

CIOL TRANSLATORS DAY

14 MARCH 2025



Combining the best of human intuition and digital tools to evolve as a 'Next-Gen' language expert




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#CIOLTD25

ABOUT ME

LingBox and my journey





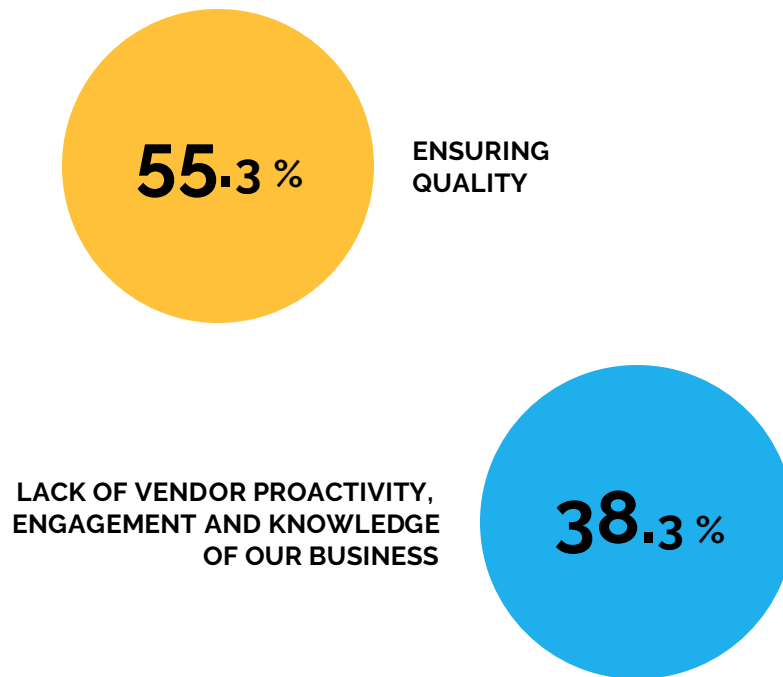
I can translate
faster...

...but I bring
something more!

