



Association of
Translation Companies
DEFINING STANDARDS OF EXCELLENCE

From Networks to Net Worth – Building Business Through Commercial Collaborations

Manchester
3 April 2025



**This pdf presents the content covered in our
Networking event on April 3, 2025**

**You may find it helpful in planning your own
Commercial Collaborations approach**

**The event took the form of two separate workshops,
the first showing outputs from my work as
Commercial Collaborations Lead, and the second
showcasing what some individual ATC members
have done as part of their own Commercial
Collaborations strategies**

SESSION AGENDA

Commercial Collaborations for
Business – what ATC can do for you

BREAK

Commercial Collaborations for
Business – boost your client base,
revenue and credibility

Commercial Collaborations for Business – what ATC can do for you

Sarah Bawa Mason | ATC Networking Event | April 2025

INTRODUCTION

Commercial & Collaborations Lead
Sarah Bawa Mason

SHOWCASE UKEA Webinars

Sarah Bawa Mason | ATC Networking Event | April 2025

Slides 7-10 show the content used to illustrate the value of language capabilities to exporters as presenting in our quarterly UKEA Webinars

Background

PROJECT UNDERWEAR: A STUDY OF ONLINE
BUYER BEHAVIOR AND HOW LANGUAGE
AFFECTS USER CHOICE

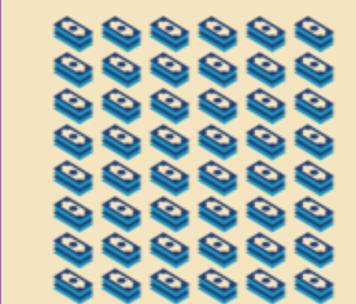
Nimdzi

9 out of 10 global users will ignore your product if it's not in their native language.

nimdzi.com/project-underwear-a-study-of-online-buyer-behavior-and-how-language-affects-user-choice/



The British Academy: Born Global



A LACK OF FOREIGN LANGUAGE SKILLS IS COSTING THE UK UP TO £48BN A YEAR, OR 3.5% OF GDP.



WHEN DECIDING WHEN AND WHERE TO EXPORT, 62% OF NON-EXPORTERS CITE LANGUAGE BARRIERS AND 55% CULTURAL BARRIERS.

thebritishacademy.ac.uk/documents/216/about-born-global.pdf



Translation and ROI

Translation is
the easiest and fastest way
to unlock serious ROI
on your export journey

1 2 3



1

Translation is...
AN EASY WIN



2

Translation is...
A LEGAL REQUIREMENT



3

Translation is...
BRAND-CRITICAL
RISK MANAGEMENT



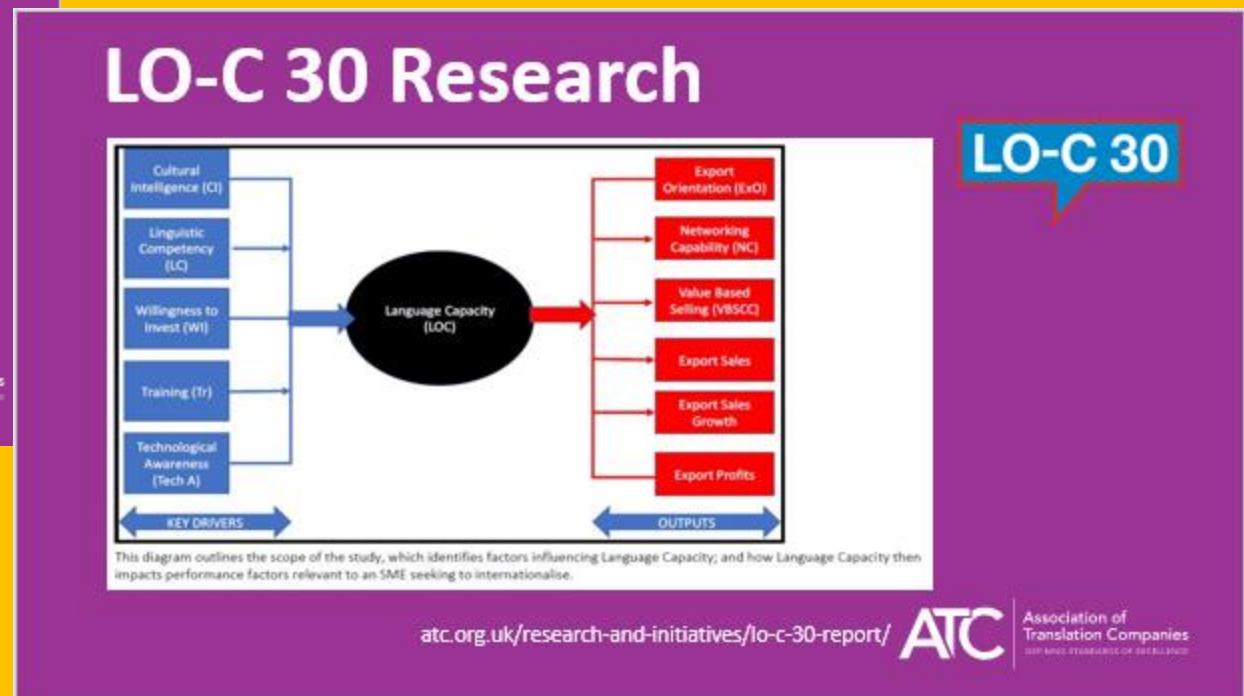
LO-C 30 Research and concrete case studies from ATC member companies

