Thursday, June 24, 2010

8:00 AM	Check In & Welcome
8:30–10:30 AM	**Localization Project Management Principles** Karen Combe, PTC
10:45 AM–12:45 PM	**Vendor/Client Relationships** Karen Combe, PTC
2:00–4:00 PM	**Localization Costs & Budgeting** Richard Sikes, MultiCorpora
	No-Host Social Event

Friday, June 25, 2010

8:00 AM	Certification Exam
9:00–10:30 AM	**Project Management Tools - Optimizing & Centralizing Workflow** Tobias Rinsche, The Language Technology Center
10:45 AM –12:15 PM	**Project Management With Technology Maximizes Efficiency while Reducing Effort** Eric Neigher, Across Systems
2:00–3:30 PM	**Project Management Tools - Plunet** Pascal Boivin, Plunet
3:30–4:00 PM	Wrap Up

2010 Localization Certification Program and Localization Project Management Certification
San Francisco State University Downtown Center, San Francisco, California, USA
Language Technology Research Centre (LTRC), Gatineau, Canada
Cologne University of Applied Sciences, Cologne, Germany

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Localization Project Management Principles

Karen Combe, *Vice President*, *PTC*

➤ In this session, the presenter discusses three guiding principles that inform project management activities. These principles are then applied to the key processes recurrent in the majority of localization projects.

Vendor/Client Relationships

Karen Combe, *Vice President*, *PTC*

➤ Project Managers on the client and vendor sides have the same title, but often their jobs are quite different. In this session, the presenter explores the similarities and differences in the two roles, with the intent to enable good working relationships. Participants will have the opportunity to address some common problems that Localization PM's encounter.

Project Management Tools - Optimizing & Centralizing Workflow

Tobias Rinsche, *Vice President, The Language Technology Center*

➤ There is an ever-growing pressure to create more content in more languages faster and cheaper. While there are a lot of tools to help content creators, translators and localizers with authoring, terminology, translation memory and visual localization tools, a major area of potential time and cost saving is often overlooked: the optimization and centralization of the workflow around these important tasks. In his presentation, Tobias Rinsche will use LTC Worx, a business and workflow management system, to show how technology can aid in areas such as project and resource management, fast costing of projects, streamlined communication between stakeholders, and reporting to improve efficiency and transparency.

Project Management With Technology Maximizes Efficiency While Reducing Effort

Eric Neigher, *Language Technology Consultant, Across Systems*

➤ The use of a translation memory and terminology system is standard in the localization industry. What distinguishes efficient localization processes from less efficient ones is the way in which workflows are initiated and processes are managed. As an integrated platform, the Across Language Server includes a powerful project management module in which target languages are defined, deadlines are monitored, jobs are assigned, the relevant key data are displayed, and in-house and external translators are directly managed. Project managers can draw on predefined workflows, customize individual ones, simplify recurring processes with templates for particular document types, and completely automate processes. Learn how to reduce efforts and see how efficiently project management can be done.

Project Management Tools - Plunet

Pascal Boivin, *Business Development Manager, Plunet North America*

➤ Pascal Boivin will explain and demonstrate the significant advantages that will be generated for translation companies by using a business-centric translation management system like Plunet for their daily work. The presentation will focus on the various indicators of optimal project management, including time saving, project control, resource allocation, workload distribution, adherence to schedules, and project collaboration.

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Karen Combe ▪ PTC

➤ As Vice President of Localization at PTC, the product development company, Karen Combe is responsible for product localization support for Global Services, Technical Support, and Marketing. She was previously the president of Combe Consulting, LLC, offering consulting services in the fields of internationalization and localization.

Prior to establishing her consulting practice, Karen worked nearly ten years for one of the foremost localization companies in the field, International Language Engineering, Inc., (ILE). While at ILE , she led the development of each of the company's production departments during its years of intensive growth from 12 people to a staff of over 125. As Senior Vice President, she managed both the Client Services and Sales and Marketing departments, and served on the Executive Committee.

Karen holds a Bachelor of Arts degree in Linguistics from the University of California at Berkeley and a post-graduate degree in Social Anthropology from Cambridge University. She spent two years in the Peace Corps in Senegal, West Africa, and two years with International Voluntary Services in Algeria. Other work experience includes two years in the financial services industry and eight years working as a cowboy on a ranch in northwestern Colorado.

