

# GALA 2025 SCHEDULE

Everything in the Age of AI: Experience, Hope, Transformation, and Inspiration



<b>Sunday 13, April</b>	
14:00 - 15:30	<b>The Dark Side of Language Quality: Using Technology to Prevent Losing Clients and Vendors</b> Speakers: István Lengyel, BeLazy and Nenad Andricsek, Envelor
	<b>Inclusive Innovation: Designing for Accessibility</b> Speaker: Jessica Yaacoub, Bromberg Translations
	<b>GALA Interpreting &amp; Technologies SIG hosts The Future of Interpretation: A Gamified Approach to Industry Challenges</b>
16:00-17:30	<b>Networking Session</b>

<b>Monday 14, April</b>	
9:00-10:30	<b>Welcome and Keynote Address</b>
11:00-11:30	<b>Human Knowledge + Machine Learning</b> Speaker: Peter Reynolds, memoQ
	<b>First Nations Engagement in Australia: Harnessing Language AI in Emergency Management and Elevating Local Voices on Mining Sites</b> Speaker: Tea Dietterich, 2M
	<b>The Power of People and AI: Building a Globalization Center of Excellence for the Future</b> Speakers: Aki Hayashi and Gwen Trystram, Dell Technologies
11:00-12:10	<b>Networking Session</b>
11:40-12:50	<b>A Compass and a Map: Navigating the Ocean of Relevant Technologies and Building Your Own Stack</b> Speaker: Istvan Lengyel, BeLazy

11:40-12:50	<p><b>From Hype to Real-World Solutions: The Interpreting Industry's Collaborative Response to AI</b> Speakers: Bill Rivers, Rivers Associates, Katharine Allen, Boostlingo, Alan Melby, Brigham Young University, Steph Jo Kent, Interpreting SAFE AI Task Force, Abraham Glasser, Gallaudet University</p>
11:40-12:10	<p><b>Lessons Learned on Operationalizing AI Dubbing Post-Editing Services</b> Speakers: Belén Agulló García and Marina Ilari, Terra Translations</p>
12:20-12:50	<p><b>From Istanbul to the World: How Trendyol's Localization Team Fuels Global Growth</b> Speakers: Nicolas Jadot, Trendyol</p>
14:10-14:40	<p><b>Soapbox   The Rise of AI Mediocrity: The Deep Trouble with Shallow Content</b> Speakers: Marina Pantcheva, RWS</p> <p><b>AI Won't Save Your Business... Have You Tried Being Human?</b> Speakers: Céline Imbaud, ITC Global Translations</p>
	<p><b>Mastering Content Touchpoints: A Language Professional's Guide to Strategic Planning</b> Speakers: Bruno Bitter, Blackbird.io</p>
	<p><b>TBD</b> Speakers: TBD</p>
14:50-15:20	<p><b>Soapbox   Living Among Ghosts: A Future of Digital Legacies and Historical Replicas</b> Speakers: Xavier Maza Diaz, iDISC</p> <p><b>The World is Your Pizza: Exploring the Full Menu of Opportunities in the Language Industry</b> Speakers: Alessandra Binazzi, Binazzi Consulting</p>
	<p><b>Do We Or Don't We? Adapting The Conversation To Client Comfort Levels</b> Speakers: Fatima Perez and Joanna Oseman, Avantpage</p>
	<p><b>Inclusive Communication: How AI Can Help Canadian Indigenous Languages in the Fight for Revitalization</b> Speakers: Lawson Stapleton, Acolad</p>

15:40-16:10	<p><b>Soapbox   The Winter I Used AI for Absolutely Everything</b> Speakers: Jose Palomares, Coupa</p> <p><b>LangOps Is Not What You Think</b> Speakers: Balázs Kis, memoQ</p>
	<p><b>The IKEA Effect: Why AI Translation Fails Boutique Businesses</b> Speaker: Gaëtan Chrétiennot, Six Continents</p>

<b>Tuesday 15, April</b>	
9:00-10:30	<b>GALA Community Celebration and Business Meeting</b>
11:00-11:30	<p><b>The AI Revolution from the Viewpoint of the Government of Canada's Translation Bureau: Findings, Forecasts and Focus</b> Speaker: Jean-François Lymburner, Translation Bureau of Canada</p>
	<p><b>Change Management in the AI Era</b> Speaker: Alessandra Binazzi, Binazzi Consulting Patricia Paladini Adell, Paladini Global</p>
	<p><b>The Future of Global Events: Building Data-Driven Multilingual Event Strategies</b> Speakers: Aki Hayashi and Sietske Brown, Dell Technologies</p>
11:00- 12:10	<p><b>AI's Impact on the Language Community</b> Speakers: Britta Aagaard, Semantix, Georg Kirchner, Dell Technologies, Jochen Hummel, ESteam, Kirti Vashee, Translated, Gaetan Chretiennot, Six Continents, Konstantin Savenkov, Intento, Moderator: Balázs Kis, memoQ</p>
11:40- 12:10	<p><b>Pushing the Envelope in Real Life: A Hybrid NMT + LLM Approach</b> Speakers: Antoine Rey, Argos Multilingual and Eva Gross, Toast</p>
	<p><b>TBD</b> Speakers: TBD</p>
11:40-12:10	<p><b>Navigating the Challenges of Low-Resource Languages: A Case Study on Mayan Language Digitization</b> Speakers: Mila Golovine and Alexander Zinchenko, MasterWord</p>

12:20-12:50	<b>Women in Localization - Shaping the Future: Leadership in the AI Era</b> Speaker: Katell Jentreau, Expedia
	<b>Survival Guide for LSPs: How to Update Your Service Offering and Go-to-Market Strategy in the Age of AI</b> Speakers: Colleen Beres and Belén Agulló García, Terra Translations
	<b>TBD</b> Speakers: TBD
14:10-14:40	<b>More with Less: Evolving Your Vendor Ecosystem to Survive the AI Shock</b> Speakers: Jose Palomares and Julia Carrasco, Coupa
	<b>TBD</b> Speakers: TBD
	<b>How to Assess the Quality of AI Speech Translation</b> Speaker: Claudio Fantinuoli, KUDO
14:50-15:20	<b>Scaling AI from Pilots to Production: Lessons from Large-Scale TM Cleanups</b> Speaker: Marina Pantcheva, RWS
	<b>From Booths to Bytes: Has Technology Taken Over for the Interpreter?</b> Speakers: Viviana Bernabe and Silvia Granzo, Welocalize
	<b>Evolving Roles: New Skills for Next-Gen Linguists in a Transforming Landscape</b> Speaker: Luciana Ramos