



ITI-LRG Newsletter



Issue 22

www.iti-lrg.org.uk

February 2010

Editorial

Welcome to this issue of the LRG Newsletter and happy New Year to all our members.

I'd like to start by saying a big "thank you" to Betti and Pamela who stood down as Joint-Chairs of the LRG committee at the AGM in December. They have worked tirelessly organising events and chairing our committee meetings, and it won't be the same without them! We are now looking for someone to come forward to fill the vacant Chair position (or two people to act as Joint-Chairs) and to lead the LRG into 2010 and beyond.

I am delighted to announce that we already have one new committee member in Pat Wheeler, and hope that we will be able to welcome even more new members over the year.

This issue of the newsletter includes reviews of LRG events from the last quarter of 2009, as well as an interesting article by member Susie Kershaw on the webstreaming of an EU translation conference and industry survey which she recently took part in. You will also see an "Introducing the LRG Committee" piece, which I hope will become a regular feature. Indeed, if any members would like to write a short (or long) piece introducing themselves, I'd be very happy to hear from them.

I hope you enjoy the read.

Rosemary Harvey, Editor

LRG Needs You!

LRG is currently looking for people to join the committee to replace Betti Moser and Pamela Mayorcas who stepped down at the end of 2009. If you're interested in organising events, getting to know other committee members and making a difference to the life of the group, they why not get in touch? Anyone is welcome to join and we'd welcome fresh input and new ideas for a new year.

(Committee contact details are on the back page).

Forthcoming LRG Events

LRG Networking Meeting

Thursday, 4 February 2010

Thursday, 8 April 2010

Thursday, 10 June 2010

From 6.30pm

Function room at the Devereux
Pub, Little Essex Street, nr Strand, London.
Nearest tube: Temple, or buses to The Strand



In the absence of a Chair, no formal events have been planned as yet for this year. However, the Function Room at the cosy Devereux Pub has been booked so that

members can meet up regularly for networking sessions. These evenings will give members an opportunity to discuss work-related issues relating to both translation and interpreting, to share news about work opportunities, pricing and applying to translation companies, and to discuss IT problems and newly-discovered software. We hope that as many members as possible will be able to attend. If anyone is interested in organising a future LRG professional or social event, they could discuss the arrangements with members of the Committee and other participants at one of these evenings.

These events are free to LRG members.

Review of LRG Events

LRG Marketing Workshop 12 September 2009

On 12 September LRG organised a marketing workshop. The event was held at the central London venue, University of Westminster, and the programme for the day was divided into four equally interesting sessions.

The first speaker, Heidi Kersch, gave an extremely engaging talk about marketing, highlighting how important it is to set goals, analyse your business (SWOT analysis - Strengths, Weaknesses, Opportunities, Threats), get to know your clients, and prepare a client-oriented marketing plan. Heidi, having much experience in marketing herself, also shared some useful tips on how to achieve these goals. Heidi laid some emphasis on the fact that we are our business and that we must have confidence in ourselves and our product, in order to come across to clients as confident professionals.

The talk presented by the next speaker, Keren Lerner, still dealt with marketing, but looked at it from a rather more practical point of view, as it covered the topic of successful website design. Keren not only talked us through what is advisable and what is unwise when designing a website, she also provided many examples to illustrate her points. Many of us still do not have a professional website and as an online presence becomes more and more vital to our businesses, I am positive that many of the attendees found Keren's tips very useful.

Led by Eamonn O'Rourke, the next talk provided us with some insightful advice on communication skills (e.g. the 'Elevator Pitch' concept - how to present yourself concisely and memorably in less than half a minute). The talk proved to be quite amusing and I am sure it will be difficult to forget Eamonn's catchphrase "good, cheap and fast - choose two", which summarises, in a way, the nature of a translator's job. Eamonn also gave some sound advice on how to lay the foundations for a good relationship with our clients, a topic which was covered in more depth by the last speaker, Philippa Hammond.

