



## Improving your global reach

*A forum on translation, localization, and interpreting  
unifying academia, government, and industry.*

The Brigham Young University Center for Language Studies announces the second annual national Translation Summit, Monday March 12, 2007, in Salt Lake City, Utah.

Although largely invisible to the public in the United States, professional translation plays an essential role in the success of corporations, government agencies, and other organizations whose mission extends beyond an audience of speakers of American English. Successful international organizations are aware of the crucial element translation plays in achieving global objectives. Recent studies demonstrate that global customers are 43% more likely to purchase products and services at a higher price if information is available in their native language vs. an English-only campaign.

The Translation Summit is the only event that brings together leading players from every major sector of the translation world: academia, government and industry. Cooperation among these entities is crucial to improving the translation process, building efficiencies, reducing costs, and establishing standards that are key to improved national competitiveness on the global stage. Sponsors of the Summit include major professional, trade, and government organizations in the world of translation.

The focus of this event will be on cooperation, rather than sales presentations by vendors. The structure of the conference is intended to encourage cross-sector interaction, each organization focusing on achieving their global mission through multilingual communication that is appropriate for winning and keeping customers and building market share. Such appropriate global communication consists of translations produced in the most efficient manner, at the best value without sacrificing effectiveness.

*For more information visit <http://www.translationsummit.org/> or call Alan K. Melby, Brigham Young University: 801-422-2144.*