3.5 Aspects to Keep in Mind When Designing Training for a Global Audience

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AGENDA

- About sumaLatam
- What is localization?
- Aspects:
  1. Technical
  2. Cultural
  3. Linguistic
  3.5 Who's the right vendor for me?

Only half an hour!
Localization = L10N
Language Translation

- engineering
- desktop publishing
- voice over
- subtitling
- transcreation
E-Learning: Training a Global Workforce

- Lower costs
- More efficient use of time
- More consistent results
- More access
Localization and E-Learning: Training a Global Workforce

- Local staff need to be trained
- They like that you care about their individualities
- Teams learn better in their own language
Localizable Content

Your course can be localized in a straightforward way or with an acceptable amount of rework.
Remember

- Templates/common repositories.
  WHY: cost and consistency
- Text expansion
- File management: Format/structure

Avoid

- Embedded text in images
- Screenshots
- Text embedded in scripts
**Unlocalizable: acceptable?**
- Product and service names
- Nonverbal messages
- Visual representations

**Needs Analysis**
- Instructor/student relationship
- Learners' education level
- Learners' age
- Locations

**Make Informed Decisions**
- Keep it global
- Make it local
**Must Haves**

- Plain language: complete but brief
- Terminology management: clarity and consistency
- Pronunciation guide
- Translation memory

**What to Avoid**

- Colloquialisms / Slang
- Idioms
- Internal, company jargon
- Updates after "final" files have been assigned for localization
3.5 Find your match

- Multilingual Vendor (MLV)
- Regional Language Vendor (RLV)
- Single Language Vendor (SLV)
Your Creature

1. X years experience
2. X recommendations
3. X Languages
4. Works on X tool(s)
Organization
and
Operations
Capabilities
Service Level
Capacity

Outsourcing
Inhouse

10!
Me too!
Supply chain
Vendor Management
Finance
Quality
Linguistic & Technical Quality Assurance
Quality Management
Quality Control

Approved!

10%
100%
Processes & Technology
Translation Process

Adapt

Review
Automation Solutions
Terminology & Language Moderation
Thank you!

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