

Stay Tuned

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Voice of the Vendor

We would like to start by thanking everyone who participated in Voice of the Vendor, our vendor survey, launched at the end of 2021. This was the first Voice of the Vendor that was sent out to our extended pool of vendors, and we are very excited to share the results.

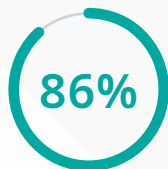
The survey was sent to over 6,000 vendors, covering a variety of languages, length of engagement and profile types, and had more than 1,300 responses. The areas covered in the survey range from recruitment, to operations, to overall experience of working with RWS.

We are very happy with the feedback and response rates. Your feedback allows us to gain insights into how we're doing and how we can improve. We hear you and we aim to ensure that you have a fruitful, positive experience working with us.

This is what you have told us:



For 80% of the respondents their experience of working with RWS over the last year has been positive or very positive.



For 86% of the respondents RWS is easy or very easy to work with.

According to our vendor community, working with RWS means:



Structured and well-organized projects and workflows



High level of professionalism and responsiveness



Easy communication with the teams



Personalized contact



Trustworthy partnership

In addition to these positive aspects, we are looking into your recommendations and observations for improving our collaboration. These cover various topics – from MTPE to project materials or finance-related aspects of the work. We are discussing this feedback individually with the vendors who provided their contact details in the survey to follow up on comments and get further feedback where needed. At the same time, we are also working on more global actions that would improve your vendor experience.

Your opinion matters and that is why Voice of the Vendor is conducted at regular intervals. Continuous improvement is key for us. We would like to encourage you to reach out to your local point of contact with any questions or feedback, so that we can follow up on any steps needed.

Our survey is an important communication channel we have with you, but we also believe that a close and personalized relationship is the best way to keep improving. We look forward to hearing your voice in the next survey!

Vendor Relations’ role in the cognitive debriefing process



Stacey Klostermann
Technical Content Manager

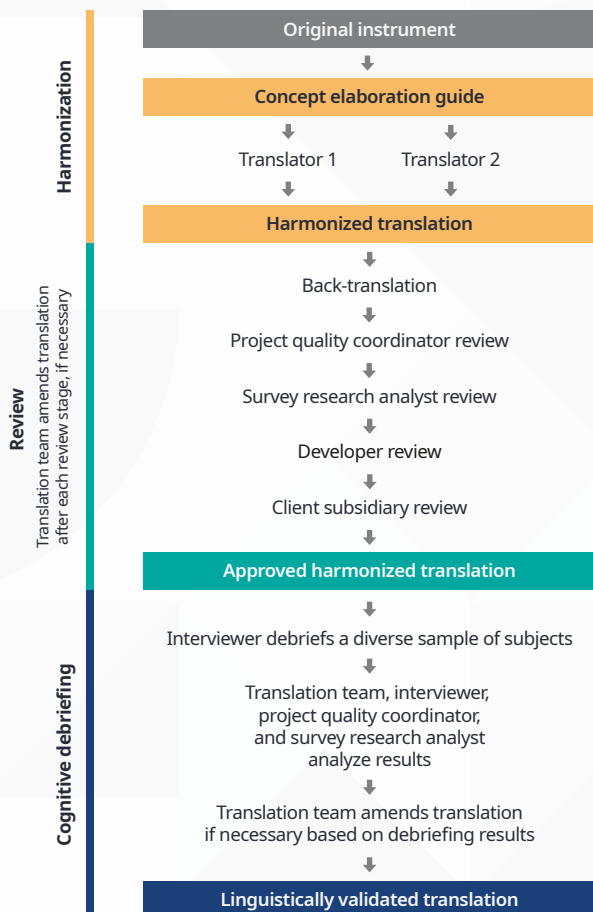
At RWS we are industry leaders in linguistic validation (LV), supporting clients in the complex clinical trial and study process. Linguistic validation allows clients to meet regulatory requirements by ensuring that their clinical outcome assessments have been translated accurately and effectively. An important step in the LV process is cognitive debriefing. Understanding what this service entails and the resources that are required helps us to both expand and refine our pool of suppliers.

Cognitive debriefing occurs in the later stages of the linguistic validation process – after the documents have been through the initial translation and review phases. During cognitive debriefing, a linguistic resource recruits participants in a target market and a pre-defined target population. A separate linguist interviews the participants to confirm that the study content has been translated in a way that makes sense and can be clearly understood by potential study participants. The interviewer isn't looking at the responses in the way a clinician would, but as a linguist, ensuring that the translated content makes sense to participants from a linguistic perspective and means the same thing as in the source language version.

Following the participant interviews, the linguists send the interview results to the RWS LV team to process. Translators then refine the translations, if applicable, based on participant feedback. These final steps of debriefing and translation refinement lead to linguistically validated translations.

Cognitive debriefing recruiters and interviewers do not need to have the same deep technical credentials that are required for a translator of life science/pharma content. When we look to assign linguistic resources to a cognitive debriefing project, we are looking for individuals who have good communication skills and are comfortable working with and speaking to study participants.

The minimum requirement for recruiters is that they are fluently bilingual in both English and the target language. The minimum requirements for interviewers are that they must be fluently bilingual in both English and the target language, they must reside in the target country, and they must successfully complete our interviewer training programme.



Identifying linguistic resources who would be good candidates for this type of work, vetting the individuals, and ushering them through the applicable training, gives us a team who can be at the ready. As our work and client base in this area continues to grow, it's important that we have a good understanding of the services we provide and the resources needed to support them.

For more information on the important link between Vendor Relations and RWS' linguistic validation process please contact Vendor Relations, at vendor.relations@rws.com.

Did you like this article?

Sworn translation



Tudor Stancu
Talent Manager

Sworn translation is often requested by our clients and is a complex undertaking. Once a request for sworn translation is received, project managers contact the RWS Supply Chain Team for help and guidance on how to best navigate through abstruse requirements based on the legal systems in different countries. Such requests often include terms like ‘legalization’, ‘certification’ and ‘sworn translation’, which are used interchangeably and can lead to confusion. In the end, the product is a certified document that can be used in legal and official procedures. To legalize a translation, it must be certified or sworn and the requirements for achieving this are different in each country.

