

ATC Conference

The 2017 Language Industry Summit

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

21st - 22nd 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 Conference and Awards Dinner

Register now for the ATC Conference 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



Drinks Reception

ATC Informal Drinks Reception 7pm to 9pm on Wednesday 20th September at the Holiday Inn, Regent's Park, London, please contact secretary@atc.org.uk to book your place.

Conference Programme

DAY ONE - THURSDAY 21 SEPTEMBER

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 Henry Clough, 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, ATC

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 conference - Ruth Partington, ATC Summit Committee Chair

13:35 – 14:00

Day one keynote speaker - **Pillars for a sustainable language business** - Renato Beninatto, Business Consultant

14:00 – 14:15

Questions

Growing a sustainable language business

14:15 – 14:20

Introduction by session chair - Ruth Partington, ATC Summit Committee Chair

14:20 – 14:45

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

14:45 – 15:10

Growth engine – strategic planning for LSPs - Steve Chu, President Treehouse Strategy

15:10 – 15:15

Questions

15:15 – 16:00

Tea, coffee and networking break

Technology 2.0

16:00 – 16:05

Introduction by session chair – Bob Willans, CEO, XTM

16:05 – 16:30

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

16:30 – 16:55

Decision support system for Vendor Managers - Alessandro Cattelan, Vice President of Operations, Translated srl

16:55 – 17:20

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

17:20 – 18:00

Panel discussion with questions from the floor Moderator, Bob Willans, CEO, XTM

18:00 – 18:05

Closing remarks - Ruth Partington, ATC Summit Committee Chair

19:30 – 22:30

Gala Dinner and Summit Awards

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

DAY TWO - FRIDAY 22nd SEPTEMBER

09:00 – 09:30 Morning registration and networking

People and relationships

09:30 – 09:35 Introduction to the day by session chair - Dan Peachey, ATC Council Member

09:35 – 10:05 Day two keynote speaker - **Richard Mullender**

10:05 – 10:15 Questions

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 Tea, coffee, exhibition and networking break

Your association and you

11:30 – 12:15 **Be part of your future** - Speakers: Roy Allkin, Chair ATC, Ruth Partington, Vice-Chair, ATC, Raisa McNab, ATC Lead on Standards and Mark Thomas, Word Association

12:15 – 12:30 Questions

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

All tool demos run in parallel between:
13:30 – 14:15 Tool demos
Details to be announced later

Marketing in a changing environment

14:15 – 14:20 Introduction by session chair - Lynn Everson, ATC Council Member

14:20 – 14:45 **How digital content marketing can grow your brand?** - Marya Jabeen, Sales and Marketing Manager, Surrey Translation Bureau

14:45 – 15:10 **Opening the potential of the China market** - Kain Jagger, Sales & Marketing Manager, Lan-Bridge & Yang Su, Managing Director, Talking China Language Services

15:10 – 15:15 Questions and panel discussion

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

Quality for business

15:30 – 15:35 Introduction by session chair - Bernie Byrne, ATC Council Member

15:35 – 16:00 **Automating quality feedbacks to translation vendors** - Volodymyr Kukhareenko, CEO, Protemos LLC

16:00 – 16:25 **How ITI believes 'quality' of translation and interpreting will determine survival of LSPs in the era of AI** - Sarah Griffin-Mason, Chair ITI


16:25 – 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



 atc.org.uk/conference
 secretary@atc.org.uk

 01787 221298
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