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Enterprise-Grade Localization 101

FACULTY

Francesco Laurenti
Is an associate professor in Comparative literature. He is the Director of the "International Center for Research on Collaborative Translation" (IULM University, Milan). Since 2021 he has been the head of the "Permanent Laboratory of Collaborative Revision of Texts in Translation" at IULM.

Balázs Kis
Is one of the founders, former co-CEO and currently Chief Evangelist of memoQ. He is also member of the Language Industry (LIND) expert group of the DGT. Balázs has three decades of experience with natural language processing, translation, localization, and publishing. Balázs is also a certified compliance professional and mediator.

Michael Farrell
Primarily a freelance translator and transcreator. He is a lecturer in post-editing, machine translation, artificial intelligence and computer tools for translators at the IULM University, Milan, Italy and the developer of the terminology search tool IntelliWebSearch. He is also a qualified member of the Italian Association of Translators and Interpreters (AITI) and Individual Member of the European Association for Machine Translation (EAMT).

Diego Cresceri
Is a seasoned entrepreneur and the CEO and founder of Creative Words. Prior, he worked as a translator, project manager, and chief operations officer in a local translation agency. In addition to his professional endeavours, Diego is the former president of the board of directors of the European Language Industry Association (ELIA).

USEFUL INFORMATION

- Interpretation EN > IT and/or IT > EN will be provided upon request. Contact the Organising Committee at collaborativetranslation.iulm@gmail.com

CONTACTS

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PROGRAM

1   Session Day 1 - 11/10

- **Project review**: Concept of continuous localization, structure of a continuous localization project
- **Project setup, roles & assignments discussion**: Recap of project management basics
- **Project content review**. *Client relations and expectation management 1: Quality requirements*: Quality requirements for different forms of content; Factors determining quality requirements; Quality requirements on the clients' end and expectation management
- **Project resources review; assignment of automation strategy**: Localization automation strategies, Automation strategy options in course projects

Location:
Plenary session: IULM 1, room 146 (Mike Bongiorno)
Group sessions: rooms in IULM 1

Hosts:
Michael Farrell, Levente Galbáts, Balázs Kis, Francesco Laurenti, Anna Mohácsi-Gorove

1   Distance Learning Phase 1

- **Pre-translation and review of pre-translation:** Quick assessment of automated translation coverage and quality
- *Human content work 1: Translation or post-editing or both*: Efficient editing and post-editing, Measuring efficiency (time and effort)
  - Includes **Monitoring 1;**
  - Includes **Client relations and expectation management 2: Queries**

Location:
On-line

Coordinators:
IULM collaborators

2   Session Day 2 - 18/10

- **Pre-translation: First impressions and Q&A:** Characteristics of responses of various translation resources (at different levels of automation)
- **Feedback from *Monitoring 1*: Takeaways from *Human content work 1*:** Characteristics of translation suggestions that humans decide to correct; Characteristics of edits that humans decide to make; Time and effort required to produce finished (but unreviewed) translation
- **Feedback from *Client relations and expectation management 2: Queries*:** Clarification and refinement of quality requirements

Location:
Plenary session: IULM 1, room 146 (Mike Bongiorno)
Group sessions: rooms in IULM 1

Hosts:
Balázs Kis

2   Distance Learning Phase 2

- *Human content work 2*: **Reviewing and approving:** Separation of work items and project roles, Principles of automated Q&A and LQA, AI-based Q&A checks, AI-based post-editing
- *Monitoring 2*: **Takeaways from *Human content work 2*:** Characteristics of submitted translations that humans decide to correct; Characteristics of edits that humans decide to make; Time and effort required to produce reviewed translation; Review and refinement of quality requirements
- **Continuous localization: Change management, version control:** Continuous localization concepts, Automating processes of continuous localization; Basic concepts of process automation and scripting: how various TMSes support this process

Location:
On-line

Coordinators:
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3 Session Day 3 - 25/10

- **Feedback from *Human content work 2*:** Observations on various Q&A processes, Qualitative and quantitative analyses of processes involving various automation strategies
- **Intro to next phase: Delivering localized materials:** Delivering localized materials in a continuous localization setting; Principles of localization automation in the delivery phase
- **Intro to next phase: Reporting back:** Introduction of reporting templates

Location:
Plenary session: IULM 1, room 146 (Mike Bongiorno)
Group sessions: rooms in IULM 1

Hosts:
Michael Farrell, Balázs Kis

3 Distance Learning Phase 3

- **Wrapping up: Getting localized content out of the process:** Delivering localized materials in a continuous localization setting; Principles of localization automation in the delivery phase
- ***Client relations and expectation management 3: Delivery and post-mortem:*** Mechanisms to improve continuous localization processes
- **Reporting back: Efficiency and quality**

Location:
On-line

Coordinators:
IULM collaborators

4 Session Day 4 - 08/11

- **Feedback from "Wrapping Up" sessions:** Typical last-minute quality, format, and technical issues in continuous localization processes
- **Student presentations: Final reports:** Final reports on quality and efficiency findings broken down by automation strategy and/or language combination. Special report on the usefulness of advanced automation methods (AI translation, QA, post-editing)
- **Wrap-up and evaluation:** First-level feedback on how the sample localization project and the course itself can be improved

Location:
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