In general, countries with a civil law system have sworn translators, which are approved by courts or other state institutions, while in countries with a common law system, any professional translator can certify the translation through a certificate of accuracy. Usually, the certificate is also legalized in front of a notary public.

Sworn translations are needed for a variety of reasons. They may be used for an official purpose with the local government or administration: birth or marriage certificates, diplomas, contracts, and articles of incorporation are typical documents that require a sworn translation. The certification guarantees the accuracy of the translation in an official document. For example, for matrimonies where one of the individuals is a citizen of a country other than the one where the marriage is taking place, all foreign documents must be translated and certified or sworn for the local marriage bureau. More complex documents for corporations doing business across multiple countries need to conform with local laws and regulations and the translations need to be certified or sworn to be recognized as official documents.

How do linguists become sworn translators?

They are appointed by a government institution. For example, in France, Italy and Germany, a sworn translator is appointed by the regional courts, while in Mexico it is by the States Judiciary or the Federal Judiciary. In Romania, the translator is appointed by the Ministry of Justice and in Spain by the Ministry of External Affairs. While the exact requirements to become a sworn translator can vary from country to country, they must generally have a degree in linguistics or a related field and be familiar with local and international laws. Depending on the market and local requirements, sworn translators may also have to take a rigorous exam. Besides that, they also need to understand the requirements of a legalized document and need to master the terminology of the subjects in which they specialize. These days, CAT software is also used in the translation of sworn documents.

RWS is proud to work with hundreds of professionals from all over the world, providing top-class sworn and certified translation to our knowledgeable and demanding clients. If you offer these services in addition to the existing services registered on our database and would like to know more about how to join our team of sworn translators, please reach out to your RWS local point of contact.

Did you like this article?



Freelancer spotlight



Alicia Choin Malagón is an English-Spanish translator based in Granada, Spain. She has been active in the translation field for 23 years, working for some of the biggest localization companies in the world. During this impressive career, she has performed many different roles, including those of translator, reviewer, language lead and language moderator. Alicia is also a keen writer of literature, who organizes and participates in many literary and cultural events.

1. How long have you been a translator?

23 years.

2. What was your path into translation/freelancing?

I studied Translation and Interpretation at the Faculty of Translation and Interpretation of Granada, Wolverhampton (Erasmus Grant) and Miami (with another grant). Then I got the sworn translator's certificate and I started to work as a translator, and later as a reviewer and PM, at a Spanish translation company. I worked there until 2001 and after that I started working as a freelance translator.

3. Why did you end up with a specialization in legal translations?

I always liked law and legal terminology.

4. How does the certified/sworn translation process work in Spain?

It is a requirement to pass a special exam before the Office of Languages Interpretation (Ministry of Foreign Affairs and Cooperation). Once you are authorized by the Spanish Ministry of Foreign Affairs and Cooperation to perform sworn translations/interpretations, you have to use a stamp which contains your sworn translator number, complete name and 'Traductora e intérprete jurado' (sworn translator/interpreter).

You also need to apply for the sworn translator/interpreter card. As for translated documents, a sworn translator needs to sign each page of the translation with their signature and stamp each page as well. Moreover, a specific sworn translator's formula is used at the end of the document. It basically says that you, in your capacity as a sworn translator to translate official documents from and into English, certify that the former translation is a complete and faithful representation of the official document submitted to you in Spanish or English. You can also use an official letter, although it is not mandatory. Also, since the pandemic started, electronically signed sworn translations are authorized, at least in the Spanish territory.

5. What qualifications do you need to be a certified/sworn translator?

You are required to be over 18, be in possession of a university degree, and the candidate must be a Spanish, European citizen (European Union or European Economic Area). The exam result must be a pass.

6. Which type of documents are you usually requested to certify/legalize?

Educational documents such as certificates and academic records, Civil Registry documents, court orders, wills, financial documents and certificates of criminal records.

7. What is the biggest challenge when dealing with certified/legalized translations?

The biggest challenge is to make sure all the source text is fully understood as there are normally many abbreviations or words out of context that are difficult to translate. Also, finding the exact equivalent in legal Spanish can be difficult as some legal English terms do not specifically have an equivalent in Spanish.

8. What kind of advice/tips would you give to your colleagues or other freelancers about this line of work?

To be extremely careful with the documentation they are translating and make sure all the resources they use for translation are accurate. They have to be patient as well, as sometimes it takes quite a while to look for the right translation.

9. Is there anything else you would like to highlight or share based on your expertise when it comes to certified/legalized translations?

Yes, sworn translators should be conscious and always consider the difficulty along with time that goes into these types of translations – which means that this service should be priced accordingly.

10. How did you hear about RWS?

I have been in the translation field for a very long time and RWS is known worldwide.

11. How long have you been working with RWS?

I have been working as a freelance translator on a regular basis for RWS since 2001.

12. What attracted you to RWS originally?

I like their professionalism.

13. What do you value about your working relationship with RWS?

It is a stable relationship on a daily basis and I always learn a lot despite my many years of experience. As I love my job, I love working for RWS as a translator/reviewer.

14. How do you see your role in the future?

I hope to work in the translation field until I retire as that is the job I feel I am good at and I have been working all my life in this field. I would like to be optimistic about my role in the future. I hope I will have as much work as I always had in the past.

Did you like this article?

Partner spotlight



ALM Translations is a progressive, tech-oriented company that has its finger on the pulse of both technological advances and changes in language requirements. ALM is an ISO 17100-certified company, under which their processes, workflows and ethos are documented and regularly audited. Since its founding in 2002, ALM has established itself as a respected, customer-focused company that provides only the best translation services in the following sectors: legal, automotive, medical, technical, marketing, IT, business, finance, travel and tourism, software, manufacturing, engineering and many more.