LO-C 30

“Companies making use of language capabilities are 30% more successful in exporting than those who do not.”

atc.org.uk/research-and-initiatives/lo-c-30-report/

ATC Association of Translation Companies
DEFINING STANDARDS OF EXCELLENCE



How to deploy language capabilities

So how can you
deploy language capabilities
to open doors for trade?

1 2 3

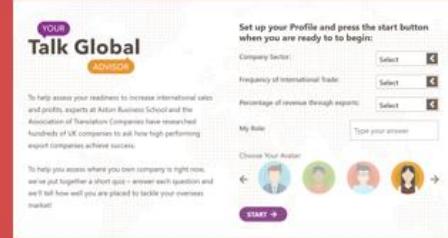


3 Find the right partner

atc.org.uk/member-directory



1 Scope out your readiness
How ready are you
for international markets?



Talk Global Advisory Tool
talkglobaladviser.co.uk

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SET NEW STANDARDS OF EXCELLENCE

2 Profile your content
Low-risk nice-to-have or
regulatory & brand-critical?

Low-risk nice-to-have

Knowledgebase

Blogs

Social media

Secondary website pages

Regulatory

Product labels & packaging

Terms & conditions

User manuals & instructions

Contractual documents

Intellectual property

Brand-critical

Main website pages

Payment pages

Promotional content

Marketing



**Slides 12-13 show the numbers of attendees
contacted in the UKEA webinars by role and sector –
a pretty impressive group**