Philippa's interactive workshop was a good source of information on how to be assertive and how to maintain a healthy professional relationship so that after a while, it is the clients who come to us, rather than the opposite. Philippa also talked about the need to promote ourselves (e.g. by sending a newsletter to our clients, blogging etc.) and becoming our own brand - a concept which appeared several times during the day.

Of course, apart from these very engaging talks, there was plenty of time for networking, the benefits of which I do not need to stress. All in all, I found the workshop extremely useful and can only regret that I was unable to attend an after-workshop meeting in a nearby pub.

Alicja Furmanczyk

Dining Out Evening 30 September 2009

Saint Jerome, the patron saint of translators, famous for translating the Bible into Latin, is celebrated on 30 September. What better way to mark the day than by enjoying a delicious meal in the company of other translators? A group of LRG members met in Bloomsbury on a beautiful day for the LRG's annual Dining Out Evening.

The evening started off promisingly with a drink in the exceedingly comfortable bar, before the meal proper in the restaurant. Lorna Sandler, the organiser, had done a super job of choosing a very attractive restaurant - the Bloomsbury Street Bar and Restaurant in the Bloomsbury Street Hotel - and had negotiated a very reasonable deal for three courses and coffee. The bar and restaurant were beautifully decorated and the service was excellent. The food was also exceedingly tasty. I was certainly very pleased with my choices and it looked as if everyone else was enjoying their meal as much as I was.

The annual Dining Out evening provides a good opportunity to catch up with fellow translators in an informal setting, and this year was no different. Members swapped seats between courses meaning that there was ample opportunity to speak to everyone, exchange tips, look forward to forthcoming ITI events and moan about deadlines! But it wasn't all about talking shop; there was also the chance to discuss more personal matters and generally just relax. I'm looking forward to next year already!

Rosemary Harvey

Interpreters' Workshop: Tricky Terms and Teasers 12 November 2009

On a typically dark and drizzly November evening, 20 interpreters and translators met to discuss tricky financial and legal terms and phrases which frequently arise when interpreting. Representatives of France, Spain, Italy, Germany, Poland, Russia and China were present, with experience ranging from students to well-established interpreters, and were welcomed by the event organiser, Lorna Sandler. The meeting place was above the Devereux Pub, where linguist and barrister Ellen Moerman led the discussion on complex and often poorly-interpreted terms from the court interpreting scene. It was unanimously agreed that understanding such terms in English alone was the greatest challenge, and clear explanations of each tricky term were given and discussed in language groups.

Ellen was followed by Robin Creswell, the managing principal at Pagen & Rygel Global Ltd. He opened the discussion by covering frequently-used terms which are often poorly understood. Using easily accessible examples and a surprising lack of jargon, considering his own expertise in the field, Robin gave clear and concise explanations of highly complex terms from the financial world. He also provided some very useful handouts.

The evening was enjoyed by all, and much valuable knowledge was passed on to the group by the experts, so much so that a "next time" has already been suggested!

Emily Watts

LRG's 15th Anniversary, AGM and Christmas Party 11 December 2009



The Christmas Party and AGM is always one of the highlights of the LRG year, and 2009 was no different. In fact, there was even more reason to celebrate, as 2009 also marked LRG's 15th birthday. We decided to deviate from our usual pub setting and Betti chose an excellent restaurant - The Ebury in Pimlico - as the venue. I'm sure that attendees will agree that the food and atmosphere were super. The following report is adapted from the minutes, kindly provided by LRG member Philippa Hammond.

Betti Moser welcomed everyone and thanked them for helping to mark the special occasion of the LRG's 15th anniversary. This would be Betti's last AGM as Joint-Chair, since she would be standing down at this AGM.

Chair's Report

Betti gave a brief rundown of LRG events in 2009 and noted that The Devereux had become the LRG's main venue for our meetings. There had been a total of ten events in 2009.