1. How does the certified/legalized translation process work in the UK?

The certified/legalized translation process is slightly different in the UK in comparison to many other countries, including our closest neighbours in France, Spain, Germany, Italy and the USA. Unlike these other countries, there is no such thing as a sworn translator in the UK. Rather, all translations must be carried out by qualified translators with expertise, experience and qualifications in the language and subject area, and translations must be made legal by a lawyer, known as a notary public. The process involves the translator, or translation agency, swearing under oath that the translation is a true reflection of the source, in front of the lawyer, and it is the lawyer's stamp which makes the translation legal and the promise by the translator/agency legally binding.

2. How long have you been providing certified and/or legalized translations?

ALM Translations has been providing this service for around 20 years.

3. Which type of documents are usually requested to be certified/legalized?

The most common documents that we get to be certified/legalized are copies of passports, visas, degree certificates, documents relating to the release of new drugs, or articles of incorporation (sometimes known as articles of association – or more informally, a company's 'constitution').

4. What are the most common misconceptions when it comes to legal, certified and sworn translation services?

I think there is often a misconception that it can be done cheaply, but in actual fact the process is much more expensive than 'normal' translation. I think many of our foreign clients aren't aware that sworn translators do not exist in the UK. Therefore, when they ask for certified/legalized translations into English, we have to explain to them the process for legalizing into-English translations in the UK, or explain to them that we must send it to the US if they want a sworn translator.

5. What is the biggest challenge when dealing with certified/legalized translations?

Coordinating the whole process can be challenging because it often involves many stages. First we have to establish the client's requirements, then complete the translation, then contact a notary public and coordinate the legalization process. Sometimes an apostille will also be necessary if the document is to be made legal in another country – this is an additional step which the notary public takes care of – and then we often have to print and post the translated, signed and stamped documents to wherever in the world they need to go – which sometimes requires a courier service. The whole process can be long from start to finish and can take several weeks if not months.

6. How can a translator or company start providing certified translations?

Legal translation expertise is a must. Once a translator has experience in performing legal translations, the notarization or legalization process is fairly straightforward as it is taken care of by a lawyer.

7. What kind of advice or tips would you give to your colleagues or freelancers about this line of work?

I think in order to become a legal translator you must have an interest or experience in the law. You need good attention to detail and legal texts can often be fairly mundane, repetitive, some would say boring, so if you are more interested in 'fun' or 'interesting' translations, for example marketing, perhaps legal isn't for you.

8. Is there anything else you would like to highlight/share based on your expertise when it comes to certified/legalized translations?

Just be aware that lawyers can be expensive. Getting a translation legalized by a qualified lawyer does not come cheap – it can cost hundreds if not thousands of pounds (for a big document).

9. How long have you been working with RWS?

ALM has been partnering with RWS since 2015.

10. What do you value about your working relationship/partnership with RWS?

We greatly value our relationship with RWS because we receive regular work in a very uniform way, which makes projects easy to manage on our side. RWS sets out clear expectations, instructions are always easy to follow, the PMs are always on hand to answer any queries we may have, and they are very knowledgeable. I also believe there is a lot of mutual trust between RWS and ALM when it comes to quality, linguists, CVs etc.

Did you like this article?

A day in the life of a project manager



Katarzyna Leszczyńska
Senior Project Manager

Hello everyone!

My name is Kasia. I come from Poland and I am a long-time localization project manager overlooking a team of seven, comprised of one project manager and six localization engineers.

Although I don't translate myself, as a project manager I do my best to help linguists and reviewers perform their translation work the best they can. I cooperate with big agencies, small translation companies, and freelancers who not only translate and review the translated content, but also evaluate it and improve it even more. On top of that, they adapt the content to the cultural requirements of their countries, while applying the client's style to the translated content. This is challenging when you are not part of the client's in-house team, but it is not impossible. Looking at how translation teams handle that makes me proud of them and their linguistic skills.

My working day usually starts with a cup of coffee and a quick look at my to-do list, which contains tasks already in progress, tasks which I am not directly involved in but which I need to monitor to oversee my team's work, and tasks to be kicked off according to their schedule. I check the ongoing projects and any new requests from the client, coordinating with the production team who either send them to DTP pre- or post-processing, launch the translation, trigger the linguistic review, or deliver them back to the client. My priority is always to keep good communication going between the linguists and the production team, together with a timely delivery to the client. This can be best achieved by proper project preparation, timely task ordering, keeping the linguists informed, and always being responsive and supportive.

It is said that if you fail to plan, you plan to fail. This is somewhat true but, even if you plan properly, there might be unexpected turns of events that will impact your final project result. This is where I step in to make sure that, despite the obstacles, we as a team keep all the parties informed about the situation at hand, suggest possible solutions, and try to minimize any negative impact. I always appreciate when teams flag issues early enough, when they predict potential negative scenarios and propose solutions. Only then can we make a challenging situation easier to remedy.

Vendor financials and project automation are two specific areas in project management that are a top priority of mine. Vendor financials mainly involves making timely payments to suppliers for the work done and answering their payment-related questions. Project automation, meanwhile, is about streamlining our daily processes to reduce manual effort. I still remember the times when CAT tools were not in common use and files had to be zipped, shared via FTP, and translated offline without TMs or glossaries. Fortunately, those times are gone, but this doesn't mean that you cannot automate processes even more.

All the above-mentioned efforts wouldn't be possible without the involvement of other teams like the Vendor Management Team, the Linguistic Services Team or the Development Team. I work closely together with the Vendor Management Team who recommend new linguists, manage external agreements and help us to solve vendor-related challenges like unresponsiveness or urgent sourcing requests. I also cooperate with the Linguistic Services Team who monitor the linguistic quality, train new linguists, and help to improve translator performance in case this is not satisfactory. And then there's the Development Team, who convert my automation wishes, or the so-called 'magic', into reality.

Project management all comes down to keeping an eye on the wellbeing of the entire account localization programme, which was designed together with the client. I monitor project on-time delivery and keep the linguists informed about their performance. If needed, I offer support to improve their timely delivery. Tracking task deadline extension requests and task rejections is also important to check whether linguists feel comfortable with the assigned volumes and to understand if it is high time to expand the team to handle more volume. I also care about the production team – my closest colleagues who support me every day and know how to make my day.

