

Every year, this global commercial property company hosts a corporate conference and invites company leaders, employee representatives, and guest speakers from around the world to participate.

Recently the annual conference was held at the company's corporate headquarters in the eastern United States. Anticipating the

attendance of non-English speaking employees and speakers, the company asked Red & Blue International (RABI) to provide simultaneous interpretation services for the event.

Prepare for Success

The company planned to hold the conference at the hotel where its out-of-town employees would be staying as well as at a theater at its headquarters.

RABI supplied a technician who would arrive early to set up the equipment, test the acoustics in the rooms, and provide support throughout the event.

Every room has different acoustical challenges, and trained technicians must adjust their equipment for optimal setup and audio quality to

What is Simultaneous Interpretation?

In simultaneous interpretation, the interpreter speaks at the same time as the speaker talks. Listening to the speaker through a headset, the interpreter speaks softly into a microphone which transmits his words wirelessly to audience headsets. Because of the intense concentration involved in simultaneous interpretation, an interpreter can only work for 15-30 minutes at a time before another interpreter must take over.

suit the characteristics of the room. With proper, careful preparation, audience members can hear the interpreters clearly, with minimal to no interference.

QUICK FACTS

Industry: Commercial Property Insurance

Assets: More than \$15 Billion

Employees: More than 5,000 across the globe



RABI also agreed to provide each non-English speaking member of the audience with a wireless headset, through which they could hear the interpreters.

Anticipate Changes

The client originally requested interpretation assistance in three languages. This was later reduced to one language for an estimated 30 members of the audience. Due to the length of the conference and variety of speakers involved, RABI provided a team of interpreters to be sure of full coverage throughout the event.

Just two days prior to the conference, the client contacted RABI to

make a major change to the event plans.

The company informed RABI that it had secured a non-English speaking presenter for the event. Consequently, RABI would need to provide four times the original number of headsets, 120 instead of the initial 30. This would ensure that every member of the audience would be able to understand the speaker.

Fortunately, RABI frequently works with large group events and conferences and had no difficulty providing the additional equipment at such short notice.

Provide Superior Results

Interpretation is part technical skill and part art. In order to provide an exceptional customer experience, close attention must be paid to set up, a team of certified interpreters with expertise in the speaker's industry must be available, equipment must be ready at a moment's notice, and perhaps most critical, vendors have to be flexible when conditions change. RABI's flexibility, experience, and ability to rapidly scale contributed to the client's successful conference.

About RABI

Red & Blue International (RABI) is a premier provider of globalization solutions. Our network of 5,000 linguists with fluency in more than 100 languages can help you localize your business for any market worldwide. RABI's experts in interpretation, translation, voice-over, technical writing, and staffing services ensure your E-Products, Media, Events, and Legal Services feel local. Our language and culture training service gives your employees the tools to build productive international relationships. Partner with RABI and gain a professional and competitive edge. Learn more at redblueint.com.