Rosemary Harvey had taken over from Betti Moser as Editor of the LRG Newsletter in January 2009 and Betti Moser thanked her for her work. She also took the

opportunity to congratulate Rosemary on her recent wedding.



Betti mentioned that there were plans to overhaul the LRG website. The Committee was in the process of obtaining quotes. The new website will include a members' database, similar to that of other ITI Networks and Regional Groups. Daniela Ford gave more details, explaining that the LRG directory is to go online, since the paper version goes out of date very quickly. Members will be able to edit the online version themselves.

Betti Moser thanked all the committee members for their dedication and hard work over the year.

Treasurer's Report

Oliver Walter, Treasurer, reported that LRG had more or less broken even in 2009, with approximately £4,500 in total at the year start and end. Interest on funds is noticeably down; whereas previously £20-30 had tended to be accrued each quarter, this has now decreased to mere pence. His report was approved. Pamela Mayorcas thanked Oliver.

Plans for 2010

Pamela Mayorcas then gave an update on plans for 2010. The upstairs room at The Devereux had been booked on alternate months (the first couple of dates have already been announced in the ITI Bulletin) to offer a space for networking or to allow LRG members to organise events. Pamela confirmed that she and Betti would be standing down as Joint-Chairs, and that nobody had come forward so far to take on these positions. Compliments were received from the floor about the most recent LRG event in November for interpreters, and there was a request for a literary translation event in 2010.

LRG Committee Election

The elections were conducted by LRG member Chris Whitehouse who had travelled down from Sheffield for the party. All committee members were re-elected by show of hands:

- Membership Secretary: Daniela Ford
- Events Secretary: Fiona Franks
- Treasurer: Oliver Walter

- Newsletter editor: Rosemary Harvey
- Interpreters' representative: Lorna Sandler
- Website manager and e-group coordinator: Peter Linton
- Committee member: Julia ten Elsen
- Committee member: Pamela Mayorcas

Committee members standing down:

- Betti Moser (as Joint Chair and as Committee member)
- Pamela Mayorcas (as Joint-Chair)

Pat Wheeler was proposed as a new committee member.

Committee posts to be filled:

- Chair or Joint-Chair
- Events organiser(s)

Other Business

At the end of the meeting, Betti Moser appealed for volunteers to fill the vacant posts and Chris Whitehouse thanked Betti Moser for all her hard work as joint chair.

Rosemary Harvey (with Philippa Hammond, minute writer)

LRG Financial Report for 2009

For the period 1 December 2008 to 30 November 2009

	Description	Balance or received	Paid
1	Opening assets	£4585 (current 984 + reserve 3601)	
2	Closing assets	£4007 (current 1386 + reserve 2617 + cash 4)	
3	Difference	£578 decrease	
4			
5	Subscriptions	£1380	

LRG News

New LRG members

We welcome the following new members who have joined the LRG since October:

Apphia Parsons, Shelagh Kavanagh, Jane Jones, Helene Grinsted, Jolanta Kozak, Alison Penfold, Mark Walter, Chen Jianmeizi, Daria Radwan, Erika Mayer, Manohar Whig, Annika Schmitz, and Agata Sadza.

	received		
6*	Fees from members and visitors for events	£1295	
7	Expenses for events (inc. speakers' fees)		£1965
8	Misc committee expenses		£233
9	Printing and mailing		£548
10	Bank interest	£16	

*Row 6: The events were:

- Dec 08: AGM & Christmas party
- Feb 09: Pensions talk
- Mar 09: Meeting about OpenAccess and MemoQ
- Apr 09: Specialisation debate
- May 09: Visit to Eltham Palace with the Media, Arts and Tourism Network
- May 09: Pre-conference meal
- Jun 09: Post-conference talk and networking
- Jul 09: Annual pub crawl
- Sep 09: Marketing workshop
- Sep 09: Annual dining out evening
- Nov 09: Interpreters' workshop

Some of these events were free for LRG members.

