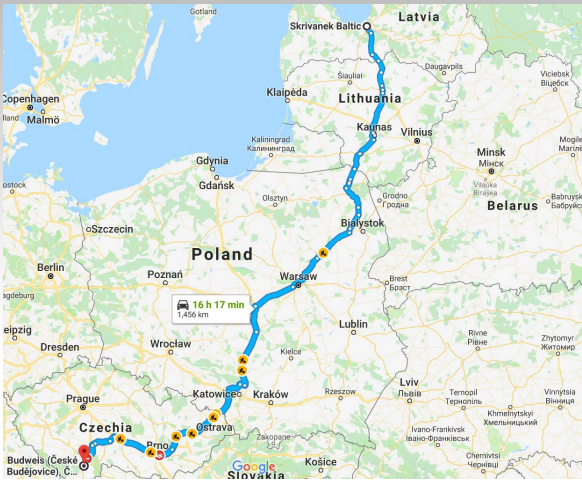


SKRIVANEK
LANGUAGE SOLUTIONS



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Why Are We Here?



- Support
- Share
- Exchange
- Learn
- Encourage

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Session Structure

- Briefly about Skrivanek and what we do?
- Cooperation in international organization
- Case studies – group work
- Language specialist selection procedure
- «Best New Translator» competition and traineeships
- Industry trends

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Company Overview

- **25 year** experience in the global translation business
- Headquartered in Prague, Czech Republic
- Comprehensive language services in 100+ languages
- We are one of the biggest translation agencies in Central and Eastern Europe
- We have 10 offices in major cities in Poland and 40+ abroad, including in Bulgaria, Czech Republic, Estonia, Germany, Latvia, Lithuania, Slovakia, Slovenia, the United Kingdom, USA and others

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What We Do

Translations into 100+ languages and 500+ language combinations

Our specializations:

- Life Science/Pharmaceutics
- Automotive/Machinery
- Financial/Legal
- IT/Electronics/Telecommunications
- Industrial/Energy
- Retail/Consumer Products
- Media/Entertainment



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What We Do (2)

- **Post-editing and building NMT engines**
- Graphic design and full DTP services
- Software, multimedia and website localization (games, e-learning)
- Interpreting (conference, consecutive, simultaneous)
- Voiceover & Dubbing, Subtitling
- Linguistic Quality Assurance, SEO
- Sworn translations
- Copywriting
- Language school



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Our Team

We employ **300+ people** worldwide and cooperate with more than **3000+ freelance specialists**.

Our team of industry experts includes:

- project managers
- sales representatives
- cat specialists
- vendor specialists
- in-house translators and proofreaders
- post-editors
- DTP specialists
- IT specialists



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Internal Communication

- Face to face events
- Online meetings
- Active communication via e-mails, employee portal and other communication channels
- Matrix management when possible
- In all countries we **comply** and **operate** accordingly to **same ISO standards**, confirmed by certificates:
EN ISO **9001:2015**, EN **17100:2015**, ISO **14001:2015**
and ISO **27001:2013** – **common framework**



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What Is ISO For Us?

- Helps us to define our **policies** and **objectives**
- Explains **procedures** and defines **roles**
- Describes our offer and how we serve
- Defines ISMS – IT infrastructure and safety
- **Answers** a lot of questions and keep us on **continuous development** path
- How we select language specialists?



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Case Studies – Group Work

- Let's split into 8 groups – 2-3 persons in a group
- Work in groups
- Present and discuss



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Case Study 1 – New York, New York

- A top advertising agency requested their language service provider (LSP) to proofread an outdoor poster for its end client – a very well-known bank, ranked no. 1 in the country. The poster was related to the bank's support for the New York marathon. It was checked by an LSP proofreader (professional linguist), with an in-house check carried out by the LSP's project manager plus a “third-party” check arranged by the advertising agency.
- A mistake was noticed only after distributing the posters around the city – instead of “New York” they had “Newr York”. The profit for the LSP from the project was 10 EUR, while publishing costs for the advertising agency were 1500 EUR. The end client wants to replace all the outdoor posters, and make a claim for reputation damage.
- What would your response be?