Being a project manager brings me a lot of joy and satisfaction and I wouldn't change it for anything.

Did you like this article?



Corporate sustainability and ESG



Carla Mathews
Head of Sustainability and ESG

What is corporate sustainability and Environmental, Social and Governance (ESG)?

Sustainability is one of the most pressing issues in the world today. As we face a climate catastrophe, many of us are seeking ways to reduce our impact on the environment. Making a difference and employing sustainability tactics isn't just for environmentally-conscious individuals however. Companies should also prioritize the planet.

What does corporate sustainability mean?

Corporate sustainability involves a business delivering its goods and services in a manner that is environmentally sustainable while supporting its economic growth. Corporate sustainability prioritizes long-term growth through sustainable methods as opposed to focusing on short-term financial gains.

By implementing a corporate sustainability strategy at RWS, we are committing to using natural resources responsibly, investing for the long-term wellbeing of the planet, and ensuring that all our stakeholders are treated fairly. Corporate sustainability originates from sustainable development, which is growth and development that meets the needs of the present, without compromising the ability of future generations to meet theirs.

Sustainability involves more than just environmental issues. It can be broken down into three parts:

- **Environmental** – companies can improve their environmental sustainability by reducing their carbon footprint or wasteful practices.
- **Social** – consists of practices that benefit the company's stakeholders, including employees, suppliers, clients, investors, and the wider community.
- **Economic or governance** – refers to maintaining honest and transparent accounting practices and regulatory compliance.

These three pillars are also sometimes informally referred to as people, planet and profits.

The environmental pillar

The environmental pillar often gets the most attention. As a planet, we have numerous environmental issues to overcome. This is only achievable with everyone doing their part – the collective efforts of people and companies around the world can reduce harmful threats.

Issues facing our planet include:

- **Climate change** – inclusive of the hot topic of global warming, climate change is the long-term shift in average temperature and weather conditions over an extended period of time. Climate change is a result of human behaviour and greenhouse gases are largely responsible for the increasing temperature of our planet. Effects of these high temperatures include loss of Arctic ice and rising sea levels, which have huge negative impacts on wildlife.
- **Pollution** – this is the introduction of harmful or poisonous substances into the natural environment and comes in different forms, including air pollution, land pollution and water pollution. When a natural environment is polluted, it becomes harmful to those living within the environment.

- **Biodiversity loss** – central to the planet's survival, biodiversity is the variety of all living things on Earth – from animals to microorganisms and the environment they co-exist in. Human intervention has put the biodiversity of our planet at risk, with things like deforestation and plastic pollution dwindling species numbers.

The main aim should always be to protect the environment and reduce the carbon footprint of our business. However, being environmentally conscious goes hand in hand with business success and economic growth. Most people want the best for our planet and a business being sustainable can make or break a client's desire to use its products and services.

Committing to adopt an environmentally-friendly strategy to achieve our business goals should appeal to our stakeholders and shows that we care, building their trust in us.

The social pillar

The social pillar of sustainability is all about the impact we have on our people, including our employees, clients, suppliers, investors and local communities. A socially-sustainable business should have the support and approval of its stakeholders. There are various approaches to securing and maintaining this support, but it comes down to treating people fairly and being a good neighbour and community member, both locally and globally. For community engagement, this includes fundraising, sponsorship, scholarships and investment in local community projects.

On a global social scale, we need to be aware of how our supply chain is being filled. Is child labour going into the end product? Are people being paid fairly? Is the work environment safe? Many large retailers have struggled with this as public outrage has arisen over tragedies like the Bangladesh factory collapse, which have illustrated previously unaccounted for risks in sourcing from the lowest-cost supplier.

The economic or governance pillar

This pillar focuses on generating economic growth in a way that does not cause negative cultural, social or environmental impacts. The ideal economic strategy is to increase our revenue/profitability while simultaneously reducing our carbon footprint.

To be sustainable, we must be profitable. That said, profit cannot be allowed to trump the other two pillars. Activities that fit under the economic pillar include compliance, proper governance and risk management.

With regards to governance, our stakeholders want to know that we use accurate and transparent accounting methods and that shareholders are given an opportunity to vote on important issues. They may also want assurances that RWS avoids conflicts of interest, that we don't use political contributions to obtain unduly favourable treatment, and that we don't engage in illegal practices.

Benefits of corporate sustainability

In addition to the social benefits of serving the community and environment, sustainable practices can also benefit our profits in the long term. For example, adopting policies that benefit our stakeholders and communities generates goodwill and may also increase the revenue of our clients. This can result in more clients using our services as well as investing in our business.

The bottom line

Sustainability includes RWS's entire value chain, requiring accountability from the primary level, through our suppliers, and all the way to our clients. If producing a product or service sustainably becomes a competitive edge, this could reconfigure some of the global supply lines that have developed based solely on low-cost production. Of course, that depends on how strongly we embrace sustainability and whether we truly embed it. Protecting our planet for future generations is vital, and corporate sustainability is a must for any successful businesses that nurture planet preservation.

Did you like this article?

Accessibility in our product portfolio



Paul Filkin
Senior Director
Customer Enablement

Back in 1993, in a previous life, I was a civil engineer. It was while working in that role that I had the opportunity to work on a Challenge Anneka project (I'm showing my age now!) to build the world's first multi-sensory maze at the RNIB (Royal National Institute for the Blind) in Worcester.



That project was all about accessibility – to make sure that young blind and partially-sighted people attending the school were able to confidently and safely navigate their way around their environment.

Roll forward nearly 30 years and we have a completely different challenge when we think about accessibility. Sit down in front of your computer, close your eyes, and now try to use it. You probably won't be able to of course, and that's why many blind users make use of screen reading software such as JAWS (Job Access with Speech) or NVDA (NonVisual Desktop Access). This type of software reads out everything on the screen, telling the user where they can find the application to start it, when it's ready to use, and what's on the screen – allowing them to navigate through the menus and their contents. They also support the use of a braille display, allowing the skilled user to work without needing to be familiar with a standard keyboard.

