



Multi-Languages Corporation Conference 2010
Memorial Hall—North York Civic Centre
Toronto, Ontario, Canada
Saturday, November 20th, 2010



8:20 – 8:50

Registration - Free gift for first 10 people to register

9:00 – 11:00

Simultaneous Interpreting in Community Settings

Techniques of consecutive and simultaneous interpreting

INTERPRETATION

Christian Degueldre

The presentation will cover major aspects of the preparation for an assignment, the theory of interpreting, interpreting skills and training. Participants will discuss active listening, discourse analysis and abstraction, restructuring, and memory. There will be opportunities to practice sight translation, consecutive and simultaneous interpreting in small groups



Prof. Christian Degueldre comes from the Department of Spanish and Portuguese at San Diego State University where he is the Director of the English-Spanish Certificate in Translation and Interpreting. He is also the director of the Center for the Advancement of Distinguished Proficiency Level and Chairman of the Board of the Coalition of Distinguished Language Centers. He has been teaching Translation and Interpreting in English, French and Spanish for 30 years. He was invited in 1980 to set up a Graduate Program of at Hankuk University in Korea. In 1987 he joined the faculty of the Monterey Institute of International Studies where he taught a variety of translation and interpreting courses until December 2007. Professor Degueldre has an extensive experience in conference interpretation. He has interpreted in over 40 countries among others at the Seoul Olympic Games, the Miami Summit of the Americas, the Free Trade Area of the Americas, and for UN, WTO, NATO, FAO, as well as in the Pentagon. He also interpreted President Mitterrand, B. Clinton, G. Bush, M. Gorbachev, M. Thatcher, N. Mandela, B. Mulroney, H. Schmidt, among others. He has been a member of International Association of Conference Interpreters (AIIC) since 1987 and is the chair of the Interpretation Policy Advisory Committee (ATA). As consultant for United Nations, he was adviser for the African Development Bank in Abidjan, Côte d'Ivoire. He has published many articles and book chapters on interpreting and translation

11:00 -11:15

Coffee Break

Translation Quality -- can it be defined?

Alan K. Melby



Translation quality: what is it? Is it like the weather in that we all talk about it but can't do much about it? No. We all think we can exert some control over quality. But is it so subjective that we will never be able to agree on whether we have achieved it?

This presentation will examine translation quality from the perspective of project specifications and stakeholder satisfaction. The three main stakeholders are the requester (that is, the client), the provider (that is TSP), and the end-user (the person who actually uses the translation). Project specifications go far beyond initial client requirements. They may include project-team requirements that the client is not interested in.

Everyone agrees on the importance of clear project specifications. This presentation will present a system of parameters that help TSPs develop clear, structured specifications. This system of parameters began with the ASTM translation quality assurance standard (ASTM F2575-2006) but has since been expanded and refined by the BYU Translation Research Group. The audience will be invited to try out the parameters after the conference and provide feedback for their further refinement.

The presentation will also relate the parameters to six types of quality identified in research by Gregory Russell, Associate Dean, School of Business Administration, Morehead State University. This will be the first presentation relating the BYU translation parameters to the Russell quality types.

Alan K. Melby is Professor of Linguistics at Brigham Young University. He is ATA-certified French-to-English and a member of the ATA board of directors. He began his career in translation in 1970 with a set of ideas about language that he has since repudiated. See his book *The Possibility of Language* from Benjamins Publishing Company (1995) for a discussion of this intellectual evolution. Since the early 1980s, he has worked on the practical problem of developing technology to assist human translators be more effective. He designed one of the first PC-based terminology management systems and was co-editor of the first version of the TMX standard for exchanging translation memories. He is now the editor of the TBX standard for exchanging termbase information.

In addition to his interest in translation technology, he has been pondering and discussing translation quality since the fateful year of 1978, when he realized that universal sememes do not exist. He was part of the team that developed the ASTM translation quality assurance standard and is now part of the US delegation to ISO Technical Committee 37, where all ISO language standards, including translation standards, are developed.

1:30 – 2:30

Revision

André Jenkins



Words such as revision, reviewing and proofreading are often used in the world of translation. Are they synonyms? What are the differences, if any?

As an integral part of the translation process revision is critical to achieving quality. Criteria for measuring quality are a relative notion, which varies according to numerous factors: time, place, type of translation, nature of the text, purpose of the message and the identity of the receiver.

What is then the real purpose of revision? Is it always required? How should it be performed? What are the main points to be addressed?

