



**SDL\*** Trados

**Live Virtual Conference Series**  
**November 2020**

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[#SDLTradosVirtualConference](#)

[Agenda](#)



CET  
(Paris)

# 03 November - Tuesday

10:00 AM


Welcome and Introduction

10:30 AM

 **The language industry in 2020 and beyond**


Florian Faes, Slator

11:00 AM

 **Confronting COVID-19: how our translation team has tackled the pandemic**

Maria Schnell, SDL & Massimo Ghislandi, SDL

11:30 AM

 **SDL Translation Technology solutions and how they can help you**

Neil Ferguson, SDL, Massimo Ghislandi, SDL, Vicenta Ten Soriano, SDL, Nadège Do Carvalho, SDL

12:00 PM

12:30 PM

1:00 PM

 **Brioche Pasquier - A customer's story**  
**Politique d'internationalisation**

Albert Coeffard, Brioche Pasquier

1:30 PM

 **Castrén & Snellman - A customers' story**

Marjukka Lehtinen, Castrén & Snellman

2:00 PM

2:30 PM

 **A closer look at how customers are using SDL Trados Studio**

Daniel Brockman, SDL

3:00 PM

 **Discover SDL Trados Live**

Neil Ferguson, SDL, Fleur Schut, SDL, Gustavo Rodríguez, SDL, Massimo Ghislandi, SDL


3:30 PM

4:00 PM

 **Transcreation...yes, in a CAT!**

Paul Filkin, SDL

4:30 PM

 **SDL Trados Studio training: Time savers.....Little tips, big impact**

SDL's Customer Experience Team

5:00 PM

5:30 PM

 **SDL Trados Studio training: Technical Live Q&A**

Paul Filkin, SDL and Fleur Schut, SDL

6:00 PM

6:30 PM

7:00 PM



CET  
(Paris)

# 04 November - Wednesday

10:00 AM

Welcome and Introduction

10:30 AM

**Linguists - at the heart of great translation**

John Worne, CIOL

11:00 AM

11:30 AM

**SDL Trados Studio training:  
How to get started with SDL Trados Studio**

Ana- Loredana Gabur, SDL, Fleur Schut, SDL  
Luca Menozzi, Vertere s.r.l

12:00 PM

12:30 PM

**Tools and ideas to survive  
in the localization jungle**

Remy Blättler, SuperText

1:00 PM

1:30 PM

**Financials for freelancers:  
Pricing during the pandemic**

Moira Money, Johnson Communications

2:00 PM

2:30 PM

**When machine translation isn't enough:  
Smarter automatic translation with SLATE**

Franziska Harmeier, SDL

3:00 PM

3:30 PM

**How to effectively outsource your translations  
to an LSP or freelancer**

Carlos la Orden, InsideLoc

4:00 PM

4:30 PM

**Helping customers buy in a  
virtual sales environment**

Jessica Rathke, L10N Sales & Marketing Director

5:00 PM

5:30 PM

**Studio - we have a problem  
(SDL Trados Studio troubleshooting)**

SDL's Customer Experience Team

6:00 PM

**SDL Trados Live Team - transform the way your  
teams work together**

David Morgan, SDL

6:30 PM

7:00 PM

**Panel discussion: Online marketing for translators**

Tess Whitty, Marketing Tips for Translators  
Maria Scheibengraf, Freelance Translator  
Corinne McKay, Training for Translators



CET  
(Paris)

# 05 November - Thursday

10:00 AM

Welcome and Introduction

10:30 AM

**Understanding terminology: The basics**

Tom Imhof, localix.biz

11:00 AM

11:30 AM

**Understanding terminology: The solutions**

Tom Imhof, localix.biz

12:00 PM

**The importance of managing terminology  
in a global organization**

Klaus Fleischmann, Kaleidoscope GmbH

12:30 PM

1:00 PM

**SDL Trados training:  
Sharing work with other CAT tools**

Paul Filkin, SDL  
Luca Menozzi, Vertere s.r.l

1:30 PM

**SDL AppStore: Faster and customisable  
reporting in SDL Trados Studio 2021**

Paul Filkin, SDL

2:00 PM

2:30 PM

**SDL Trados Studio subtitling -  
who knew it was possible**

Steven Whale, SDL

3:00 PM

**Coming to terms with intelligent content**

Donald DePalma, CSA Research

3:30 PM

**SDL Trados Studio training:  
The devil in the detail (Part 1)**

Paul Filkin, SDL and Jerzy Czopik

4:00 PM

4:30 PM

**SDL Trados Studio training:  
The devil is in the detail (Part 2)**

Paul Filkin, SDL and Jerzy Czopik

5:00 PM

5:30 PM

**SDL Trados Studio 2021:  
Building a private AppStore**

Paul Filkin, SDL

6:00 PM

6:30 PM

7:00 PM