

# ATC SUMMIT

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## The 2017 Language Industry Summit

The knowledge and know-how that will shape  
the future of translation companies after the EU

21 - 22 September  
Holiday Inn Regent's Park, London



# Benefits of Attending

Agenda packed with the critical challenges facing our industry as we exit the EU



Growth



Technology



People



Marketing



Quality

Key Note Speakers  
& Thought-Leaders

Master Classes

Networking

Technology  
Demonstrations



## ATC Summit and awards dinner

Register now for the ATC Summit 2017, which will be held at The Holiday Inn in Regent's Park, London on Thursday 21 and Friday 22 September.

The event will bring together translation and interpretation professionals for master classes, panel discussions and tool demos as well as a series of presentations from high profile speakers and networking opportunities.

Themes will include the increased influence of technology and how to grow a sustainable language business, the changing environment, market overview and the results of the 2017 UK language market study.

Don't miss the Language Industry Summit Awards and gala dinner on the evening of Thursday 21st September. Book your place now at [www.Regonline.com/ATC\\_2017](http://www.Regonline.com/ATC_2017)



# Summit Programme

DAY ONE - THURSDAY 21 SEPTEMBER

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09:15 - 10:00 Morning registration, exhibition and networking

## Master classes

All master classes run in parallel between:

10:00 – 12:00

1. How to be a successful Project Manager for eLearning - Julie Giguere and Mireia San Jose, Asian Absolute
2. New opportunities for sales and marketing in a changing translation environment - Jessica Rathke, LION Sales & Marketing & Tine Arhøj, Digital B2B Strategist
3. International SEO as a new service - Udo Leinhäuser, Udo Leinhäuser Consultancy
4. Implementing ISO 9001 in an LSP - Raisa McNab, Standards Lead, Association of Translation Companies

11:30 – 13:35 Afternoon registration, exhibition and networking

12:00 – 13:30 Buffet lunch, exhibition and networking

13:30 – 13:35 Welcome and introduction to Summit and session chair - Roy Allkin, Chairman, Association of Translation Companies

13:35 – 14:00 Day one keynote speaker - Renato Beninatto, Business consultant

14:00 – 14:15 Questions

## Technology 2.0

14:15 – 14:40 Neural machine translation – The Final Frontier or a New Fad? - Tony O'Dowd, CEO and Chief Architect, KantanMT

14:40 – 15:05 Decision support system for Vendor Managers - Alessandro Cattelan, Vice president of Operations, Translated srl

15:05 – 15:30 Tea, coffee and networking break

15:30 – 15:55 A paradigm shift in translation workflows: linguistic quality assurance in the cloud - Vassilis Korkas, COO, lexiQA

15:55 – 16:30 Panel discussion with questions from the floor Moderator, Bob Willans, CEO, XTM

## Growing a sustainable language business

16:30 – 16:55 The accidental LSP ... or just a translator who got very, very busy - Louise Killeen, Owner/Director, LK Translations Limited

16:55 – 17:20 Growth engine – strategic planning for LSPs - Steve Chu, President Treehouse Strategy

17:20 – 17:30 Question and closing remarks from session chair

19:30 – 22:30 Gala dinner and Summit Award

*\* Discounts also apply for GALA members, network members of the EUATC, members of ALC, ITI, CloL and Elia*

# DAY TWO - FRIDAY 22 SEPTEMBER

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09:00 – 09:30 Morning registration and networking

## People and relationships

09:30 – 09:35 Introduction to the day by session chair

09:35 – 10:05 DAY 2 keynote speaker (tbc)

10:05 – 10:15 Questions

## People and relationships

10:15 – 10:40 The localization paradox - Andrew Hickson, Marketing Manager, Ludejo

10:40 – 11:05 Managing people: what they don't teach you in language classes - Erica Manning, Operations Manager, Materials Development Services, Imperial Clinical Research

11:05 – 11:30 Panel and questions from the floor

11:30 – 12:00 Tea, coffee, exhibition and networking break

## Your association and you

12:00 – 12:30 Speakers: Roy Allkin, chair ATC, Ruth Partington, Vice-chair, ATC Raisa McNab, ATC Lead on Standards

12:30 – 13:30 Lunch, exhibition and networking

All tool demos run in parallel between:

13:30 – 14:15 Details to be announced later

## Marketing in a changing environment

14:15 – 14:40 How digital content marketing can grow your brand? - Marya Jabeen, Sales and Marketing Manager, Surrey Translation Bureau

14:40 – 15:05 Opening the potential of the China market - Kain Jagger, Sales & Marketing Manager, Lan-Bridge & Yang Su, Managing Director, Talking China Language Services

15:05 – 15:15 Questions

15:15 – 15:30 Tea, coffee, exhibition and networking break

## Quality i for business

15:30 – 15:55 Automating quality feedbacks to translation vendors - Volodymyr Kukharenko, CEO, Protomos LLC

15:55 – 16:20 How ITI believes 'quality' of translation and interpreting will determine survival of LSPs in the era of AI - Sarah Griffin-Mason, chair ITI

16:20 – 16:30 Questions and panel discussion

## Market overview

16:30 – 17:00 2017 UK language market study - Konstantin Dranch, Independent language industry researcher

17:00 – 17:30 Questions and summing up from Chair ATC - Roy Allkin



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