A certified translator, André Jenkins started his career in translation in 1970 after working several years in the field of language teaching. Since 1990, he has been President of Canacom, a translation firm that has been awarded for the last 13 years the Consumers' Choice Award in the Translation and Interpretation Services category in the Greater Montreal Area. Mr. Jenkins is a member of ALIA's communication and translation committees, and was a member of the Canadian General Standards Board technical committee that reviewed the draft translation service standard, which was submitted to the Standards Council of Canada for ratification as a national standard of Canada (CAN/CGSB-131.10-2008).

2:30 – 3:30

Code of Ethics for translators

Denis Bousquet



In this presentation, we will first look at what Codes of Ethics are and their basic usefulness. This will be followed by an examination of the Codes of Ethics set by CTTIC's various member associations, and their impact on how translators and interpreters do or should behave in relation with the general public, their clients and their colleagues. In business, companies use a Code of Ethics to ensure that their employees act in a responsible manner. We will therefore examine how the impact of a Code varies in relation with its application, that is for a freelance translator compared to a salaried translator, for example. A final aspect will be a discussion on the "moral" aspect of ethical conduct – for example, is it ethical to refuse to translate a document on religious grounds? This type of question becomes more and more frequent as the cultural diversity grows.

Mr. Bousquet is a certified translator, member of the Association of Translators and Interpreters of Ontario (ATIO), and owner of a translation company (Nautilus Translation Ltd.) since 1980. Involved in the translation business since the mid-70's, Mr. Bousquet is currently President of the Canadian Translators, Terminologists, and Interpreters Council (CTTIC), and Director, Independent Translators, ATIO. He is also an Associate Member of the American Translators Association (ATA), a past participant of the Association for Machine Translation in the Americas (AMTA), and an active member of the Canadian Internet Registration Authority (CIRA).

3:30 – 3:45

Coffee Break

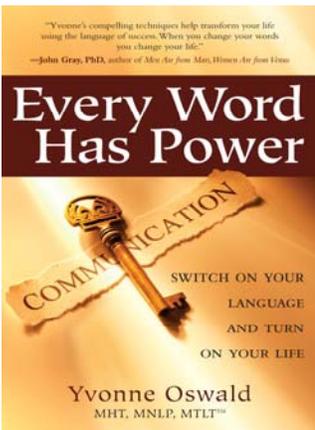
3:45 – 5:30

Every Word has Power - Yvonne Oswald

Yvonne Oswald is a National U.S. award winning pioneer in the field of personal growth. Voted a 2010 Woman of Influence and Inspiration by the Ministry of Government Services, Ontario, and Chair of the Board of Toronto Youth Day, she is a renowned and respected Communications Trainer and Keynote Speaker, a Certified Trainer of Hypnosis and a Master Practitioner of NLP. Nominated for the COVR Visionary award for her unique CD “Mind Magic”; her way to release negative emotions and limiting beliefs in less than a minute, she has an outstanding reputation for her exciting, innovative and interactive seminars. A British born, qualified teacher with 20+ years’ experience, Yvonne helps every audience (live, radio/television) clear issues and quantum leap their personal growth and life choices. Her best selling book, “Every Word has Power” was published by Atria/Beyond Words, who brought you **The Secret**.



Media: A regular on local radio and TV in Toronto, Yvonne has also appeared on AM Northwest USA, Channel 11, Eye on Toronto, City TV, The Steven and Chris Show, Canadian Business News Network, Women’s Television Network, Global News, MTV and CFRB, AM640 and CBC Radio, as well as weekly US Radio shows. Print articles include Martha Stewart’s Body and Soul, (LA), New Way Wellness magazine, Great Health magazine, Bodhi Tree’s “Evolve” Magazine, T &D and the Globe and Mail.



Corporate: Corporate clients include IBM, Boeing, Bay 3000, ITSMF, Rogers TV, Toronto School Board, Toronto Science Centre, Ontario Dentists’ Association, Women’s College Hospital, Remax Real Estate, Spelling Bee of Canada, Toronto Police Services and California State University.

5:30

Award presentation

Award Recipients 2010

Bajwa Balkar	Punjabi
Albert Mondle	Bengali
Enrique Panadero	Spanish
Ming Xu	Mandarin
Peter Xing	Chinese

A light lunch and coffee breaks will be provided

Certificates of participation will be issued to those attending the full day

This conference has been approved in advance for 7 CE American Translators Association—ATA Points