Who we reached – the data

1

Audience

Live = 255

Recorded = 329

Session 1 = 52

Session 6 = 251

2

Roles

Director/MD/ED/CD - 133

Sales – 52

Founder/Owner – 49

Marketing - 36

CEO – 33

Export related - 29

Business Developer - 25

3

Sectors

Consumer and retail - 94

Education and training - 60

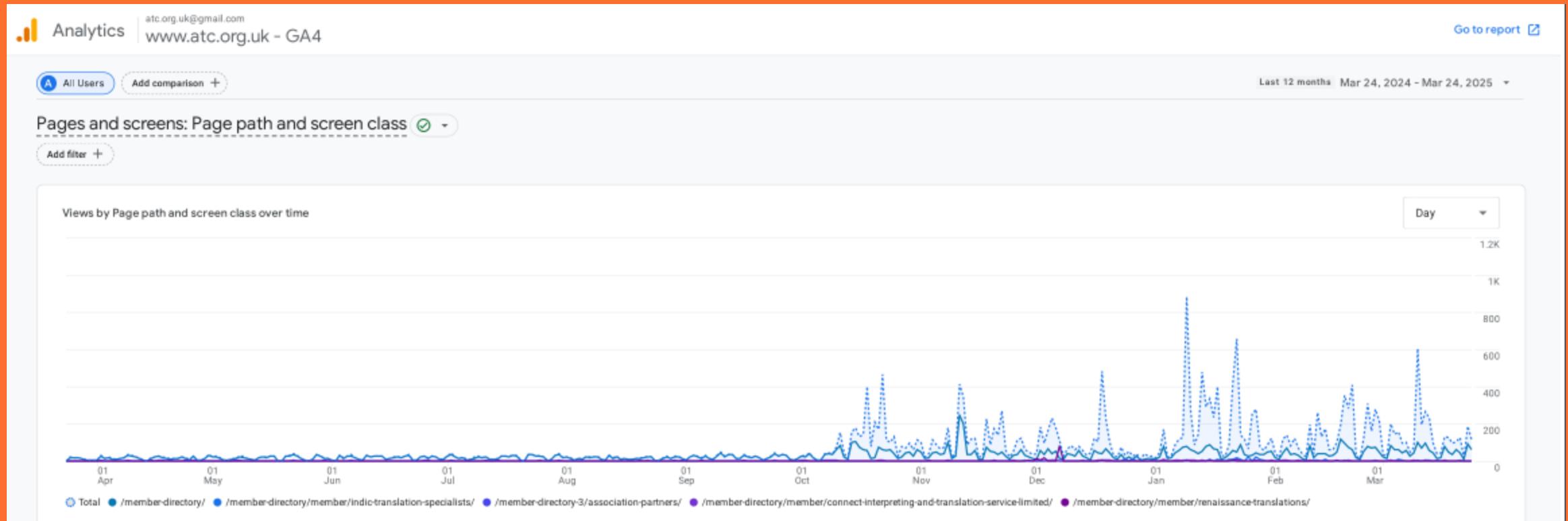
Food and drink – 53

Financial/Prof services – 52

Pharma/Healthcare/Medical devices - 44

Creative industries - 33

Who reached us – the data

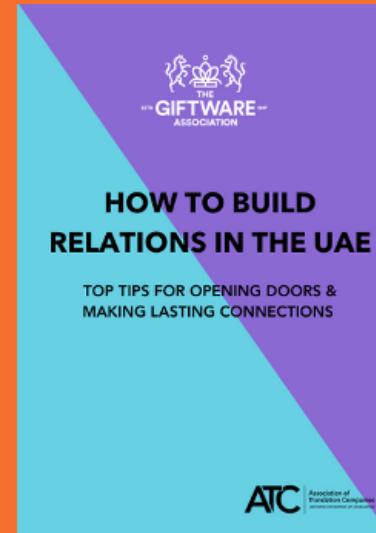
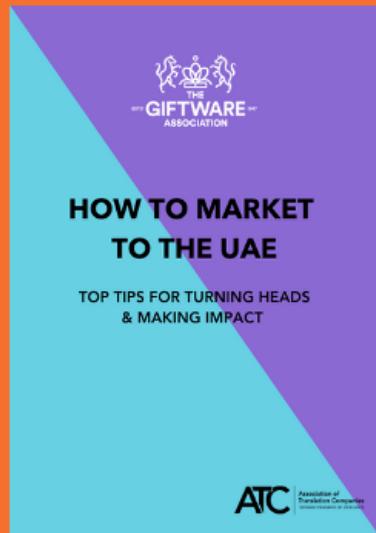
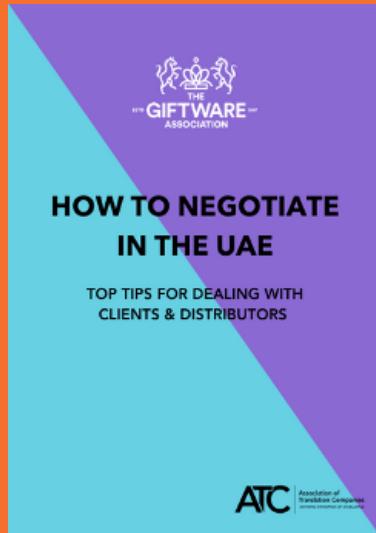


**Slides 15-17 showcase the content of the types of
Cultural Guides we are producing for our client-side
partners with the help of members like Cathy
Branson of Dialogue Translations**

Cultural guides for UK exporters

- Why did we launch cultural guides?
- What are the guides for?
- Who will benefit?