This sounds fantastic and inclusive, but there is a catch. In order for these screen readers to be able to function correctly, it's important for software to be developed in an accessible way. You can test this by using a screen reader with your eyes closed. When I try it with Microsoft Word, for example, I can actually work with my eyes closed. If I try it with Trados Studio, or any of our translation products, I don't know when the application has started, what's on the menus, or how to access them or navigate through the features. Our products are not accessible.

Unfortunately, we are not alone. Very few translation tools today are accessible and those that are lack the sort of functionality our customers demand. The reason I'm writing this article is because we want to change that!

As a company, RWS is committed to supporting accessibility in our products and ensuring we support diversity and inclusion for everyone. I don't know how many visually-impaired translators there are, but I'm told there are many. We want them all to be able to reach their full potential – whether they are working for us or freelancing for someone else with our software.

Collaboration in accessibility

At the end of last year we were contacted by UNINT (Università degli studi Internazionali di Roma). The university has a visually-impaired student, Anna Rita de Bonis, who won a PhD scholarship with the European Union. Anna Rita has been exposed to CAT tools since undertaking her Master's degree in 2013 (also at UNINT), where she learned how to work with Trados Studio. The lack of accessibility prevented her from making a career in translation because she couldn't work autonomously, but I'm pleased to note that this experience has driven her to pursue a goal of making CAT tools accessible for visually-impaired users.

Quoting Anna Rita, the goal of her research project is to foster collaboration between various professional figures (visually-impaired translators, developers, engineers and trainers) to:

- 1 Find solutions or workarounds
- 2 Adapt the existing user manuals, websites and related materials for visually-impaired users
- 3 Facilitate inclusion of visually-impaired students in translation technology courses and support equal opportunities for all students
- 4 Arrange ad hoc webinars/courses for professional blind translators
- 5 Raise awareness about accessibility issues linked to the use of internet and electronic documents

We introduced the concept of accessibility for software during the recent RWS Campus online event earlier this year, where I joined Anna Rita to deliver a presentation on what accessibility in Trados really meant. I have to say the experience was humbling as we are learning just how much better we need to be. Anna Rita explains some things that are obvious once the software is running:

- Passing from one box/pane to another in a window or in a view
- Labelling icons and graphic parts (red bracketed line, placeables, Autosuggest results, etc.)
- Editor view – identify columns (source, target, status, etc.)
- Wizards – notify with audio the completion of an operation (when the button becomes active)

These are all things we take for granted and this is just the tip of the iceberg. Plus, this is only the software. The certification we offer is also inaccessible as it includes numerous images, descriptions and commands to click on buttons – none of which a visually-impaired user can make use of.

So what's our plan at RWS? I'll start with letting you know that there is no shortage of developers and QA (Quality Assurance) engineers who want to be involved. Developing our software is a rewarding job when we can see how well our users are able to make use of it. This means that ensuring we can do something to include visually-impaired users is not only an interesting technical challenge, but also something that makes us all feel good about our contribution to society as a whole.

We held an initial kick-off meeting in May and Anna Rita will be spending 6 months working closely with our development and QA team from June. We have three main goals:

- 1 We aim to learn what accessibility really means for visually-impaired users.
- 2 We aim to set in place the best practices to be followed in our development process.
- 3 We aim to identify the work required to support accessibility properly in future versions of the product.

We're not under any illusions that there will be a magic fix and we will have solved all the problems at the end of the 6 months! But we will be on the right path and, slowly but surely, we should be able to see more and more of the software becoming accessible, eventually allowing a visually-impaired user to work autonomously as a translator through the Trados portfolio.

Did you like this article?



Why Trados Studio 2022 is designed for you



Daniel Brockman
Principal Product Manager

The new version of Trados Studio is here! I can't possibly cover all of its new features and functionalities, but here are some highlights.

Your free, personal cloud translation environment

Trados Studio 2022 comes with a package of free 'personal' cloud capabilities. They're a subset of the capabilities in Trados Team and Trados Enterprise, so you can discover a mix of desktop- and cloud-based working to suit your needs. Create translation projects in the browser and either use Studio or the online editor for the translation and review steps, depending on the needs of the job.

Access to your personal cloud environment remains free for as long as you hold a licence or subscription for a supported Studio product with cloud integration (including Studio 2021).

Help from wizards with uploads to the cloud

Studio 2022 features three powerful wizards to help move local work to the cloud. The first helps you convert a Studio project to a cloud project, including the ability to specify a cloud project template. This lets you replicate the classic Studio settings when running a cloud project, such as in the QA checker, or fuzzy match thresholds for pre-translation with cloud resources.

The other two wizards let you convert local translation memories and termbases to their cloud-based versions in minutes. All in all, it has just become a lot easier to transition to the new world.



Hundreds of updates to Studio (including MultiTerm)

The 2022 release has a big focus on responding to specific requests from users of both Studio and MultiTerm. In fact, this release features the highest number of such updates that we've ever included in new versions of these two products.

In Studio, the Editor has a clearer font and even better Unicode character support. We've also refreshed MultiTerm's font display, an improvement reflected in Studio's term recognition and term search windows. In the alignment editor, new font adaptations make it far easier to align documents with small fonts or Asian characters. With 220+ updates there's something for everyone, even if some are hidden technology improvements.

Multilingual Excel and Microsoft .NET support for software localization

In Studio 2022 we expand the 50+ file types already supported with a few interesting new ones. One is multilingual Excel, via a powerful new app for Studio, downloadable within Studio from the integrated RWS AppStore. Enjoy this new app!

Another interesting new file type is the Microsoft .NET binary format, the first binary (i.e. non-text) file support in Studio. This helps to centralize translation of all content through one translation environment, which is important for those who want to follow a cloud-first localization strategy not supported by Passolo.

Here's to the future of more personal and unique-to-you translating

These updates cover a fraction of the work that has gone into this new release of Studio, but I hope this has given you some useful insights. You can also read about the updates, many of which were added as a result of your input, in our [brochure](#) that covers the new features I've mentioned.

Did you like this article?

Thank you to our growing community of Trados translators for your incredibly valuable input on our journey over the years.

Your feedback has informed many of the updates and new features and functionalities added in this latest version of Trados Studio and MultiTerm 2022.



