tips for (somehow) surviving in the digital jungle.





## PRIVACY, SECURITY, DATA PROTECTION, AND WORKFLOW AUTOMATION BEST PRACTICES FOR LOCALIZATION IN THE REGULATED INDUSTRIES: FINANCIAL SERVICES, HEALTHCARE, & LIFE SCIENCES

**Mark Shriner**

All Data Considered – How Does Data Fit in Corporate Strategies within the GILT Industry? | Short Talk

The regulated industries such as financial services, healthcare, and life sciences are expected to grow dramatically over the next 5-10 years. As an example, the contract research organization (CRO) market is expected to grow from USD 41 billion in 2021 to over USD 74 billion by 2027.

This type of growth will greatly increase the demand for localization services and technology and is expected to accelerate the adoption of next generation automation tools and processes.

At the same time, the regulatory landscape for the financial services, healthcare, and life science industries is rapidly evolving to keep pace with requirements for privacy, security, and data protection. These regulations include GDPR, HIPAA, PCI DSS and others.

In this session, we will look at some of the best practices related to privacy, security, data protection, and workflow automation for those involved in localization in the regulated industries.

## SMART LINGUISTICS: AI PREDICTING CONTENT IMPACT

**Alex Yanishevsky & Olga Beregovaya (Welocalize)**

Content Marketing & Sales – Putting Your Company in the Right Light | Short Talk (Hybrid)

We know poorly written content when we don't want to read it, and we certainly know it will be worse once translated, leading to user queries, delayed time to market, and huge unnecessary costs. How can we stop this oncoming avalanche using objective data science measures and get to an actionable outcome: remediation and standardization? The core of the Smart Linguistics methodology is combining client performance KPIs such as time spent on web page, return on ad spend, cost per click, employee retention, employee satisfaction, and content consumption, to name but a few with linguistic features such as linguistic complexity, linguistic quality, and brand relevance to build AI-based predictive models. The Welocalize team will present real-life client case studies: ROI, exploratory analysis of client data, ML-based curation and cleaning methodology, linguistic feature ranking, AI-modeling approaches and lastly, driving optimal content performance for maximum business impact using best AI model.

## THE CHANGING ROLE OF TRANSLATION IN THE AGE OF CX

**Kirti Vashee (Translated)**

Beyond the Ts – The Road to an Effective Digital Transformation | Short Talk (Hybrid)

Today, CX is a primary concern for the modern global enterprise which has an increasingly expanded digital presence.



Traditionally, localization has focused on mandatory and relatively static content, but today digital transformation imperatives require a much broader scope for translation to serve global customers. Thus, the modern LSP also has to evolve translation capabilities to service the broader needs of the modern enterprise.

Delivering superior CX requires that the modern enterprise must listen, understand, communicate, and share more actively to enhance and support the buyer and customer journey. There is a significantly higher volume of content that needs to be translated to support and enhance the CX-related mission. There is much more varied content ranging from support knowledgebase to active communication (chat and email), user-generated content, social media feedback to increasing volumes of audio and video content.

The volumes are so great that it is not possible to use traditional localization processes for all the content that needs translation. Different types of content may have different translation production processes ranging from specialized human services to raw MT, and many human-machine combinations in between.

CX imperatives require different departments to work together to serve the customer. It also requires sharing customer-relevant data more extensively. This means that LSPs working with the enterprise need a higher level of technical and process sophistication to translate these fast-flowing content flows.

As more UGC starts being translated, the quality discussions also need to change as the sheer volumes prohibit standard translation processes. LSPs and clients need to be able to discuss varied quality levels more effectively. The production scenarios also change as data coming from different parts of the organization, from different systems need to be processed by LSPs in different ways.

This session discusses these different challenges and points to solutions for prominent use-cases.

## THE IMPACT OF SYNTHETIC MEDIA ON THE LOCALIZATION INDUSTRY

**Nancy Hähnel (NH Global)**

Growth & Strategy for a New Era | Short Talk

Synthetic media is democratizing the production of media. What is the impact on the language industry? Digitally generated media is the third wave in media evolution after the rise of classic media (radio, television) and the distribution of new media (via internet). With synthetic media, new ideas can be created and tested at a fraction of the time, output and outreach can be increased and multiplied.

