



#2021TEF

HOW TRANSLATORS CAN REMAIN SUCCESSFUL IN AN MT DRIVEN WORLD

Tess Whitty

SPEAKING POINTS

- Current situation for translators
- How we can interact with MT
- How translators can embrace MT
- Macro and micro solutions to compete with MT



- English to Swedish translator since 2004
- Specializing in Digital Marketing and SaaS
- M.Sc. In International Marketing and MA in Business Communication, worked as marketing manager
- Studied the development of MT and its effect on our industry for the past 12 years
- Opinions based on own experience, colleagues and industry experts



OUR CURRENT DIGITAL WORLD

DEMAND FOR TRANSLATORS AND INTERPRETERS RECORD HIGH



Employment outlook
for translators and
interpreters projected
to grow by 29%
through 2024.



BUT...

- Expenses go up, rates stagnant or decreasing
- Growth in volume but not rates
- Cheap service growing faster than quality



INCREASED SUPPLY



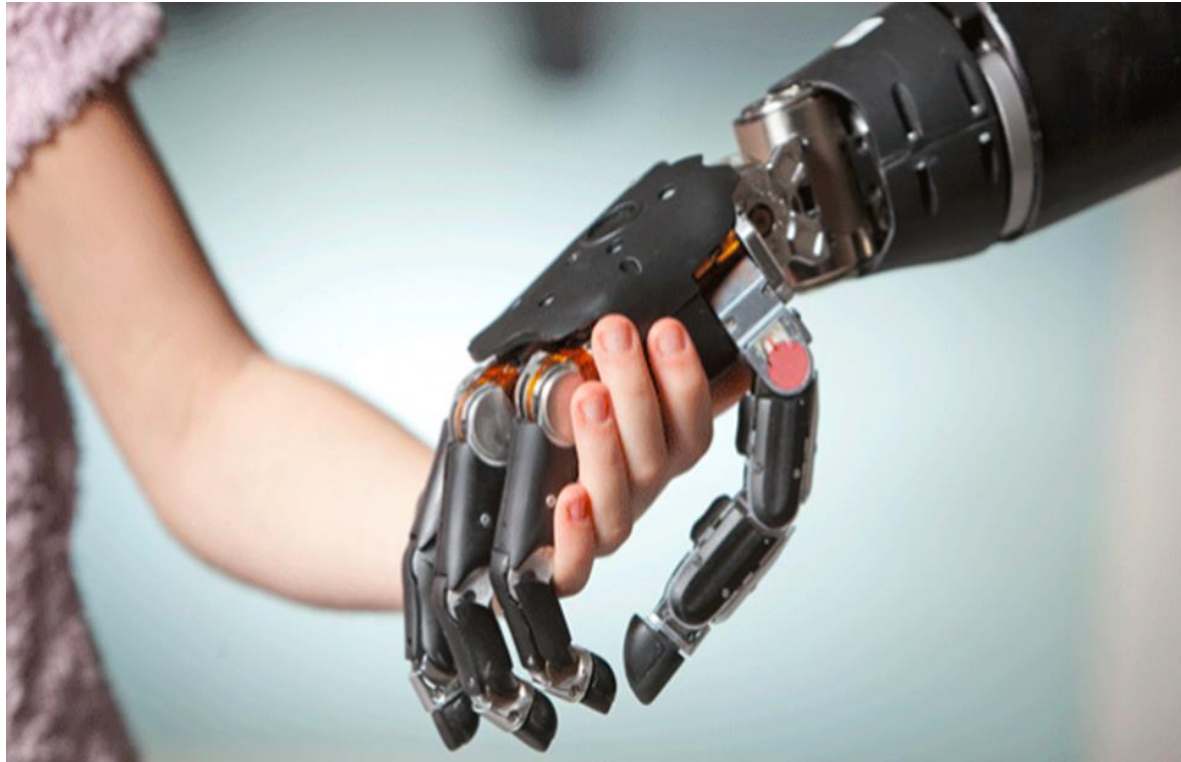
UNREGULATED PROFESSION



UNAWARE CLIENTS

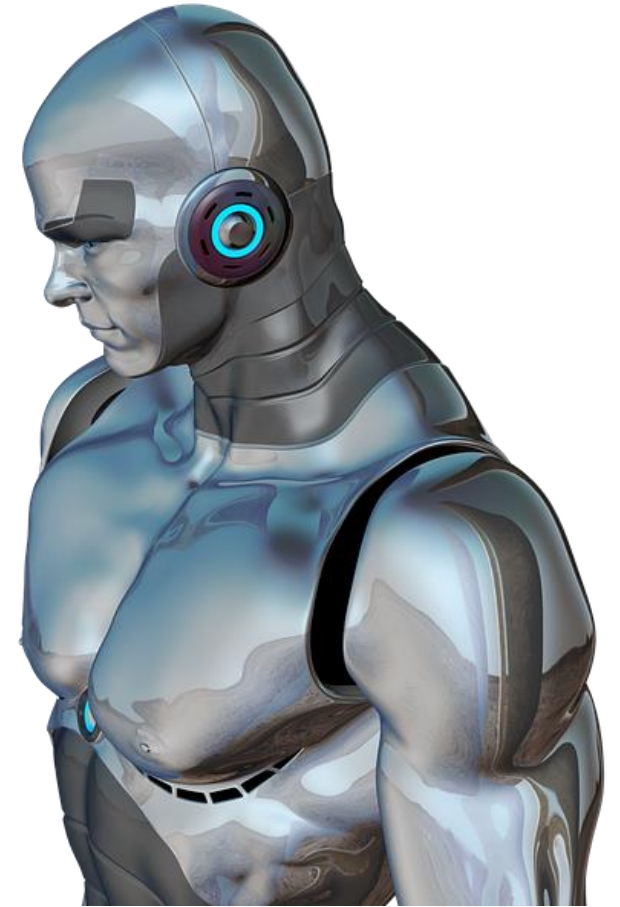


TECHNOLOGY AND MACHINES





MACHINE OR HUMAN?

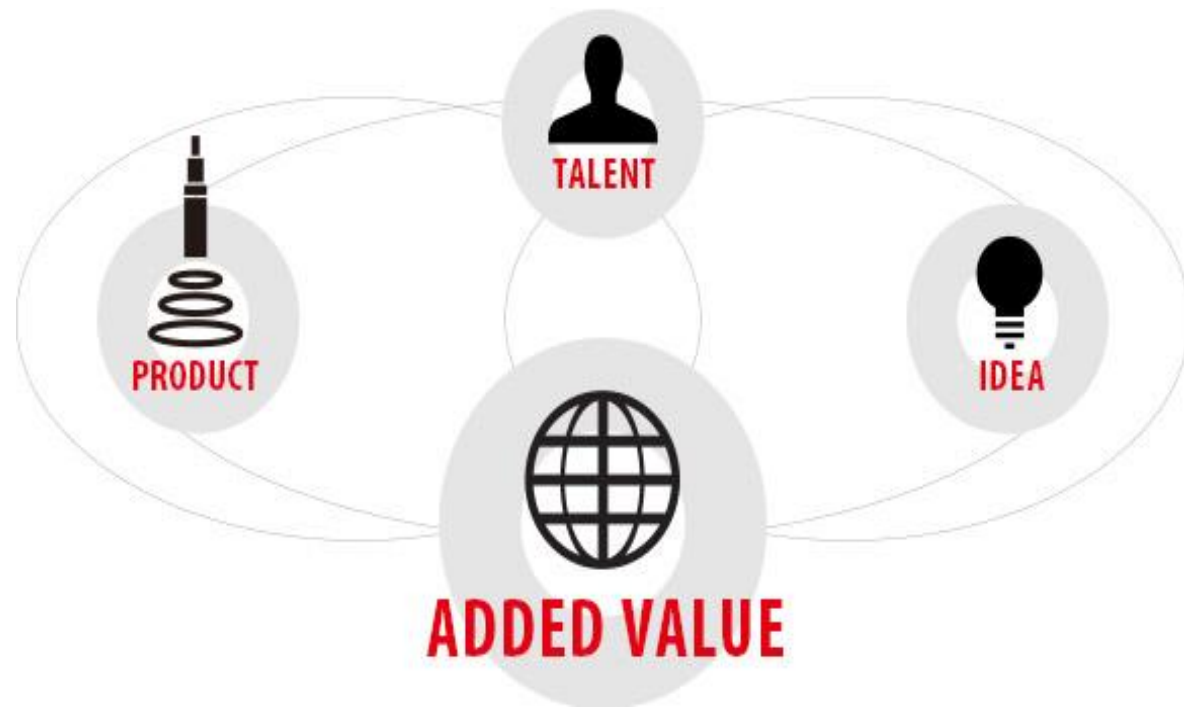


HOW CAN TRANSLATORS EMBRACE THE DEVELOPMENTS IN MT?