**The world will always need translators -
but not in the way we imagined**

NIMDZI 2024 REPORT INSIGHTS

Quality over price: Nimdzi's 2024 findings highlight what clients really value



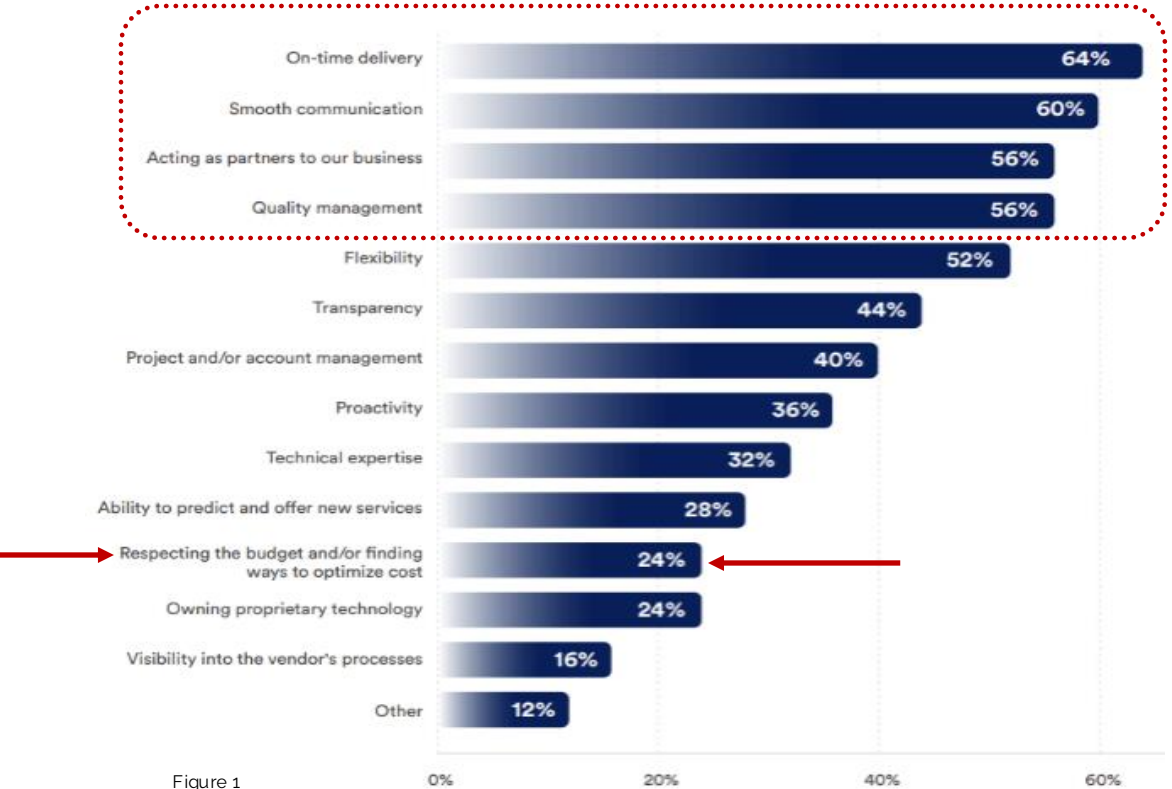


Figure 1

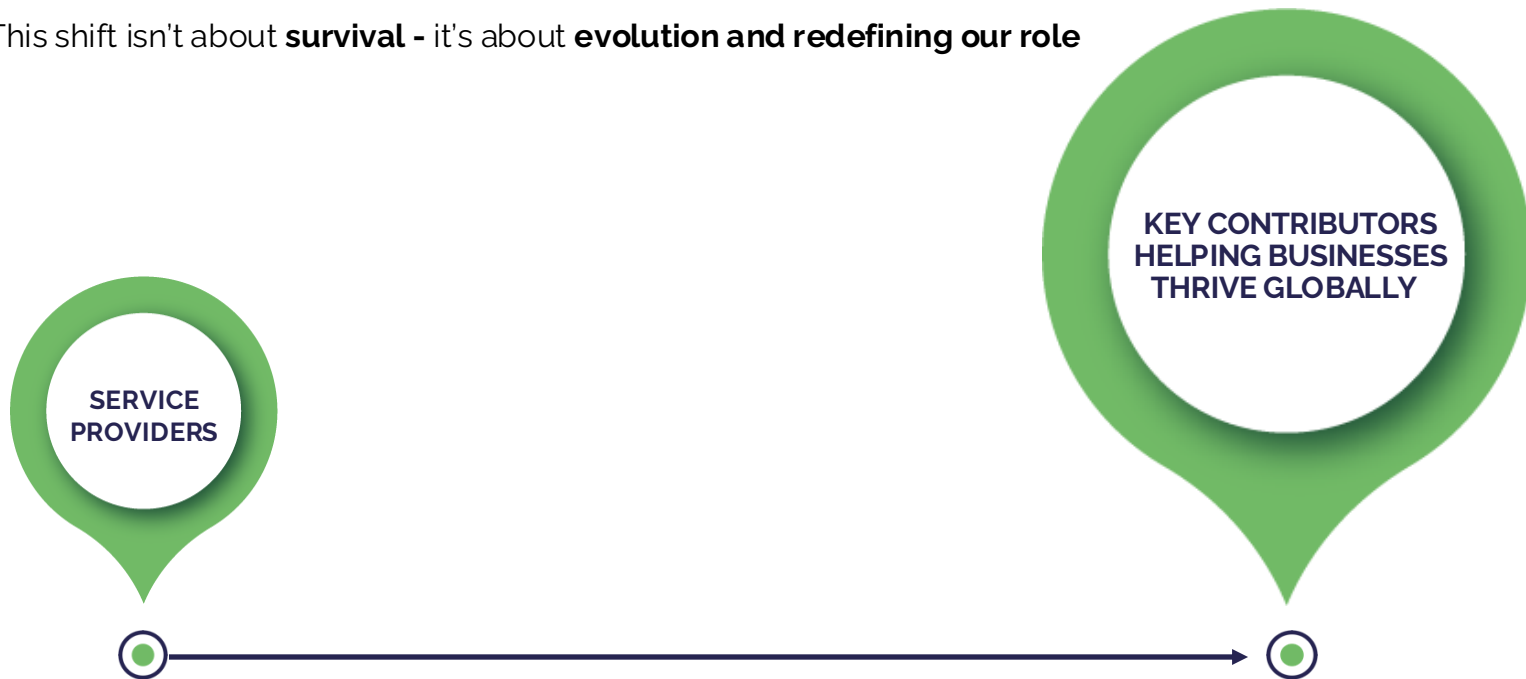
NIMDZI 2024 REPORT INSIGHTS

Quality over price: Nimdzi's 2024 findings highlight what clients really value

SOURCE: Figure 1: THE 2024 NIMDZI 100 REPORT | WHAT BUYERS WANT | WHAT BUYERS VALUE MOST IN RELATIONSHIPS WITH LSPs

Moving beyond translation

This shift isn't about **survival** - it's about **evolution and redefining our role**



What if translation becomes a luxury skill and premium service?