Trados Studio tips



David Valdivia
Principal Translator

In this edition, we would like to highlight the topic of accessibility and give you a couple of hints that, while probably known by most users, will not be familiar to everyone.

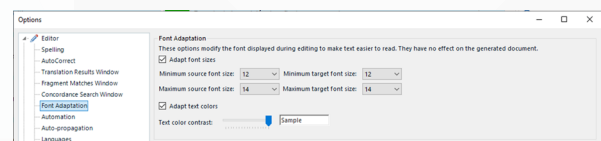
Double the fun

Are you still working 'old-school' with just one monitor? Honestly, you need to try doubling your screens. There are many ways in which you can boost your productivity and improve your wellbeing by doing so. For example:

- Keep the source document permanently open in a secondary monitor and use the main one to work in Trados Studio. Live preview in Trados will be simply magic like that! Just pop that preview floating window and place it in your secondary monitor, resize it to your liking and welcome to your new working environment.
- Change the orientation to vertical in your main translation monitor. If you are able to familiarize yourself with that, you will just love it! Modules in Studio will adapt better to a vertical layout, since source and target texts are normally short sentences and the overall leverage of your working environment will be enhanced, leaving fewer 'blank' areas. A vertical layout will also provide you with an enhanced view on previous/next segments because you can fit more in your display.

Fine-tune Trados

There is a common configuration that I always recommend when starting to work with Trados, especially if you feel characters are not showing properly sized or coloured:



Font Adaptation can show characters within a given size range, according to your preference. Have you ever received a job which was tiny and difficult to read? If you enable this option, original font sizes will be ignored and you will see them within a minimum and a maximum font size. You can experiment and change sizes on your own, so you feel comfortable.

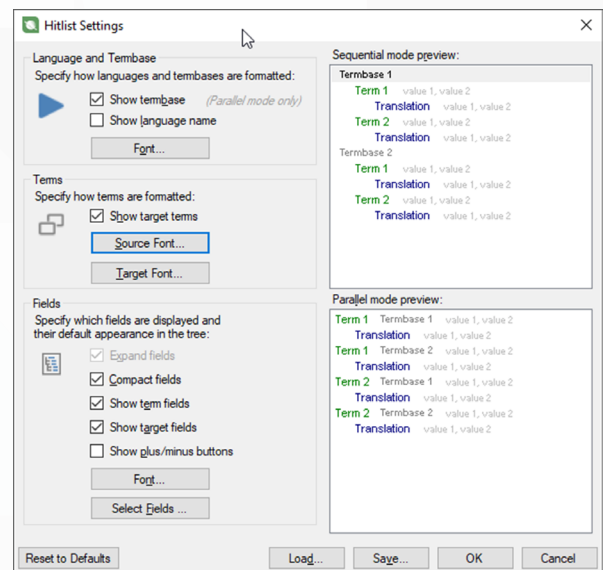
This is a nice way of configuring your favourite CAT tool the way you need it instead of having to change the overall monitor resolution. As you'll know, changing resolution will affect every item being shown on your monitor and can make it look really user-unfriendly.

The same applies to **Adapt text colors**. When activated, source colours will be ignored and you will see them appear bolder. Have you ever received a job with a really light yellow font that's pretty tough to read? If you enable this option and slide the control to the left limit, that yellow will show more of brownish-orange tone and will be much easier to read.

Finally, let's look at Term Recognition **Hitlist Settings**. This is again one of those elements that you usually just leave as default.

Don't hesitate to play around with the source and target font sizes, depending on your requirements. Of course, if you work with huge termbases showing many results, you shouldn't be using a large font size, but it can work for some 'lighter' termbases. If you need to show many results at once, just consider a different position for the Term Recognition window or even pop it out to your secondary screen.

Did you like this article?



Events and RWS Campus

RWS Campus is our university internship and Trados technology offering for academic use – supporting universities in preparing students for professional life in the localization industry.

RWS Campus Online 2022

It's said that learning is a lifelong activity. In March this year we held our first ever RWS academic event and we certainly learned a lot in the process. RWS Campus Online 2022, which took place on 29-30 March, was designed to show how we can support universities around the world in teaching linguistics and translation courses, enabling them to develop the future talent of our localization industry.

The Campus team had the kernel of an idea in January, deciding that we wanted to make what we already do within our multi-disciplined team at RWS more visible. We wanted to connect with our existing university partners and reach universities that are not already collaborating with us at RWS, to show them the support we can offer from a services and technology perspective. Many of our existing partners still teach with legacy products and it was important to let them know about our new free cloud-based Trados technology. This is a significant step up, as we believe it will give both teachers and students the latest cutting-edge tools they need to nurture the next generation of talent.



Registration from
47 countries



48 speakers
26 sessions



4.5 / 5 attendee
rating for the event

We therefore set about creating an event to cover:

- How we equip universities in the classroom and in the curriculum
- A wide range of exciting roles in localization for students
- RWS placements and training to develop skills and knowledge
- Trados technologies that we provide for teaching

We rallied an enthusiastic response from an amazing 48 speakers across 26 sessions. Topics ranged from 'The beauty of Passolo' to 'Everything you ever wanted to know about translation project management' and 'Exploring the role of an interpreter.' Maria Schnell, RWS Chief Language Officer, provided the keynote introduction and we had great input from the Rich Media Delivery Department, as well as a lively panel discussion on the future of education. There was a wide spectrum of content in between, covering some of the disciplines, techniques and technologies that we can offer. This event, with its diverse content and audience, highlighted the unparalleled capability we offer at RWS, and it was an equally enriching experience for both the attendees and ourselves as organizers.

We were delighted with the 1,261 registrations, exceeding our target of one thousand attendees between lecturers, students and professional translators. We were also very pleased with the feedback we received, which made it all very worthwhile. Here's to RWS Campus Online 2023!

You can view recordings of the sessions on our RWS Campus Community page here at community.rws.com/academic and find out more about RWS Campus on our web page rws.com/campus. Happy learning all.

Did you like this article?