OPEN MIND

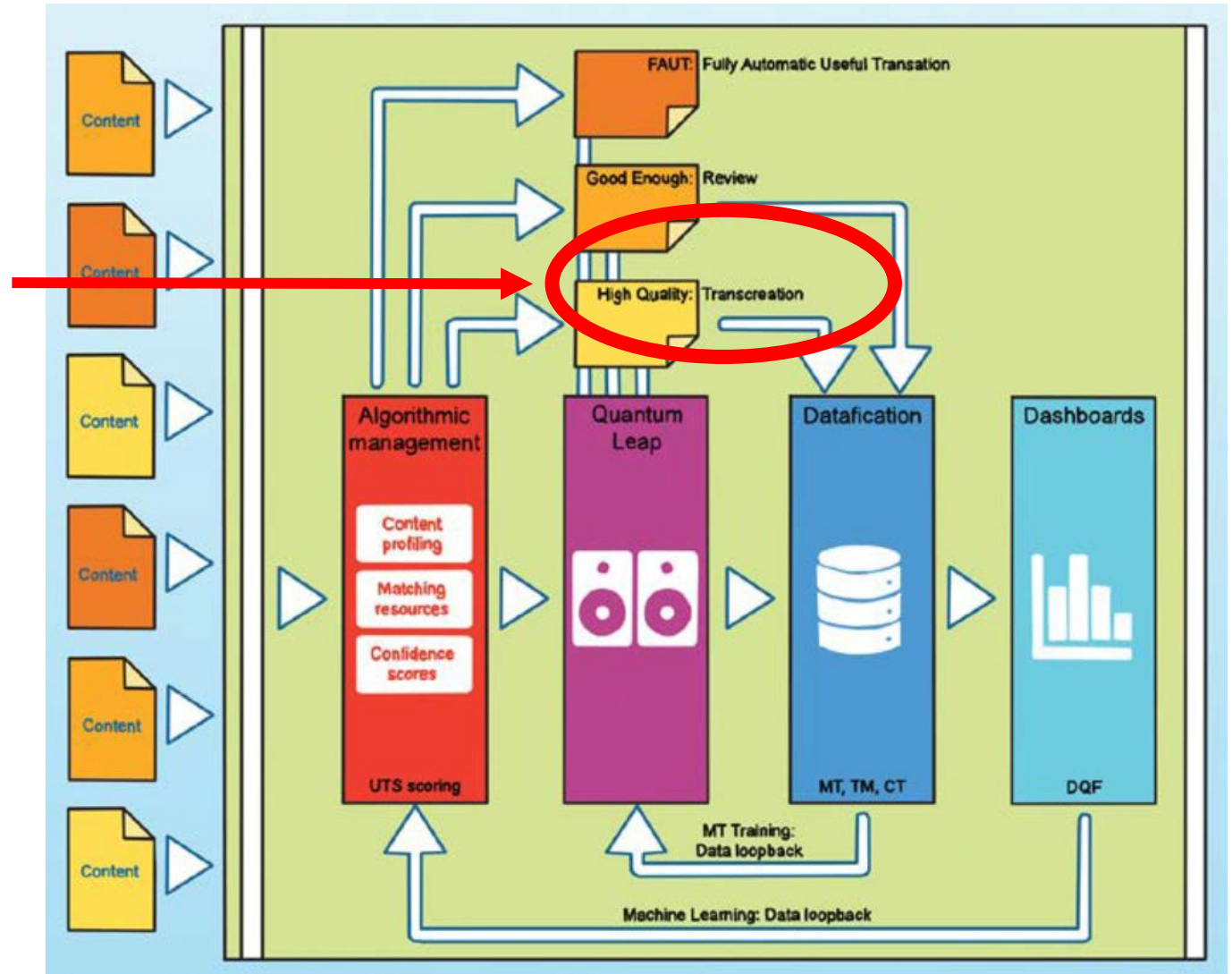




MOVE UP IN THE VALUE CHAIN

There's room for both,
but ...

