



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**

**Sarah Bawa Mason | ATC Networking Event | April 2025**

# 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**

Sarah Bawa Mason | ATC Networking Event | April 2025

# 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/](https://nimdzi.com/project-underwear-a-study-of-online-buyer-behavior-and-how-language-affects-user-choice/)

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## 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](https://thebritishacademy.ac.uk/documents/216/about-born-global.pdf)

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# Translation and ROI

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



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**1**

**Translation is...  
AN EASY WIN**

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**2**

**Translation is...  
A LEGAL REQUIREMENT**

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**3**

**Translation is...  
BRAND-CRITICAL  
RISK MANAGEMENT**

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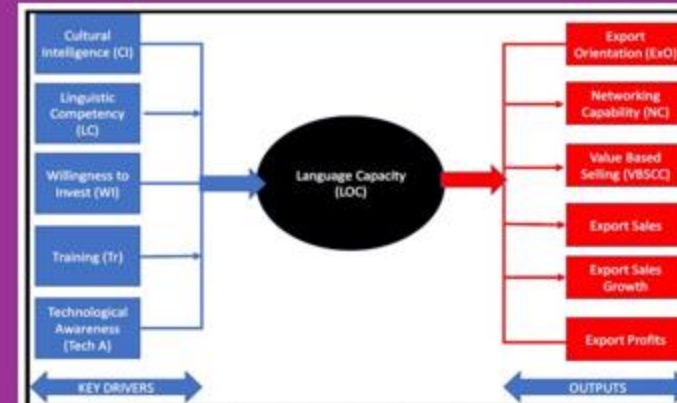
# LO-C 30 Research and concrete case studies from ATC member companies

## 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/](http://atc.org.uk/research-and-initiatives/lo-c-30-report/) **ATC** Association of Translation Companies  
NOT AN ISO STANDARD OR CERTIFIED

## LO-C 30 Research



This diagram outlines the scope of the study, which identifies factors influencing Language Capacity; and how Language Capacity then impacts performance factors relevant to an SME seeking to internationalise.

## LO-C 30

[atc.org.uk/research-and-initiatives/lo-c-30-report/](http://atc.org.uk/research-and-initiatives/lo-c-30-report/) **ATC** Association of Translation Companies  
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# How to deploy language capabilities

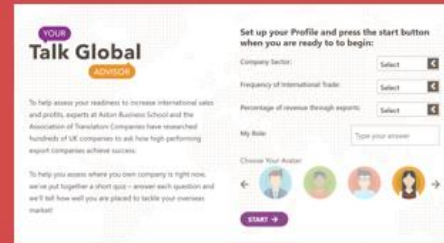
So how can you  
deploy language capabilities  
to open doors for trade?

1 2 3

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1

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



**Talk Global Advisory Tool**  
[talkglobaladvisor.co.uk](http://talkglobaladvisor.co.uk)

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3 **Find the right partner**

[atc.org.uk/member-directory](http://atc.org.uk/member-directory)

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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

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

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# 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

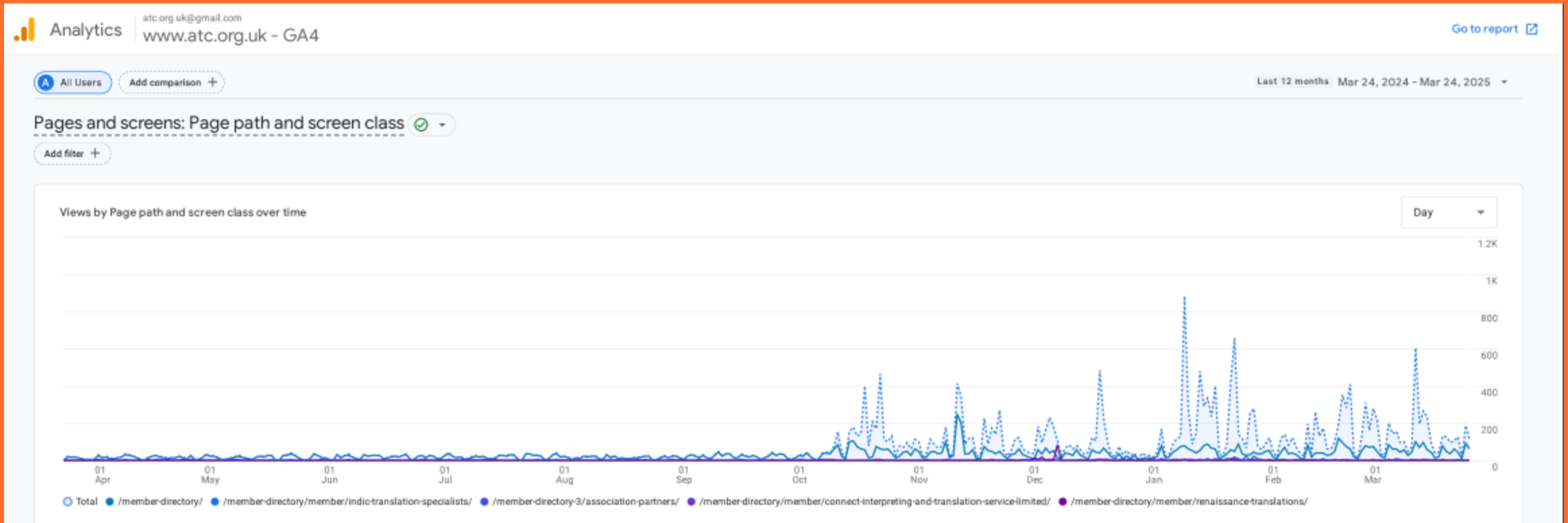
Food and drink – 53

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**

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# 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





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



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



- ✓ 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**

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# 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)**

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**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

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# 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!

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

Cathy Branson, MD

*Dialogue Language Services International*

- 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



**Accentus**  
Language Services

## Alliance to Revenue: working with the UKEA

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



[gabriela@accentuslanguages.co.uk](mailto: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**

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

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# RESOLUTIONS, CONCLUSIONS & TAKEAWAYS

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