Thailand Campus event: a month of excitement for the RWS Thailand team

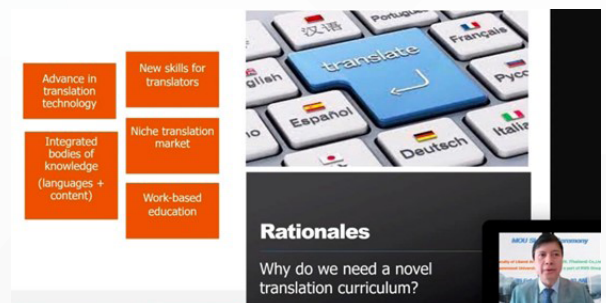
In the last week of February, we held an online session with more than 80 Thai students who are studying English and translation at different universities, including Chulalongkorn University, Thammasat University, Mahidol University and Srinakharinwirot University, which is a new partner for us.

During the session we covered different topics. Eddy, Language Delivery Director, started the first session by delivering a presentation on RWS. Non, Line Manager, then described a day in the life of a translator and presented a translation challenge to the students that involved translating a marketing text with approximately 50 words. After that, Fon, also Line Manager, explained the benefits of MTPE adoption and the challenges and opportunities that we will face when MTPE adoption has a stronger influence on translators' routines. The Supply Chain team also promoted our career opportunities and internship programme and we held a Q&A session.

Also in the same week, we participated in an online MOU signing ceremony with Thammasat University. During this event, we learned more about the university's history and the progress of a new translation curriculum, which the university aims to launch in the future. We also made a presentation on our company and what we do.

As a result of these sessions, 10 students have applied for the internship programme, two students applied for the in-house translator position and one student applied for the freelance translator position.

Did you like this article?



Japan – presentation to translation school Fellow Academy

At the end of 2021, RWS Japan participated in an information session at Fellow Academy, a translation school providing full-time courses in Tokyo. RWS Japan has been hiring Fellow Academy graduates almost every year. We also collaborate with freelance translators, some of whom are previous RWS in-house translators, who have graduated from the Fellow Academy.

The session was held for the students of a one-year course, who would complete their graduation in March 2022. About 20 students joined the session, both in person and via Zoom.

The line manager and lead translator from the Language Delivery team, both of whom are Fellow Academy graduates, participated in the session. The line manager introduced RWS, RWS Japan, and the translation projects that the Language Delivery team works on, before describing the role of lead translator. The lead translator also talked about the position based on his own experience, and explained how useful his education from Fellow Academy has been to his work at RWS. The Supply Chain team representative gave more information about the freelance translator position, a recent trend for translation projects and the points we focus on in job applications.

The students actively participated during the Q&A session. They were interested in the typical day of a lead translator, work-life balance at RWS Japan, details about the lead translator's tasks, and how their background would be valuable for a translation job.

After the session, five students applied for the junior translator position, and one of them joined RWS Japan in April 2022.



Did you like this article?

Multimedia localization – voiceover



Paul Holland
Audio Lead

Audio localization is one of the most common types of localization, but do you know what it entails, the skills required, or what is needed to produce a successful audio project? There may be more to it than meets the ear..

If you've ever watched a film, TV show, or commercial that was originally produced in a language other than your own, you've probably experienced audio localization. Put simply, it's when the original (or source) audio is replaced by translated or localized (target) audio tracks. This can include music, background sounds and sound effects, but most commonly it means re-recording spoken elements in the target language.

We often see this in movies and TV shows, where the actors' dialogue is dubbed and lip-synced by voice actors into the target language. Audio localization is also very important to our clients in getting their messages across to their customers, partners and employees all over the world. So how is it done?

The RWS audio team maintains a database of voice talents (VTs) and studios located across the globe, as well as delivering our own recordings out of our studios in Nanjing and Brno. Each VT is assessed and approved by a quality controller and an audio specialist before they can be onboarded to our database. And we're looking for more than just a good voice...

Every one of our VTs works out of a professionally equipped studio, whether that is their own home studio or a recording facility local to them. This ensures that the audio we receive is of a usable quality, but it still takes a talented VT to get the most out of the script.



Obviously, a voice which is pleasant to the ear is a good place to start but what's more important, and more difficult to deliver, is **authenticity**. When a VT reads a voiceover or marketing text, their voice becomes the voice of that organization. Think of a TV commercial that caught your attention; when you hear their slogan, you imagine that brand talking directly to you, rather than a professional VT reading a script in a studio. Unless you happen to be an off-duty audio engineer, that is!

This is possibly the most important skill for a VT to possess. They must be able to sound believable, trustworthy and persuasive in order for the client's message to come across well and be accepted by their audience.

So we've found the VT who matches the client's message...what else do we need to do? Well, most projects follow a similar workflow...

No audio project is considered 'started' until we receive the translated script. This is preferably in the form of a runsheet. The runsheet is the document that contains all necessary info about the project – the text itself, instructions on pronouncing difficult or 'risky' words, file-naming conventions and timings. Having the runsheet in hand, the VT should have all they need to record, either in one of our studios or in their own location.

Recording sessions can vary quite widely. It may be a single VT working from their own studio or a VT working with a voice director to give them guidance on the delivery of the text. It could even involve a dial-in session with stakeholders joining the VTs and audio engineers to discuss the recordings as they take place, to ensure that the client is happy with the finished result.

When the recording is finished, we send it to a reviewer to check that the audio matches the script in the runsheet. Any errors spotted will be highlighted and described in the review section of the runsheet, which makes it a key document. At the same time, one of our audio specialists will check that the audio is technically correct and meets the delivery requirements for the project.

With the audio reviewed and any errors re-recorded correctly, the audio is ready for the next stage, whatever that may be. Typically, we send the files to our multimedia team to synchronize to video, or maybe create an audio mix with other audio elements such as music and sound effects. Whatever the client requests, we make it happen!