In order to be a
successful, translators
need to move toward
this segment



MACRO AND MICRO SOLUTIONS



MACRO SOLUTIONS FOR THE INDUSTRY

Client education

Language education

Industry-wide regulation

MICRO SOLUTIONS FOR THE TRANSLATOR

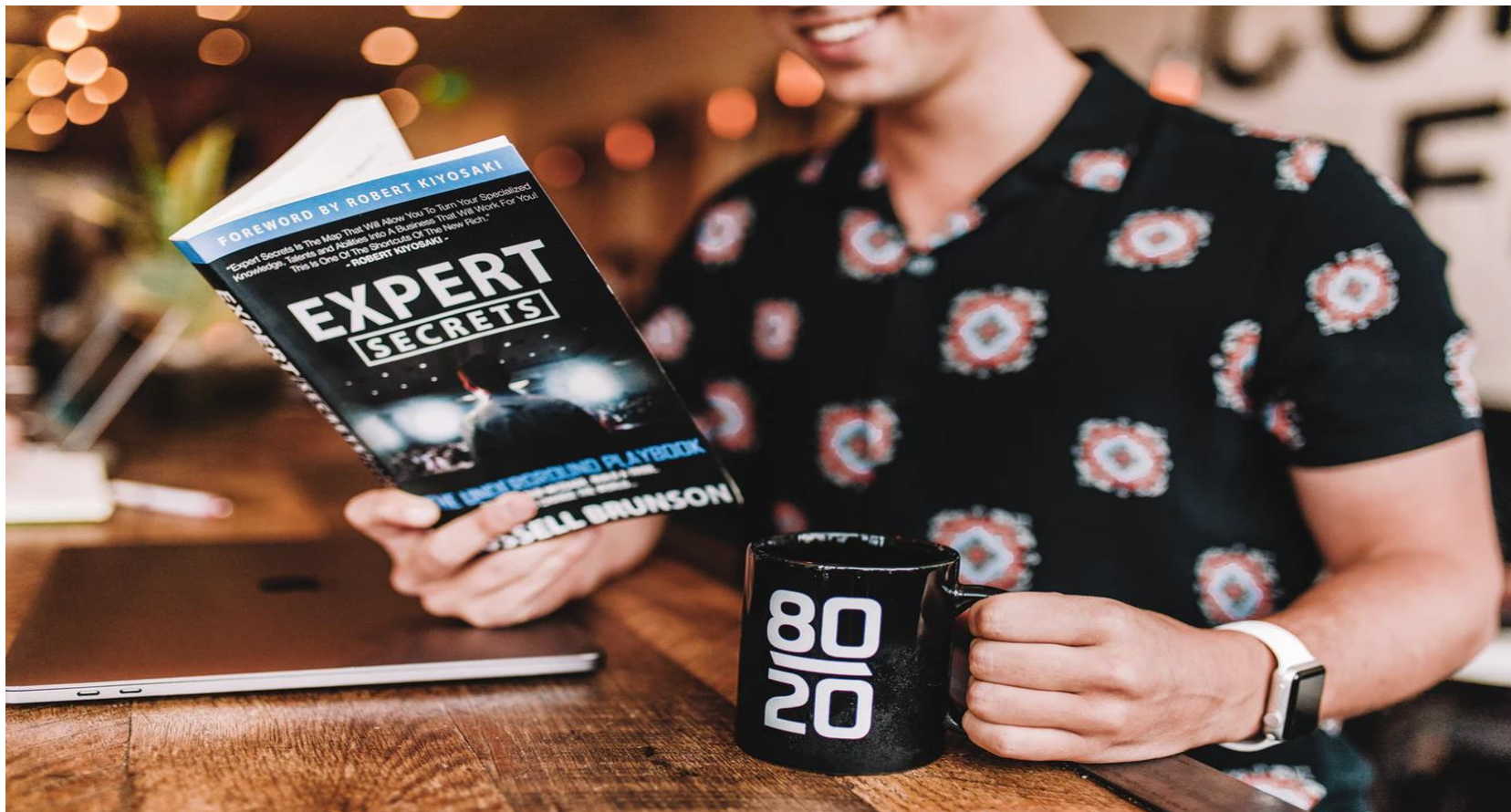
Specialize

Focus on high quality areas

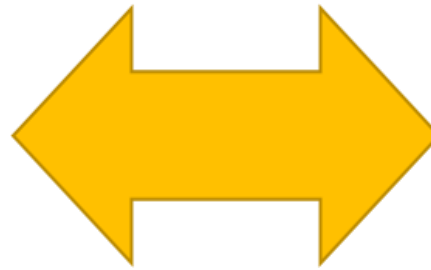
Add value

Leverage MT

SPECIALIZATION



*”Engineer
specializing in
patent translation –
automotive – team”*



*”High quality,
reliability”*

NEW SPECIALIZATION – DIGITAL MARKETING



GROWING SECTORS

International SEO

Multilingual social media presence

International email marketing

Localization of mobile and web apps

Multilingual content marketing

NEW SERVICES

Language Engineers

Post Editors