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Case Study 2 – Large Volumes

- The client sends you a 250 page, 625,000 word *.pdf* document, with the final deadline for the fully completed project in 5 days' time.
- The translator is expected to handle up to 2,500-3,000 words per day, and the proof-reader 10,000-15,000 words. There is usually some preparation time required for the project manager to receive/distribute the source file and to review the completed target file.
- What would your actions be, and what solutions could you offer the client?

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Case Study 3 – the Pricing Dilemma

- You have received a request from a regular customer, “X”, and the project volume is 2,650 words. You have agreed with “X” on pricing “Y” before checking language specialist availability in the particular language pair, and deadline is in 2 days' time. Over the next few hours you discover that all the regular language specialists are busy, and there are only agencies left in the supplier database. Their pricing is “Y + 15%”.
- What would your action plan be – how would you resolve this difficult situation?
- What would you do if this were a new customer, would your actions differ?

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Case Study 4 – “Client” vs. “Customer”

- A project (translation of a ~20 page contract) was delivered to the client two weeks ago, and the invoice is now due. Your debt specialist delivers a reminder to the client with a payment request.
- The client replies that he will not pay the invoice as the translation seems to be poor quality work. After analysing the project once again (by LSP language specialists), you learn that the client did not like the choice of “customer” instead of “client”, “contract” instead of “agreement”, and similar synonym usage.
- What would your action plan be?

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Case Study 5 – “Sorry, I Can’t Deliver”

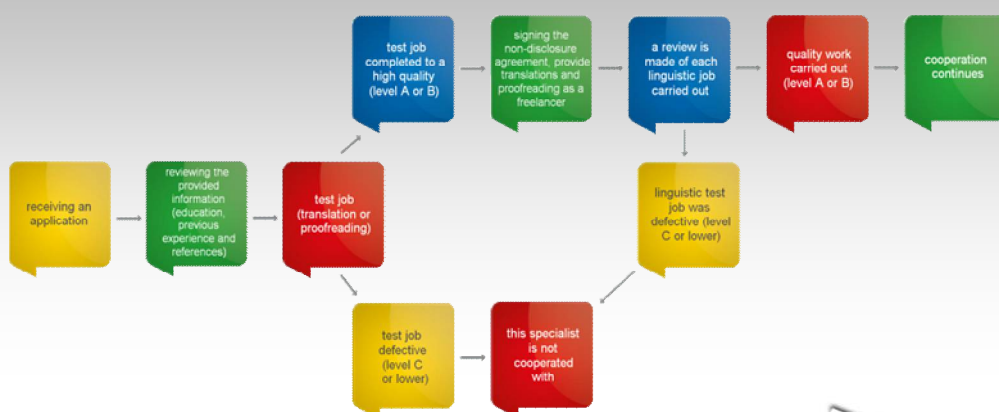
- A day before the deadline, the translator informs translation agency that the translation cannot be delivered.
- He claims that his computer has broken, and all the information has been lost. Your client made a prepayment for the service, and the 50 page translation must be delivered to the client by tomorrow afternoon at the latest, because of court proceedings.
- What is your action plan, and what have you learnt from this situation?

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Language Specialist Recruitment



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«Best New Translator» Competition

- Organized in Latvia and Poland, also in Czech Republic
- In 2018 in Poland competition organized using CAT tools



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Why Are We Organizing?

- CSR activity
- Opportunity to attract new specialists
- To build new relationships not just with universities



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Traineeships

- Usually organized in cooperation with universities
- Not just for language specialists, but also for project management roles
- Set up the plan, execute and provide the feedback



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Industry Trends

- EU – always in the game
- M&A, shortening the service chain
- Neural MT – the new king of buzzwords
- Golden era of R&D



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Any Questions?



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