We are at present awaiting a refund, from the ITI Translation Workshop, of a £500 deposit we paid on its behalf for a dinner associated with the October event; this means there will be almost no change in our assets over the year.

Considering these figures, I see no reason to increase the membership subscription.

Oliver Walter (LRG Treasurer)

Wedding bells

Newsletter editor Rosemary Black got married at the end of 2009 and has changed her name to Rosemary Harvey. So, if you were wondering whether you had a new editor, it's still me, just with a different name

ITI News and Events

There are two forthcoming events in London that may be of interest to LRG members.

ITI Style Workshop

**Saturday, 27 February 2010
10am to 5pm**

**University of Westminster, 309 Regent Street,
London W1B 2UW**

Chris Durban and Ros Schwartz are back by popular demand. The exercises are new, but the philosophy is unchanged – if you write well and are prepared to invest in understanding clients' unarticulated needs, good style is an excellent way to add value and stand out from the crowd.

The speakers will examine the nuts and bolts of good writing, and participants will work on sample texts in small groups, with feedback. There will also be concrete suggestions for raising client awareness of this essential aspect of added value.

Aim: To develop the reflexes and skills needed to produce work that wins demanding clients, allows you to command higher prices, and generates greater job satisfaction. Most examples will come from French, but knowledge of the source language will not be required as the focus will be on writing good, clear English.

The workshop costs £90 for ITI members and £115 for non-members, including VAT, lunch and refreshments. An online booking form is available on the ITI website at www.iti.org.uk.

Medical and Pharmaceutical Network Workshop

**Friday, 23 April 2010
10.30am to 5pm**

Goodenough College, London, Mecklenburgh Square, London, WC1

This workshop will cover the clinical and technical aspects of neurological electrodiagnosis. EEG and EMG will be analysed and described in the context of their utility in diagnosing conditions such as epilepsy and motor neurone disease.

There will be a meal afterwards.

This event costs £40. For more information, please contact Shelley Nix at shelley.nix@tiscali.co.uk.

Multilingual Webstreaming For All!

LRG member Susie Kershaw shares her experience of webstreaming and a conference on the translation industry

For various reasons I have recently been looking for current statistics about our industry so was intrigued when Daniela Ford forwarded to LRG members a message from Unit S3 for Multilingualism and Translation Studies of the EU. We were reminded that earlier this year they had commissioned a study from the Language Technology Centre Ltd (LTC) on the size of the language industry in the European Union. They were organising a conference on 27 November 2009 in Brussels to present the results of the study, to be published later on the EU website. Adrienne Rinsche of LRG thanked those who had taken part in this survey and announced that "the conference would be fully webstreamed on <http://webcast.ec.europa.eu/eutv/portal/index.html>, and that the remote audience would be invited to make use of an online chat facility for posting comments."

So I began to prepare for the process of taking part, having never done anything like this before! A promised summary was not received so, the day before the event, I ventured to click on the link provided and was fascinated to enter the world of webstreaming. The

programme was already up for the following day's conference, but there is always a live event on air, so I watched how the one that day was operating. (As an aside, the topic was Governance in European Disaster Management and I was just in time to hear an Italian disaster expert say the main obstacle to developing a cross-Europe operational facility was 'language'!)

On the day, I logged on to our event and arrived just before the streaming started. The screen is divided into 4: I could see and hear the speakers on the top left side of the screen (dedicated camera and mike for each seat), biographies and programme notes, where available, were on the bottom left, and the slides were on the top right-hand side of the screen, as they were presented in the room. I could also follow and contribute to the chat from remote contributors on the bottom right. (At first I could not see the live slides, but it turned out my computer needed me to click on Compatibility View, to do this properly.) Everyone in the room, at the start of the meeting, was speaking English, but there was a drop down list of language options, as everything was interpreted into French and German, and the Chair

switched languages with great ease.. Before even considering the content, multi-tasking appeared to be the main skill demanded of 'on-line' participants!

