



Thursday June 19, 2008

2008 Localization Project Management Certification Schedule

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9:00AM–9:15AM	Welcome <ul style="list-style-type: none">• Dr. Nitish Singh, <i>Assistant Professor of International Business, Saint Louis University</i>
9:15AM–10:30AM	Principles of Localization Project Management <ul style="list-style-type: none">• Karen Combe, <i>Vice President of Localization, PTC</i> <p>In this session the presenter will define guiding principles for successful project management, building on the knowledge students have gained in their online class. Using real life examples, the session will also focus on critical areas of the localization process as well as key infrastructure elements that should be in place for any project. Participants will learn tactics for negotiating schedules and for team leadership. Time permitting, at the end of the session participants will address case study questions related to the previously discussed content.</p>
10:30AM–11:00AM	Break
11:00AM–12:00PM	Preparing a Localization Kit for Documentation and GUIs <ul style="list-style-type: none">• Suneeta Aggarwal, <i>Director of Technical Publications and Localization, TIBCO Software</i> <p>A localization kit contains the resources and instructions needed to produce a localized version of a product. For product documentation, this usually means the source files for the content, graphics files, templates, glossaries, and locale-specific guidelines for the translators. For GUI strings, this includes the strings themselves and detailed instructions which vary depending on the programming language used to develop the application. Familiarity with the packaging of the software is important when localizing GUIs.</p>
12:00PM–1:15PM	Lunch
1:15PM–2:45PM	Off-Shoring Localization Projects <ul style="list-style-type: none">• Don DePalma, <i>President and Founder, Common Sense Advisory, Inc.</i> <p>This presentation will address the struggle many companies face in finding the best model for procuring, organizing, managing, and measuring their language partners. The presenter will identify issues that all localization vendor managers face, including outlining the drivers for and describing the emerging practice of vendor management for language services. He will further discuss the common practices that more advanced companies have developed and outlines the best practices they should strive for.</p>
2:45PM–3:00PM	Break
3:00PM–5:00PM	Localization Costs <ul style="list-style-type: none">• Willem Stoeller, <i>Vice President, Welocalize</i> <p>This presentation will focus on localization basics for relatively inexperienced suppliers or buyers of localization services. Specifically the presenter will address if your company and software platforms are ready for localization, how much of the localization process you may want to outsource, how to select a vendor, alternatives to professional, manual translation, the major pitfalls of a localization project and localization cost issues.</p>

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