The Translator's Evolution: from words to global strategy

OLD PERCEPTION



Receiving a text, translating it, delivering it, and moving on.

NEW REALITY



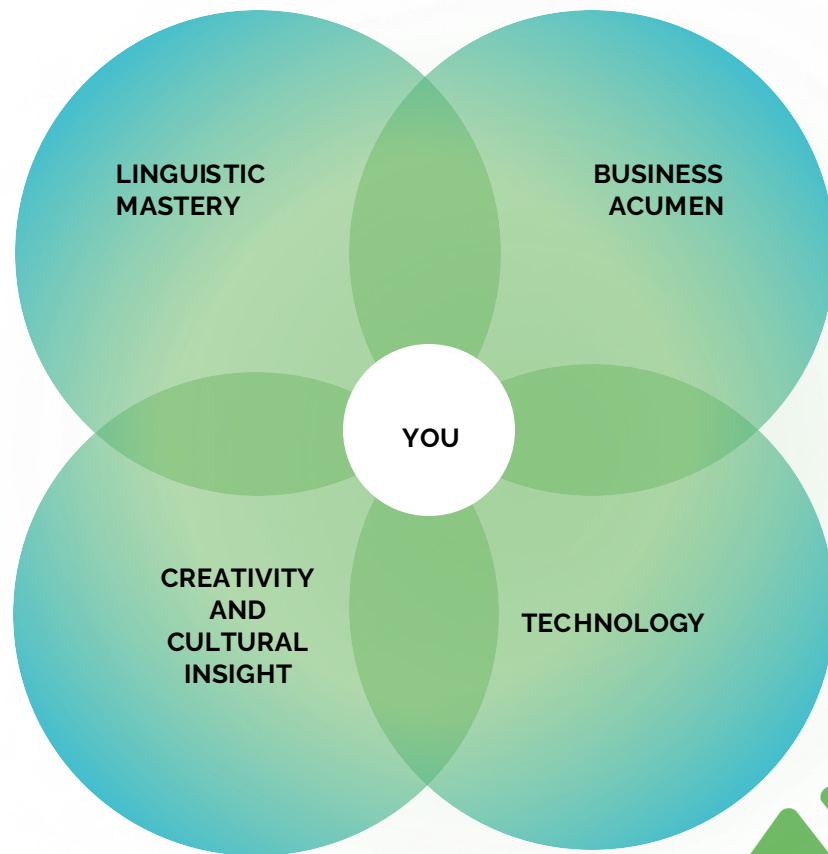
Advising clients on tone, brand messaging, market adaptation and strategy. A translator becomes a global communication strategist, cultural engineer and high-level consultant.

Intelligence beyond language: offering more than words

What's your advantage over AI?

The future belongs to language experts who bring something beyond language.

Insight into cultural nuances, tone and brand alignment: AI can predict behaviour, but only humans can interpret intent and emotions.



Brand voice and narrative shaping: becoming the 'Guardian' of our clients' identity

Brand consistency is crucial for global companies.

- Ensuring consistent tone and style across multiple languages
- Adapting brand messaging to fit local cultures while preserving brand identity
- Educating clients on the cultural impact of language choices

POOR TRANSLATION

=

LOST CREDIBILITY & CUSTOMER TRUST

Specialising in high-stakes, high-value niches

Fields where precision is **non-negotiable**:

- **Legal & Compliance:** contracts, patents, regulatory documentation
- **Life Sciences:** clinical trials, biomedical technologies
- **Luxury & High-End Brands:** creative transcreation, cultural consultancy
- **Finance & Banking:** investment reports, economic analysis
- **Tech & Localisation:** UX writing

WHY CLIENTS VALUE OUR SERVICE:

- High-risk fields require **absolute precision**
- **Mistranslations can cost millions:** lawsuits, brand damage, compliance failures



A man with grey hair, a beard, and glasses, wearing a grey sweater, is looking down at a white robot. The robot has a human-like face with a white helmet and is holding a small object. They are sitting at a table in a dimly lit room with warm, bokeh lights in the background, suggesting a festive or holiday atmosphere.

The future is NOT AI vs. Humans
It's **hybrid intelligence**

Next-Gen language expert = High-value consultant

- Offering **strategic consultancy**
- **Leveraging technology** to increase efficiency without losing quality
- Specialising in **high-stakes industries** where precision is critical
- Shaping **brand identity and storytelling** across cultures
- Developing **business intelligence** to help clients beyond language
- Positioning as **top-tier language experts**

What **unique value or skill** can you
bring to the table that **AI can't**?



Thank you

Let's connect!



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