

LIONBRIDGE



## THE MULTILINGUAL VIRTUAL EVENT MANAGERS GUIDEBOOK

What you need to do to reach a global audience



## DOES YOUR VIRTUAL EVENT HAVE A GLOBAL AUDIENCE? HOW CAN YOU ADAPT YOUR EVENT TO ENSURE IT HAS AN INTERNATIONAL REACH?

**These questions are becoming increasingly common—and important—as events have largely shifted to a virtual environment and travel is no longer a barrier for attendance. With COVID-19 upending most in-person events worldwide, virtual events have emerged not only as a way to replace face-to-face interactions, but as an opportunity to expand a desired audience far beyond what may be possible with an in-person event. Event managers who adapt and accommodate their multilingual attendees will be most successful at casting a wider net for their organizations.**

While it may be daunting to incorporate a multilingual component during your virtual event, the right partner, like Lionbridge, can help. By partnering with experienced, creative language professionals, your virtual event will have all the elements needed to reach your global audience.

“Multilingual events and webinars help companies reach new global markets without the limitations that could be caused by language barriers. They result in increased return on investment due to growth in different geographies.”

Becky Wilkie, Senior Associate for Events, Lionbridge



## WHAT ARE THE ESSENTIALS FOR A GLOBAL VIRTUAL EVENT?



*To create a strong connection with your global attendees, your partner will utilize numerous tools, including video, audio, voice and text.*

### VIRTUAL EVENT CHECKLIST



#### VIDEO

Video is the centerpiece of most events and webinars but can limit your reach if it is delivered in only one language. Providing things like video subtitles or captioning in multiple languages lets customers who speak different languages follow along.



#### AUDIO

Video voiceover can expand the reach of your event by letting participants listen in their preferred language.



#### VOICE

Live interpretation of prospects and other sales situations helps you connect to your customers in real time and answer any questions they may have.



#### TEXT

Translation and localization of marketing collateral, like banner ads, sponsor materials and user assistance materials, can create a positive impression of your brand for audiences in different markets.



There is no doubt that the inclusion of these elements involves additional planning, but the effort may not only be advantageous, but necessary to keep up with other companies. “CSA Research is hearing from many larger enterprises that have moved—or are planning to move—large events from in-person settings to online, large-scale happenings,” says [Alison Toon, senior analyst at CSA Research](#), an independent firm focused on the language services market. “While previous events have usually been monolingual, these companies are now implementing remote simultaneous interpreting (RSI), captioning subtitles and other linguistic services to bring the wow factor.”



## WHAT ARE THE SERVICES THAT LIONBRIDGE OFFERS?



While you probably know Lionbridge as a world leader in translation and localization services, we also have the expertise to help support your global customer experience during virtual conferences, webinars and other communications. Beyond translating and localizing static texts and documents, we can support all types of multimedia content, including videos, podcasts and voice applications. From transcription to voice-over, we have you covered.

In order to effectively host a virtual event, you must offer real-time language solutions to support your attendees. These can include online chat, customer support tickets should attendees encounter technical issues and on-demand interpretation support. We can help you be a leader in delivering multilingual support for customer events and other experiences through our many offerings. These include:

### SERVICES CHECKLIST



#### MULTIMEDIA SERVICES

Our team will translate and localize audio and video content before your event starts.



#### TRANSLATION SERVICES

We can translate any type of content, domain and language ahead of your event.



#### ONLINE CUSTOMER SALES AND SUPPORT

We provide real-time translation of raw text, including for chat, help tickets and forums. This service is suitable for a contact center environment.



#### INTERPRETERS ON CALL

Our interpreters can provide consecutive and simultaneous voice translations both on site and remotely, including Over-the-Phone Interpretation and Video Remote Interpretation.

By providing services for your multilingual virtual event both before and during your event, we can support you at every step of the process. Whether you need written, verbal or machine support, we can help.



# WHAT SHOULD BE CONSIDERED BEFORE SELECTING SERVICES FOR MULTILINGUAL VIRTUAL EVENTS?



The level of translation and localization required for a virtual event may differ greatly depending on its complexity and reach. Which markets are you targeting? Which languages will be necessary to reach those markets? Which materials should be

localized for those markets? The answers to questions like these will help you determine the level of service you need—value, standard or premium. Determine your needs to figure out which one is right for you.

## CONSIDERATIONS CHECKLIST



### Value

Basic virtual events (e.g., a webinar) require translation of marketing collateral, such as banner ads and sponsor materials. Use video captioning and real-time transcription to enhance your audience reach.



### Standard

More complex events (e.g., with multiple presenters) often require translation options for chatbots, moderated forums and other self-service content to enable your participants to actively participate in your events. Localize user assistance materials like FAQs and help documentation to answer questions about the event.



### Premium

For the most advanced virtual events (e.g., a full-day virtual conference), select the premium level and you will have a dedicated team on hand to handle any issues that arise in real time.

Customer support agents trained in core languages can provide immediate assistance and sales support. The Lionbridge Language Platform's real-time translation technology can provide support in additional languages.



“[For large scale events that target many languages], it is important to have an experienced person or team on hand to represent the languages that will be included, and to invest the additional time into content and presentation in advance,” **Kenny Simon from Orbex said in an interview with WebinarA.** “The world is very large and small at the same time. By incorporating languages into one webinar, you can increase the reach of your message far beyond what you thought was possible.”

