

Many thanks, it was an absolute pleasure to have KL Interpreters as part of our group. 99



Case Study Creative and Entertainment

Creative language is a hallmark of the creative and entertainment industries. Although this is crafted by copywriters over time, it is not always easy to understand in English, let alone in Chinese. Yet KL Interpreters are expected to find equivalent Chinese expressions within a split second. To do this requires expertise in linguistics, insight on the subject matter, skills in fast conversion between English and Chinese and our unique approach to interpreting. We ensure we always add a highlight to an event and never dumb down.

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Tough audience

CCTV

David Attenborough, Zaha Hadid, Kelly Hoppen, Bear Grylls and Jack Ma of China: this was the line-up of guests at Voice, a popular chat show on China Central Television (CCTV) shot at King's College, London. It was a live recording to a 200 strong audience with mixed language abilities. The programme host spoke no English. We provided simultaneous interpreting. Lights on. Music up. Cameras rolled. The pressure mounted. The Chinese host interacted with his guests and audience as if they all spoke the same language. Throughout the shoot, the host received quick-witted, sarcastic and (occasionally) harsh comments from the audience. Topics included nature, architecture, survival skills and entrepreneurship. Any problems with interpreting would ruin the programme. It ended without a glitch.



Perfect form

BRITISH MUSEUM

A prominent Chinese sculptor came to London for a moderated dialogue with a well-known British sculptor at the British Museum. A couple of hundred people attended the event. The challenge was considerable. Chinese sculpture is not a typical topic of conversation in the UK. Similarly, the Chinese vocabulary relating to sculpture is limited. The words used look familiar, but their meaning in the context of sculpture is very different. At KL Interpreters, we know you can only truly understand a Chinese expression if you can explain it in English. This principle runs throughout our training and formed the basis for our preparation. At the end of the event, the moderator said, 'I'd like to thank our interpreters who have done an absolutely fantastic job!'

The British Museum

Thoroughbred performance

ROYAL ASCOT

Interpreting for two days at prestigious Royal Ascot was as eye-opening as it was mind-boggling. There is no horse-racing industry per se in China yet. Most English horse-racing terms do not exist in the Chinese language. The challenge was not so much the interpreting as deciding which Chinese terms best captured the meaning in English. This involved extensive research, often into the origin of an expression in English. Getting to know horses and breeding was essential too. A mere two-day job involved a whole week of preparation. The result was possibly the first ever glossary on horse-racing written in Mandarin Chinese. At the end of the second day, the Chinese visitors said to our interpreter, 'You are such a horseracing expert!'



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