The chat itself was monitored by an EC moderator who passed on some of the chat contributions to the live chair who incorporated them into the debate in the room. You can opt to show your name or to be anonymous in this chat, and for this event it was in English. When a second moderator joined the chat, I guessed that one might be looking at technical issues, and the other content. We never got to find out much more as by the end of the morning there had been a glitch in the chat room, and we were frozen for ever in our opening chat. However, some of the comments were used by the chair, Karl-Johan Lönnroth, in the afternoon round-table session. He even quoted a question from a Chinese contributor, who unfortunately we never saw!

So, now on to the content!

Dr. Rinsche presented the main LTC study findings and began by stating that the results were highly speculative and based mostly on secondary data. The overall value of the industry according to the report is currently €8.6bn with an anticipated growth of 10% and value of €16.8 by 2015. It was well received by the audience in the room, not least because they welcomed the EU's initiative in commissioning the survey. Data have been collected and analysed by subsectors, including translation and interpreting, localising and globalising, subtitling and dubbing, language technology tools, language teaching, conference organisation and consultancy. Results can also be categorised by Member State, highlighting best practice and/or gaps in relevant information. The innovation of the report lies in its structure which allows information to be added as it becomes available, or more precisely, fleshing out a picture which becomes increasingly comprehensive. A copy is available through the streaming site.

Two other reports were also presented to the meeting. For this UK participant, it was particularly interesting to hear Prof. François Grin from the University of Geneva

report on the economic value of multilingualism, based on studies carried out in Switzerland from private, social and macroeconomic perspectives. I wondered if there might not be more scope for spreading the word in the UK about the undisputable role of language versatility in economic success. Nancy Kelly of the US-based Common Sense Advisory (CSA) presented the preliminary findings of their research on the European market sizing and industry distribution for language services. She was less upbeat about the predicted growth rate. However, there was a consensus that somehow the language industry is less dramatically affected by the financial crisis, compared to other sectors; e.g. where a translation was once needed for contracting for new business, now it is needed for liquidation documents.

Many delegates requested that DGT play more of a role in coordinating a change in the public perception of the industry as one that is 'fractured' as typified by the many SMEs involved. However, one delegate from a commercial organisation suggested that it was up to commercial and other operators and influencers to make any changes they wished to see and not to rely passively on centralised politicians to make it happen. Some delegates took a less bullish approach to the LTC growth predictions for the language sector, anticipating 10% growth in value, whilst delivering 20% extra by volume. The message was: we need to reinvent ourselves, invest in different ways of delivering our services and find new ways of keeping business. Entrepreneurial, multilingual SMEs could be ideally placed to do this. I wonder if the overarching need to work with China, not perceiving it as a threat but understanding how the Chinese operate as a society, develop and use technology, will keep not only the EU and DGT but also the whole language industry on its toes!

Susie Kershaw

Introducing the LRG committee: Rosemary Harvey

Rosemary joined the LRG committee as newsletter editor after the AGM and Christmas party in 2008.



I have always enjoyed languages. Even as a young child, I had a French picture dictionary and would learn words to use when we went camping in France. After school, it was an obvious choice to continue studying languages at university. I started with

a degree in English Literature and French, spending my third year in Brittany as a language assistant. In my final year, I enjoyed the translation module so much that I decided to study for an MSc. in Translation and Conference Interpreting the following year.

I moved to London after completing my MSc. and started working for a medical translation company as a 'proofreader' (revising English texts and checking proofs before printing). It was a useful introduction to the translation business and gave me a taste for medical

work. I then spent some time doing administrative work in the cosmetics industry before taking a job as a project manager with a legal translation company in the city. Project management was much more stressful than I had anticipated and a year was enough for me! It was a useful experience, however, as it gave me an insight into what clients are looking for in freelance translators.