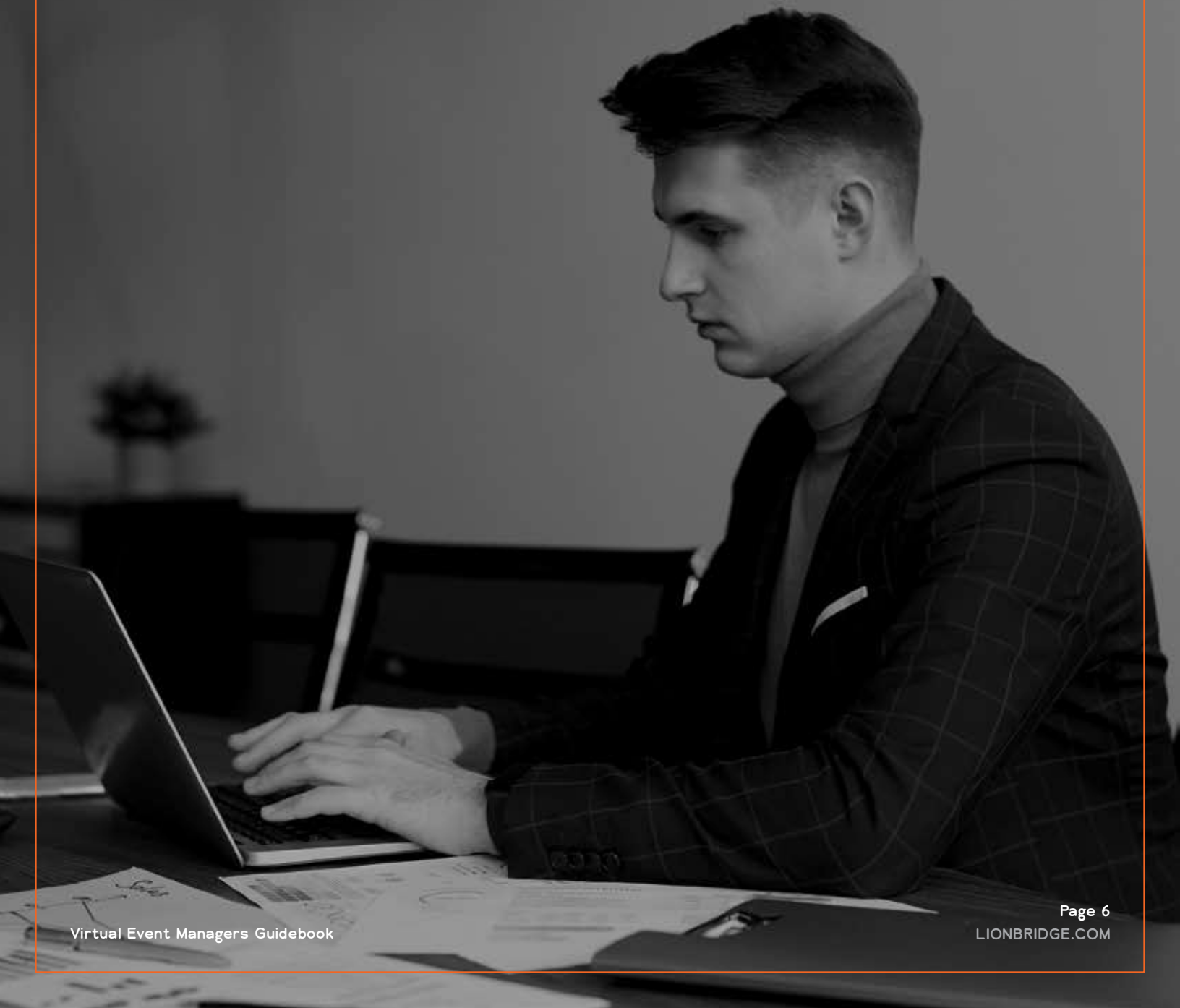
In an increasingly digital and global world, virtual events are key to any digital strategy. By embracing multilingual events, you can expand your audience reach past the limitations of an in-person event.

Lionbridge's expertise in translation and localization can ensure that your event has the components needed to serve a global customer base. Ask us for a free assessment of your multilingual event needs.



## GET IN TOUCH

To request a quote or contact a Lionbridge representative for more information, please complete this form [here](#).





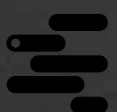


## About Lionbridge

Lionbridge partners with brands to break barriers and build bridges all over the world. For more than 20 years, we have helped companies connect with global customers and employees by delivering localization and training data services in 350+ languages. Through our world-class platform, we orchestrate a network of one million passionate experts in 5000+ cities, who partner with brands to create culturally rich experiences. Relentless in our love of linguistics, we use the best of human and machine intelligence to forge understanding that resonates with our customers' customers. Based in Waltham, Massachusetts, Lionbridge maintains solution centers in 26 countries.



LEARN MORE AT  
[LIONBRIDGE.COM](https://www.lionbridge.com)



# LIONBRIDGE

© 2020 Lionbridge. All Rights Reserved.