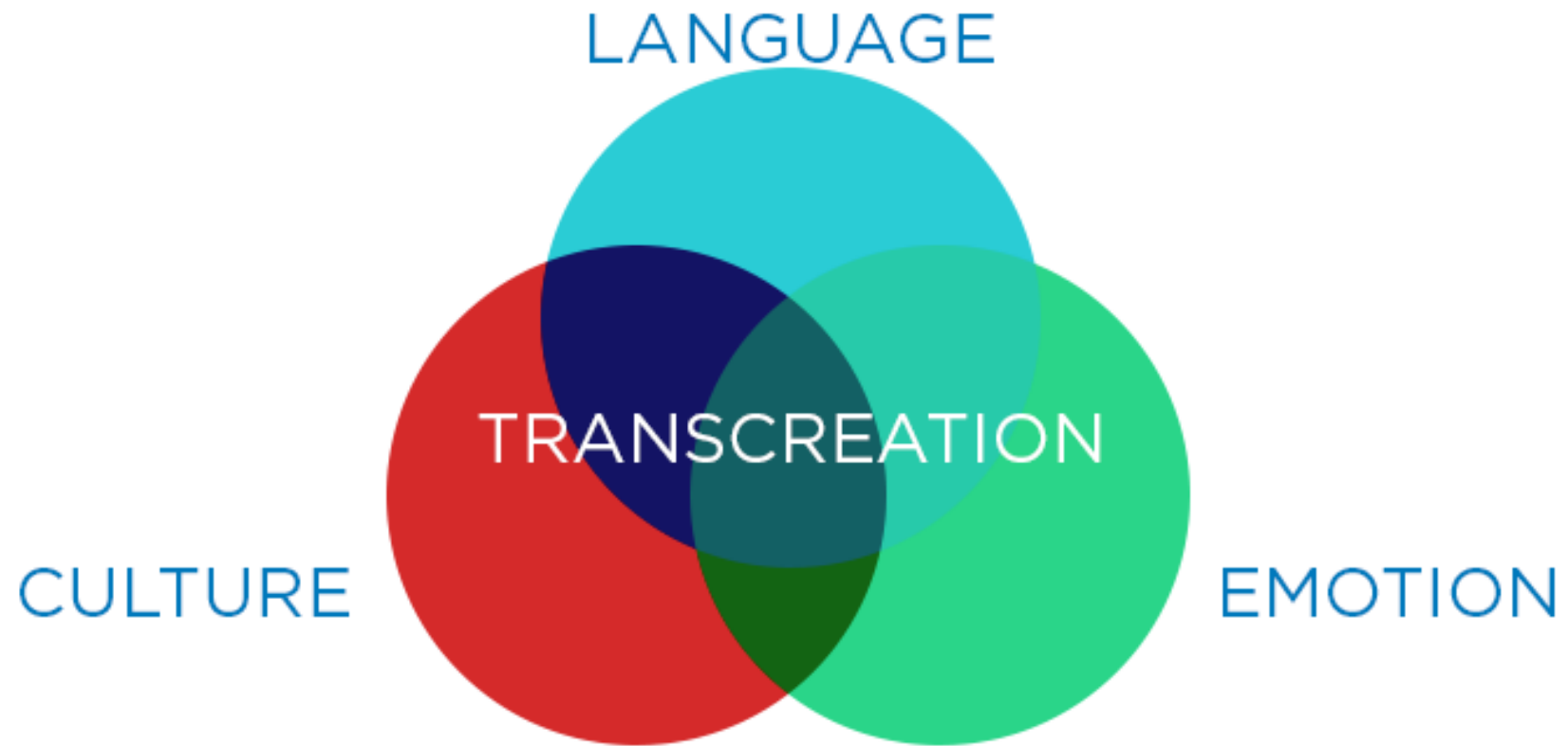
Lexicographers

Language Consultants

HIGH QUALITY AREAS



TRANSCREATION



IMPACTFUL PUBLISHED MATERIALS



BRAND AND CULTURAL AMBASSADORS





Translators can
use MT as an
additional tool

SUMMARY – WE NEED TO UP THE GAME



Thank
you



Email: tess@swedishtranslationservices.com
Website: www.swedishtranslationservices.com
www.marketingtipsfortranslators.com

RESOURCES

- [Job Outlook for Translators and Interpreters – My Plan](#)
- [ATA Position Paper on Machine Translation: A Clear Approach to a Complex Topic](#)
- [TAUS Article: What Options Do Translators Really Have?](#)
- [Is There a Future in Freelance Translation: Let's Talk About It](#)
- [Episode 171: New Areas of Specialization for Translators for Added Value](#)
- Jost Zetzsche and Jay Marciano