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**Association of  
Translation Companies**  
DEFINING STANDARDS OF EXCELLENCE

## May 2024 Newsletter

### CEO's Greetings



From social selling to AI upskilling, new certification guidelines to new members, and the results of our latest business confidence pulse, this ATC Newsletter is again packed with content that supports your business.

Hope to see you in Birmingham on 14 May for the Social Selling Event!

Raisa McNab  
**ATC CEO**



### Join us for Social Selling

Join us in Birmingham on 14 May to give a serious boost to your skills in opening up meaningful sales opportunities through social media, and building new relationships through business networking.

Last few tickets going fast, snap up your place today!

[REGISTER NOW](#)

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**ATC**  
&  
**MAGIC BEANS AGENCY** 

**AI Upskilling Training with UK  
Government Funding**

## **AI Upskilling Training**

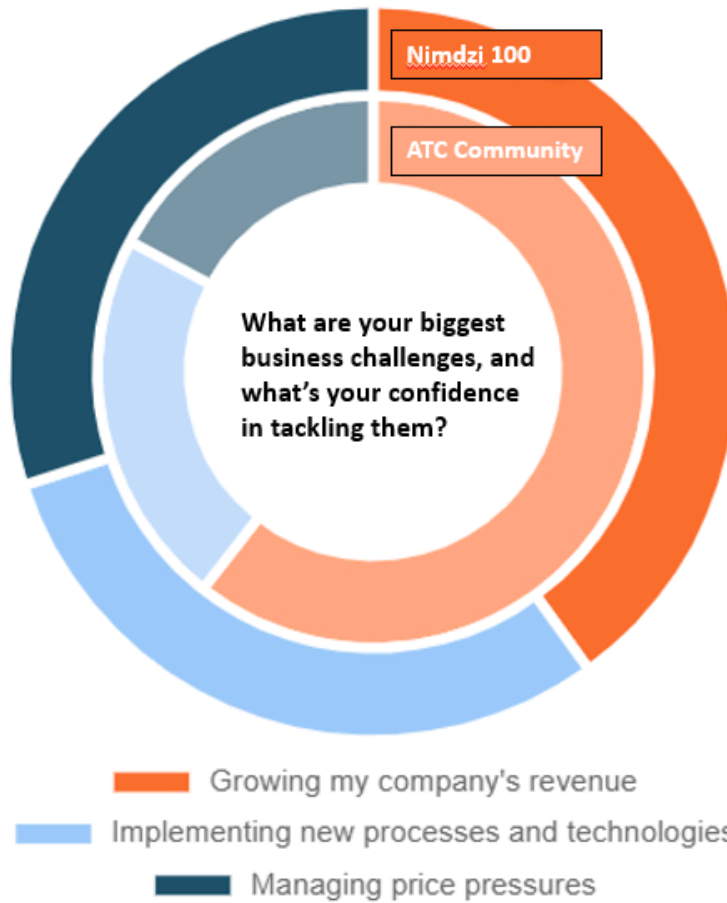
With the hype around AI dying down, it's time to get to business.

Get ready for upskilling yourself and your team for AI in the language services industry, and taking your business to the next level.

In May 2024, we will unveil a training programme to upskill language service companies on AI-enabled solutions in collaboration with Magic Beans Agency, with an opportunity to apply for UK Government funding for the training.

[READ MORE](#)

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ATC Business Confidence Pulse Apr 2024

## Business Confidence Pulse

Compared to the 2024 Nimdzi 100, ATC members' main business challenge right now is to grow company revenues – with implementation of new processes and technologies and managing price pressures giving way to a clear need to build business up.

[READ MORE](#)

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## THRIVE 2024 & Awards

The ATC supports its members not just to survive, but to thrive.

THRIVE 2024 – ATC Unconference is our two-day event on 26-27 September focusing on sales, business development and looking after your company’s financial health.

Registration to THRIVE 2024 and entries to the ATC Language Industry Awards open in mid-May!

## Translation Certification

Getting It Right is a new set of guidelines for clients, translators and translation companies on the certification of translations in the UK.

Produced by the UK’s leading associations, the guide outlines best practices and leads the way towards a baseline for certifying translations.

[READ MORE](#)

### Certified Translation

Getting It Right

Guidelines for Clients, Translators and Translation Companies





## Member of the Month

The ATC's Member of the Month is Lifeline Language Services, a boutique LSC focusing for 33 years on what they do best – offering a bespoke service and making the impossible, possible.

In the blog, Founder Lynn Everson talks about communication as a business strategy, setting up shop in France, and thoughts on the future of the industry.

[READ MORE](#)

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## Welcome New Members!



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