



# DSC Training Center, Berlin

Qualifications are the key to tomorrow's success

## Intensive seminar on translation management

Globalisation, cost pressure, increasing quality specifications, shorter runtimes and more languages and variants are continuously raising the requirements in translating. Enormous benefits are to be gained by applying a well-structured and systematic approach – in both working with clients and translation service providers.

As the person responsible for a translation, you must control the cost and quality of multi-language production and consider many factors not directly involved in the translation itself. This seminar will provide you with the tools of the trade and knowledge of the more specialised functions.

Use this seminar to learn the essentials of translation management and discover new ways of reducing translation costs as well as raising productivity and quality.

### In this seminar, you will learn

- the factors critical to success and characteristics of translation management
- how to deal with multilingual production in an integrated and strategic manner
- how to best bring together the processes, technology and players in translation
- how to eliminate pitfalls regarding cost, time and quality
- how to construct flexible and sustainable structures for the whole production process

### Target group

The seminar is aimed at anyone responsible for or running translation projects. This includes specialists and managers at client companies and translation service providers, translation project coordinators, project managers and heads of translation departments. This seminar is similarly aimed at translators and strategic partners involved in translation projects.

### Tutors

Isabelle Fleury, Frank Fleury

### Course location

DSC Training Center, Joachimstaler Strasse 17, 3rd floor, 10719 Berlin

### Duration

2 days

### Cost

€890.00 excl. VAT  
incl. lunch and seminar documents

**Introductory price for  
16th/17th November 2009  
€750.00 excl. VAT**

### Information and dates

You can find more information at  
[www.dsc-schulung.de](http://www.dsc-schulung.de) or by calling  
+49 (0)30 498 572 - 44



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## Your tutors: Isabelle Fleury/Frank Fleury

Both tutors are joint owners of the independent business consultancy company, Fleury & Fleury Consultants, which specialises in multilingual information management and is renowned for its expertise in this field.



They advise language service providers and companies operating internationally on how to improve their organisation, processes and technology in the area of translation. They have many years of experience in the translation industry and IT, as managers and consultants. In addition, they perform teaching assignments at various universities and are on the Board and in the Nordrhein Regional Group of tekomp (Professional Association for Technical Communication and Information Development).

## These subjects will be covered

### Introduction

- Definitions
- A look back over history: from the stylus to the machine translation
- Challenges: reducing costs, time to market, quality

### Source: A client with text for translation

- Business strategy for globalisation
- Targets for translation orders
- Interdependence of text preparation and the translation process
- Writing text suitable for translation

### Target languages:

#### Influence from the end of the chain

- Diversity of languages
- Language-related particularities
- Cultural and market-specific requirements
- Translation problems

### Processes: More than just translating

- Possible and necessary processes:
  - Data process
  - Translation process
  - Correction process
  - Change management
  - Terminology management
  - Project management
- Process modules and process chain

### Technologies: Main factors for achieving savings

- Data formats
- Authoring tools
- Computer-assisted translation
- Process automation

### Players: Translations are dependent on people

- Stakeholders and people involved in project
- Formation of internal/external teams
- Sourcing strategy
- International teams

### Quality management:

#### Conditions for sustained quality translation

- Targets
- Risk management
- Quality assurance
- Documentation: from the project manual to the terminology guide
- Measuring and improving quality

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## Seminar structure

The seminar will be stimulating thanks to a mix of presentations, practical exercises, plenary discussions and feedback. The programme is excellent for learning more about one's strengths and potential for improvement and will assist you in your further development. The material learnt can be put to immediate practice. Key themes will be decided at the beginning of the seminar. Your knowledge and questions will be actively incorporated.



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