Learn more about PTC at: www.ptc.com

Eric Neigher ▪ Across Systems

➤ Eric Neigher is language technology consultant for Across Systems, software vendor of the world's leading independent language technology. Based in Glendale, CA, he manages the development and strategic deployment of Across language technology for the American market. He also advises global key accounts, including enterprises and language service providers, on optimizing their translation workflows and making the best use of language technology to achieve their global objectives. A former corporate attorney, Eric studied Rhetoric, and received his Juris Doctorate from the University of Southern California. In addition to English, he speaks Spanish, Japanese, and French.

Learn more about Across Systems at: www.across.net

Tobias Rinsche ▪ The Language Technology Center

➤ Tobias Rinsche has over 10 years experience in consulting on business process automation and optimization, and has successfully managed and supported some of the largest and most complex implementations of LTC's business systems. Tobias is responsible for business development and marketing strategies for LTC's continued growth as a leader in providing comprehensive multilingual technology solutions and services in North America.

Learn more about The Language Technology Center at: www.langtech.co.uk

Richard Sikes ▪ MultiCorpora

➤ Richard Sikes has been immersed in technical translation and localization for over 25 years. His current focus is on translation technologies and industry best practices. Richard holds a BA in Fine Arts from the University of California, Diplom Betriebswirt (FH) from the Volkshochschule Heidelberg, and an MBA from the University of Toronto. He works as a Solution Specialist at MultiCorpora.

Learn more about MultiCorpora at: www.multicorpora.com

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Across Systems, based in Glendale, CA, is the leading independent provider of language technology. Across Language Server, the enterprise solution, provides a centralized software platform for all corporate language resources and translation processes. Using the motto, "Language Technology Meets Business Intelligence," Across has introduced the concepts of business intelligence for usage in multi-language documents and content. Globally operating companies gain greater control of valuable language resources and increase transparency by using Across language technology. Learn more at **www.across.net**

ENLASO: Originally founded in 1968, ENLASO provides enterprise language solutions including: Technical Documentation Localization, Web site and Software Localization, Multicultural Marketing, Multimedia Localization, Localization Testing, Consulting and Training, and Language Technology Engineering. ENLASO's ongoing ISO 9001:2008 certification affirms that our services meet internationally recognized standards at every organizational level. ENLASO delivers multilingual solutions to a number of industries, including the information technology, mobile and wireless, life sciences, legal, financial, gaming, social networking, aerospace, automotive, advertising, and telecommunications industries. Learn more at **www.translate.com**

HumanScience: Our know-how of the Japanese language has been cultivated by over 25 years of technical writing experience, and it is allowing us to develop localization services that are highly regarded by many clients. We have also provided Japanese businesses with services for creating multimedia content and developing software from scratch for many years. With all of this knowledge and experience applied to localization, we are able to resolve various problems and obstacles that may arise during in-house localization work. Learn more at **www.science.co.jp**

IMTT Translation & Training: IMTT offers language translation services for the English, Spanish and Portuguese languages. We are proud to have provided accurate and efficient foreign language translation services to a diverse clientele with excellent results since 1999. Our constant training, professionalism, commitment, customer loyalty and communication skills are some of the key factors that make us the preferred choice for companies with needs for professional language translation services. At IMTT, we exceed our clients' expectations by having the right tools and experience to provide full-scale production. Learn more at **www.imtt.com.ar/index.php**

MultiLingual Computing is the information source for the localization, internationalization, translation and language technology industry. MultiLingual magazine is our flagship product, distributed in print and digital format nine times a year to readers in 60 countries. This, our MultiLingual News e-newsletter, our website, and blog cover topics ranging from technical internationalization to project management to language histories. In addition, we partner with The Localization Institute to produce Localization World, a conference and networking organization dedicated to the language and localization industries. Learn more at **www.multilingual.com**

Ocean Translations: Strategically located and professionally staffed, Ocean Translations S.R.L. has a 15-year background offering an unbeatable combo of price, experience, quality, instant response and range of services—including software localization and internationalization, multilingual translation/editing/proofing, MT post-editing, DTP, software engineering, transcriptions, interpreting, professional training, and QA—from the southern western hemisphere to the rest of the world, with the FLEXIBILITY the global market needs nowadays. Learn more at **www.oceantranslations.com**

Rosario Traducciones y Servicios S.A., headquartered in Rosario, Argentina, was created to offer Spanish translation services to various companies in the USA, Europe, Australia, Asia and Latin America. Rosario is one of the most prestigious centers for the training of translators in Latin America. Ever since the Internet has made our world smaller, Rosario has become a key city in the Spanish-speaking world, where some of today's most important localization companies have searched for English, Spanish and Portuguese translators. Learn more at **rosariotrad.com.ar/**

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