



## Case Study ICT

The branding and marketing language crafted by creative agencies can often be more difficult to interpret than technical terminology. Straplines, for example, condense a message that would normally take a couple of sentences to explain into just three or four words. Interpreters rarely have access to scripts in advance. To spontaneously recreate the essence and emotional colour in a different language requires both mental dexterity and instant creativity. We train our team to do just that. This type of training is only available at KL Interpreters.



## Funny business

### VODAFONE

Interpreting at Vodafone's two-day global dealer conference was a unique challenge. There were many speeches, some prepared but mostly 'off the cuff'. Speakers were from all corners of the world. They competed in cracking jokes. So much so it felt like they were testing both our sense of humour and our 'ear for accents'. Some speakers were barely audible. In addition to sitting in a proper booth, we also interpreted at exhibition stands using a 'tour guide system'. Unlike in a booth where interpreters hear only the speaker's voice through earphones, we had to tune into the relevant speaker by filtering out conversation from the audience and other surrounding noise. Despite all this, we delivered successfully.



## Networking for networkers

### CISCO

A group of Chinese managers and engineers came to Cisco to learn about the latest Cisco equipment. Although the meeting lasted 1.5 hours we spent many days preparing. We reviewed the entire industry glossary and the full range of Cisco terms. The interactions were especially challenging as there was a great deal of Q&A and jargon-filled discussion. As if that wasn't enough, we had to use a tour guide system. This meant listening to the speaker without being distracted by our own speech. It was like listening to every word of the BBC news whilst giving a speech to your family. When the meeting was over, the head of the Chinese group was very surprised to learn we were not Cisco staff interpreters.



## No quality, no fee

### HUAWEI

Huawei is very critical about the quality of interpreting. It employs its own in-house team of interpreters, so knows better than most organisations how to evaluate an interpreter's effectiveness. It will not pay the quoted fee of a supplier if it is not satisfied with the quality of interpreting delivered. We've worked for its public events as well as closed door meetings. Sometimes, we provide the full team. Other times, we work alongside its in-house team. Any lack of knowledge about Huawei or the terminology of the industry will be noticed instantly. We have been its trusted supplier in Europe for several years.

