HOW TO CHOOSE BETWEEN AI AND HUMAN-POWERED SERVICES FOR YOUR MULTILINGUAL EVENT

ABPCO
Association of British Professional Conference Organisers

Running your event in multiple languages enhances inclusivity and accessibility and admits a wider and more diverse audience.
This leaflet will help you choose between AI and interpreters for onsite multilingual support.

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Many tools are available to make your event multilingual and reduce barriers, boost inclusivity and accessibility while sticking to a budget. Your language service partner can support you, offering advice on solutions powered by technology and people, ensuring your audience is able to be fully engaged and enjoy you event.

AI Live Captioning leverages technology to produce captions in either the same language or translated into another. The captions appear on screen or on the attendee's own devices. The captions can also sometimes be recreated as speech in another language.

Benefits	Weaknesses
Price points for AI may be more accessible	AI systems can struggle with accents
Text supports multiple users - 2 or 3 languages to neurodivergence	AI systems do not register emotion
Quick to implement	Output quality is not so good for less common languages
Some systems can be fed terminology to make them more accurate	Output quality can vary depending on subject
	Many tools can't manage multilingual panels and words with dual meanings

Interpreting is real-time interpreting of speech by professional conference interpreters. This can be done remotely or in-person and can be listened to via headsets.

Benefits	Weaknesses
High levels of accuracy	Price point can be higher than AI
Convey the emotion of speakers and tone of event	More equipment needed if in-person (not for remote)
Can add emotional connection with speakers	More space needed if in-person (not for remote

SIX SIMPLE STEPS TO IMPROVING EVENT INCLUSIVITY THROUGH LANGUAGE SUPPORT

ATC | Association of Translation Companies | DEFINING STANDARDS OF EXCELLENCE

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STEP 1

Scope Out the Need

What does your audience need in terms of language, accessibility and inclusivity?
Is there a particular group whose experience you are aiming to improve?

STEP 2

Scope out Event Needs

Is your content designed to impact emotions and connect? Are your speakers international with strong accents? Are you delivering complex, specialist subject matter?
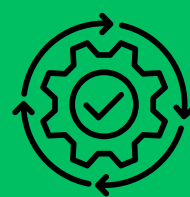
STEP 3

Get Advice

Contact language service providers and sound out what solutions they recommend to meet your needs and priorities. A good place to start is **atc.org.uk/atc-member-directory**.

STEP 4

Collate Quotes

Include the extras for each service in your quote:
AI: your training with the system, on-site technician, creation of glossaries
Interpreting: travel, accommodation, internet requirements, video feed

STEP 5

Test your Service Provider

AI: Ask for sample output in your required languages, test the delay between speech and text
Interpreting: are the interpreters familiar with the subject matter of your event

STEP 6

Run an Engaging Event

Implement your inclusive, accessible language solutions and see an instant improvement in engagement!