



## Case Study Consumer

There is a growing demand for Chinese interpreters in the fast-moving consumer goods industry. This brings new challenges. The needs are more varied and the formats more diverse: business meetings, presentations, training programmes, global conferences, board meetings and contract negotiations. The shop windows of London's Oxford Street or Old Bond Street show the diversity of subject matter we are required to interpret. All this and the vocabulary of finance, management and production. This requires interpreters of breadth as well as depth.



## Italian job

### **A TOP LUXURY BRAND**

This was a series of events in Italy, combining a company global conference, internal forums, training workshops and visits to factories and wine cellars. Teams of company executives gathered from around the world. It was a multi-location assignment involving more than half a dozen different languages. Delegates were often amused by the accents of the speakers from other countries. We were required to employ almost every discipline of interpreting, from simultaneous to consecutive to whisper interpreting. As well as working with a standard console in a booth, we needed to use hand-held microphones and the 'tour guide system'. The wide range of subject matter covered everything from retail to leather goods making and from marketing to wine tasting.

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## Three out of three

### **A TOP HIGH STREET BRAND**

It was a training programme for a group of managers from China. This assignment measured 'three out of three' on our scale of difficulty. First, unlike some of the easier assignments, everything our interpreters said at the event was scrutinised intensively. Second, the customer had a bi-lingual manager present to monitor our interpreting. Finally, the frequent interaction between the speakers and participants could have caused interpreting overlap. This happens when the interpreting of alternating questions and answers overlaps and causes confusion. This required the use of 'no-overlap interpreting', a technique unique to KL Interpreters whereby the interpreter starts and ends a sentence virtually at the same time as the speaker. Regular nodding from participants was a clear sign the training went well.

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## Thinking ahead

### **A HOUSEHOLD NAME IN THE UK**

It was a board meeting between three parties, the UK company, its subsidiary in China and a joint venture company. All parties knew what they were going to discuss beforehand. For confidentiality reasons, we had only a skeleton agenda. No background information was available. The moment participants arrived, they dived into the substance of the meeting. Much of what they talked about followed up on previous meetings, so whilst they all knew what they were referring to, our team did not. Thanks to a set of skills unique to KL Interpreters, we managed to interpret accurately everything that was said. Conversation flowed. Agreement was reached. The meeting ended as if participants had all been speaking the same language.