According to the Innovation Hub of WDR there are 4 scenarios for the evolution of synthetic media in the next 4 years: (1) content machinery, (2) digital humans, (3) tools under the hood, (4) post-fake.

The opportunities for the language industry in those scenarios are countless:

- AI tools under the hood and combine them with human creativity in order to achieve a polished result, just as the MT post-editing concept.
- Replacement of traditional processes (AI voice).
- Creation of new collateral services (script copywriting, synthetic content post-editing).



- New language services in the field of text-to-speech, NLP, synthetic voice, synthetic video, synthetic content creation etc.
- New post-fake concepts like multilingual digital humans are born or maybe a new solution for the subtitling bottleneck.

Video is one of the most powerful formats in media because it enables you to tell a story in a way that words cannot. By 2022, 82% of the internet traffic will be video according to the Cisco Annual Report. A massive opportunity.

What are trending language AI services? Who are the buyers of the new services? What are practical use cases of language AI for sales and product teams, marketers, L&D, corporate HR, e-commerce, news & entertainment companies? "If we do not invent the future, someone else will do it for us - and it will be their future, not ours." - Duncan D. Bruce & Dr. Geoff Crook

## TIME FOR AN MT PITSTOP: MACHINE TRANSLATION MAINTENANCE FOR CONTINUOUS OPTIMIZATION

**Pavel Efimkov (Intento)**

Growth & Strategy for a New Era | Short Talk (30 minutes)

Every year we see more companies adopting MT solutions, each with unique use cases. To effectively deploy MT solutions, you need to cater to your MT program in line with the nuances of each project.

Like any machine, you need to do a timely oil change, technical checks, and fine-tuning to ensure that your MT gives you the best possible output. Through this discussion, those looking to continually optimize their MT solutions will gain insights on how to properly maintain MT. These MT 'pitstops' take a look under the hood to determine how much and where the majority of post-editing efforts are centered. You will also learn how to ensure your models are utilizing the most suitable engines available on the market while keeping your glossaries up to date with ongoing changes in the product lines, and more strategies to maintain the most effective MT.

## TRANSLATION GRADES AND LABELS: A NEW WAY TO LOOK AT PRICING AND PROTECTION FOR NOW AND THE FUTURE

**Alan Melby (FIT), Ludmila (Mila) Golovine (Masterword), Carrie Fischer (Subway), Arle Lommel (CSA Research)**

Growth & Strategy for a New Era | Panel Discussion

Product grades are established in many economic sectors. A grade is an attribute defined by requirements and helps buyers and producers differentiate among offerings.

Why doesn't the translation sector use grades? Because we are behind the times.

Some say grades are another name for quality levels. Not so! A low level of quality allows chaos. Each grade is fit for purpose and brings order.

This panel discussion will begin with a proposal for three translation grades, each tied to a set of scenarios and minimum levels of correspondence and fluency. Grades are defined independently of methods of production and are likely to remain stable as technology evolves. After discussing the proposed grades, the panelists will identify how they can currently be obtained.



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Sometimes, raw NMT delivered directly to the consumer meets the requirements associated with a grade. Sometimes a human touch is necessary.

For the consumer of translation products, a further simplification is needed. It will be proposed that everything should be labeled as either HT (human translation) or MT ([raw] machine translation). This is a matter of consumer protection, analogous to the right to know whether a food contains gluten. It is also a matter of safety. Some mistranslations can cause injury or even death. Both current consumers and the next billion consumers of translations need grades in the background and labels in the foreground.

The sequence of identifying a scenario, selecting a minimal grade for that scenario, and then identifying methods of producing that grade naturally leads to a rational discussion of pricing based on grade.

Translation grades must be standardized to be most useful. The concept of translation grades will be incorporated into the next version of the ASTM International translation standard (F2575) so that everyone in the translation sector and profession can use the same grades.

## CLIENT SIG UNCONFERENCE

**Cornelia Sittel (Salesforce), Marcus Danei (SAP), Pedro Gomez (Microsoft), and Alessandra Binazzi (ASICS)**

The Supply Chain – Enhancing Value and Increasing Business Efficiency | Unconference

The Unconference brings the community together in an open format to discuss what's top of mind. There are no presentations, no recordings, no previously decided topics and certainly no sales pitches. Participants decide each session's topic and discuss it with a moderator merely present.