After leaving project management behind me in 2005, I decided to take the plunge and go it alone. This was one of the best decisions I have ever made and I haven't looked back since. I love being my own boss and enjoy the intellectual stimulation that translation provides. The last five years have been a steep learning curve, but they have been made considerably easier by the ITI Professional Support Group. I took part in 2006, learning an enormous amount about the business aspects of freelance translation such as marketing, translation technology, CVs and invoicing. It also enabled me to meet a group of other new freelance translators, many of whom I am still in touch with today.

Since then I have been developing my business and am currently studying part time with the Open University for a degree in Life Sciences, as I have wanted to specialise in medical work since working for a medical translation company. I also take German classes, and will perhaps start translating from German in the future.

I joined the LRG in 2005, when I became a freelance translator, and immediately enjoyed meeting other London-based translators and attending the many interesting events organised by the committee. (I spent a year living in Brussels with my husband in 2007, and greatly missed these events while I was there.) Although I was a little daunted by the idea of joining the committee, I decided to give it a go in 2008, and I'm very glad that I did because I have enjoyed getting to know the other committee members and contributing to the life of the LRG.

Preparing the newsletter three times a year is a nice change from translating.

Rosemary Harvey, LRG Newsletter Editor

Noticeboard

For a giggle...

Diplomatic Mistranslation

This kind of thing happens quite frequently in interpreting, where the rhetorical aspects of translating become especially apparent. The interpreter makes an assessment of the audience's willingness/ability to understand or accept something and shifts the mode of expression accordingly. The funniest example I've heard was from Esther Allen at last year's American Literary Translators Association annual meeting, where she told the story of a visit by Jimmy Carter to Japan. The audience laughed so hard at a joke he made that afterward he asked the interpreter what exactly she had said. Her sheepish reply was that she had realized she wouldn't be able to convey the humour of his anecdote adequately, so she had told the audience, "The President of the United States has just told a joke. Please laugh."

Many thanks to Robert Chandler for this one.

Useful websites:

The British National Corpus (BNC) at <http://www.natcorp.ox.ac.uk/>

The British National Corpus (BNC) is a 100 million word collection of samples of written and spoken language from a wide range of sources, designed to represent a wide cross-section of British English from the later part of the 20th century, both spoken and written.

What's the plural of corpus? In what social situations is wicker a term of approval? Why does it 'sound wrong' to say *The good weather set in on Thursday* although *The bad weather set in on Thursday* is perfectly acceptable? If I can say *I live a stone's throw away from here*, can I also say *I'm going a stone's throw away from here*?

Large language corpora can help provide answers for these kinds of questions, if only because they encourage linguists, lexicographers, and all who work with language to ask them. The purpose of a language corpus is to provide language workers with evidence of how language is really used.

It is easy to see how this could be useful for translators and interpreters. It is possible to search the BNC online – just go to the website and take a look.

LRG events programme for 2009

<p>Thursday, 4 February From 6.30pm</p>	<p>Networking meeting Devereux pub, 20 Devereux Court, Essex Street, London WC2R 3JJ Regular networking meeting, enabling members to discuss work-related issues, share news about work opportunities and discuss IT problems. There will also be the opportunity to discuss and organise future events with other members. <i>Cost: free for LRG members.</i> <i>There is no need to book.</i></p>
<p>Thursday, 8 April 2010 From 6.30pm</p>	<p>Networking meeting Devereux pub, 20 Devereux Court, Essex Street, London WC2R 3JJ Regular networking meeting, enabling members to discuss work-related issues, share news about work opportunities and discuss IT problems. There will also be the opportunity to discuss and organise future events with other members. <i>Cost: free for LRG members.</i> <i>There is no need to book.</i></p>
<p>Thursday, 10 June 2010 From 6.30pm</p>	<p>Networking meeting Devereux pub, 20 Devereux Court, Essex Street, London WC2R 3JJ Regular networking meeting, enabling members to discuss work-related issues, share news about work opportunities and discuss IT problems. There will also be the opportunity to discuss and organise future events with other members. <i>Cost: free for LRG members.</i> <i>There is no need to book.</i></p>

See www.iti-lrg.org.uk for the latest updates on forthcoming events.

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