Cultural guides for successful market entry





HOW TO NEGOTIATE

TOP TIPS FOR DEALING WITH
CLIENTS & DISTRIBUTORS



- ✓ Body language
- ✓ Compromises
- ✓ Haggling
- ✓ Psychology
- ✓ Sealing the deal



HOW TO MARKET

TOP TIPS FOR TURNING HEADS &
MAKING IMPACT



- ✓ What to localise
- ✓ Branding
- ✓ Imagery, colours
- ✓ Cultural sensitivities
- ✓ Value proposition



HOW TO BUILD RELATIONS

TOP TIPS FOR OPENING DOORS &
MAKING LASTING CONNECTIONS



- ✓ First impressions
- ✓ Socialising
- ✓ Gifting
- ✓ Building trust
- ✓ Securing distributors

**Slide 20 gives links to the guides we have produced
to help members with their own Commercial
Collaborations**

Commercial Collaborations Guides

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Commercial Collaborations Guides

ATC Commercial Collaborations Guide to Business
Organisations 2023

ATC Commercial Collaborations Guide to Client Case
Studies 2024

ATC Commercial Collaborations Round Table Event
Planner Pack 2024

**After the break – attendees were invited to use a checklist developed by Cathy Branson to build their own plan for Commercial Collaborations
Slides 22-27 outline the steps**

Workshop – identify your own strengths and connections (20- 30 mins)

**WHAT CONNECTIONS
do you already have in
the client-side world?**

**WHAT FIELDS OF
EXPERTISE might your
clients need/like to
hear about?**

WHERE WOULD YOU
FOCUS your own
Commercial
Collaborations work?

- CONNECTIONS**
- EXPERTISE**
- FOCUS**

RESOLUTIONS, CONCLUSIONS & TAKEAWAYS

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BREAK

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**The afternoon session was presented by a panel of
Helen Provart of Peak Translation who works on
commercial collaborations with the Chambers of
Commerce, Cathy Branson who is a DBT Export
Champion, and Gabriela Lemoine who has
represented her company and the ATC with UKEA**

Slides 30 to 37 cover the core content

Commercial Collaborations for Business – boost your client base, revenue and credibility

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SHOWCASE TESTIMONIALS

Cathy Branson | ATC Networking Event | April 2025



BUILDING YOUR PIPELINE THROUGH CHAMBERS OF COMMERCE

Helen Provart – MD/Owner, Peak Translations Ltd

1. Networking Opportunities
2. Promotion
3. Give back
4. Business support
5. Chambers are all different!



part of **the translation people**
love language.

SHARE YOUR EXPERIENCE, BOOST YOUR SALES: *A Day in the Life of an Export Champion*

Cathy Branson, MD

Dialogue Language Services International





part of **the translation people**
love language.

- Why I became one
- What I've done as one
- How it's boosted sales & credibility
- How it's helped SME exporters
- What can the DBT do for you & vice versa



Gabriela Lemoine

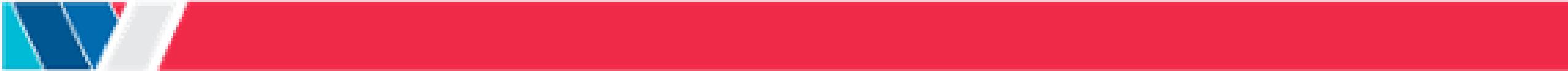


Alliance to Revenue: working with the UKEA

- Co-presentations about a topic
- Questions raised
- Calls/referrals
- Quotation requests



gabriela@accentuslanguages.co.uk



PANEL DISCUSSION

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**In the final workshop used a Template designed by
Cathy Branson to draw up their own Commercial
Collaborations plan
Slides 39 and 40 cover the core content**

Workshop – design your own Commercial Collaborations plan (20-30 mins)

Cathy Branson | ATC Networking Event | April 2025

RESOLUTIONS, CONCLUSIONS & TAKEAWAYS

Cathy Branson | ATC Networking Event | April 2025