Thinking about the future of audio localization, the curve is definitely on the up. With more and more people consuming online media through their personal devices, our clients are keen to connect with people via as many channels and in as many languages as possible. And with the continual development and improvement of TTS (text-to-speech, or machine-generated voiceover), we're now considering which projects are more suited to human voice and which we can offer machine voices for. It's worth noting, though, that while they can sound lifelike and 'almost' human, it's not currently possible to imbue TTS voices with the emotion and authenticity required for most of our projects. It therefore looks like our human VTs' jobs are safe for a long time to come!

Did you like this article?



Freelancer spotlight



Charlotte Deyzac is a French-born freelance voiceover artist, currently based in Portugal, where she has her home recording studio and a farm for wine production. She spent a lot of her formative years in the Middle East and got to experience many different cultures, as her father's work allowed the family to travel. Charlotte's early educational journey took her through institutions in Canada, the United Arab Emirates and Oman. When she was 15 years old, she experienced a strong cultural shock when returning to France to attend an international school, where she also learned Portuguese. This 'third culture kid' moved on to drama school in London, where she married a Brit and lived for the next 20 years. She is currently working from her countryside residence in Portugal and contributes to the introduction of local youth to the global voiceover job market.

1. How long have you been in the voiceover industry?

I first started in 2010.

2. How did you get into the field?

As a trained actor, I spent five years doing film and theatre. I was also doing translation jobs on the side and a few localization companies that were aware of my background invited me to try voiceover service. My former roommate (and current brother-in-law) was an audio engineer. We were recording from inside a little cupboard in his bedroom.

3. What is your specialty within voiceover services?

Upbeat commercial type of recordings and corporate eLearning projects, which make up most of the workload.

4. What do you like most about being a freelance voiceover artist?

Looking at voice acting versus theatre or film acting, I appreciate the absence of pressure in terms of being judged on how I look. I take comfort in knowing that by simply modulating my voice, I get to play roles I otherwise wouldn't get.

I also like that it doesn't have to be a full-time job. I use the workload fluctuation in my favour. Over the years I managed to run a theatre company and do films, alongside studio recordings.

5. How did it become your primary career choice?

When I came across voiceover, I quickly understood how much more practical and flexible it could be in comparison to theatre or film acting. I was hooked when I realized I had the option to record from home and control the amount of time I put into my work.

I took to the eclectic quality of voiceover in that it allowed me to stretch myself to go for a wider variety of jobs and roles.

6. What type of recording jobs do you typically go for?

Corporate eLearning jobs, which are usually self-directed, are a large portion of the workload. Consumer-driven recordings such as instruction videos or commercials are also a big part of it.

I won't skip any animation jobs. They are usually directed, which I really appreciate, more character-driven and require a lot more emotion going through the voice.

Voiceover for video games really has my interest because you can experience the text getting into the intricacies and subtleties of emotions and reactions, feel different scenes and interaction with other actors to deliver the lines in different ways.

7. What are the essentials needed to be a professional voiceover artist?

Having a home studio doesn't have to be an expensive investment. You need a quiet space that is well insulated so that sound is preserved within.

Technology is significantly more advanced. Good recording equipment is now more affordable than it used to be. There are many user-friendly recording programmes you can download or buy and teach yourself to use. In terms of hardware and software, there are always options to try it out until you find what best suits you as you progress.

The most important thing is to be confident in your unique voice and learn how to self-direct yourself.

8. What do you find most challenging about your job?

Managing the expectations of the client can be quite challenging when their creative vision has a very particular shape. You need to try your best to grasp the image that the creative has in their mind and bring it to life accordingly.

There's always a latency between what the voice talent can deliver and the original vision. The possibility exists that the voice talent will likely deliver something not expected, on the good or bad side, and all parties may need to find compromise.

9. What's the difference between a voiceover and voice acting?

Voiceover is the broader term. Voice acting specifically calls for certain intricacies.

For example, for eLearning voiceover, your goal is simply to achieve an engaging delivery: getting into the rhythm to keep the attention. This content doesn't require emotion but a clear, engaging, reassuring and comforting tone.

In acting you find yourself exploring different personas. It goes into the subtleties of emotion, intonation, melody and reacting.

10. Do you have any tips or advice for people wanting to get into the business?

You should make the most out of how you sound naturally because that is where you will excel.

Accept the sound of your own voice and go with it as your unique selling point.

11. How would you personally define 'talent' and the role it plays in your line of work?

Being 'talented' can mean different things to different people and one's talent can have many forms.

Passion, respect for the art, experience, concentration, managing expectations, capacity to multitask and take direction, humility, recognizing your self-worth as well as your limitations, and juggling the artistic components, as well as the management and financial aspects of it all, are some of the attributes that come to my mind.

Most importantly, perseverance to deter discouragement is key.

12. How has the industry changed over the years?

The industry is more approachable nowadays. Fortunately, more and more people have access to it in comparison to how it used to be. It's now less autocratic as in-person work etiquette is becoming extinct.

Working from home is widely accepted and recording equipment is more affordable, which allows people to access more opportunities while working remotely. There's definitely more demand for audio services. I can see my workload has increased significantly, especially over the past two years since the pandemic.

13. How long have you been working with the RWS audio team?

I've been working for the RWS audio team since 2012.

14. What's your experience been like working with the RWS audio team?

I have always felt relaxed. It's a friendly environment. Even when we're doing serious eLearning or corporate recordings, I always feel like I'm speaking to colleagues and that we're all equals.

In recent years I can see that the structure of the company has changed and that there are more high-end jobs. The relationship built on trust remains and that's a unique dynamic to be created with a client.

15. What's the most interesting project you've ever worked on?

A couple of years ago I participated in a gaming campaign launch. I did English and French in a surreal, 'voice of God', upbeat style.

It was interesting to see how the same message needed to be voiced differently for a variety of cultures. The French version was conveyed to a 'cool' voice whereas the English one was a far more 'excitable' voice.

What stood out to me is that we were doing live recording sessions where participants from different teams were joining from five different countries across the world.

It was a first for me to handle that and it was so much fun!

16. How do you see your career moving forward?

Personally, I look forward to doing more animation work. I would also like to support my community.

I recently introduced young people from my village to studio recording and it was a great experience for them. I'm hoping to continue developing partnerships with schools to introduce more teenagers to the art of voicing.

Did you like this article?

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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