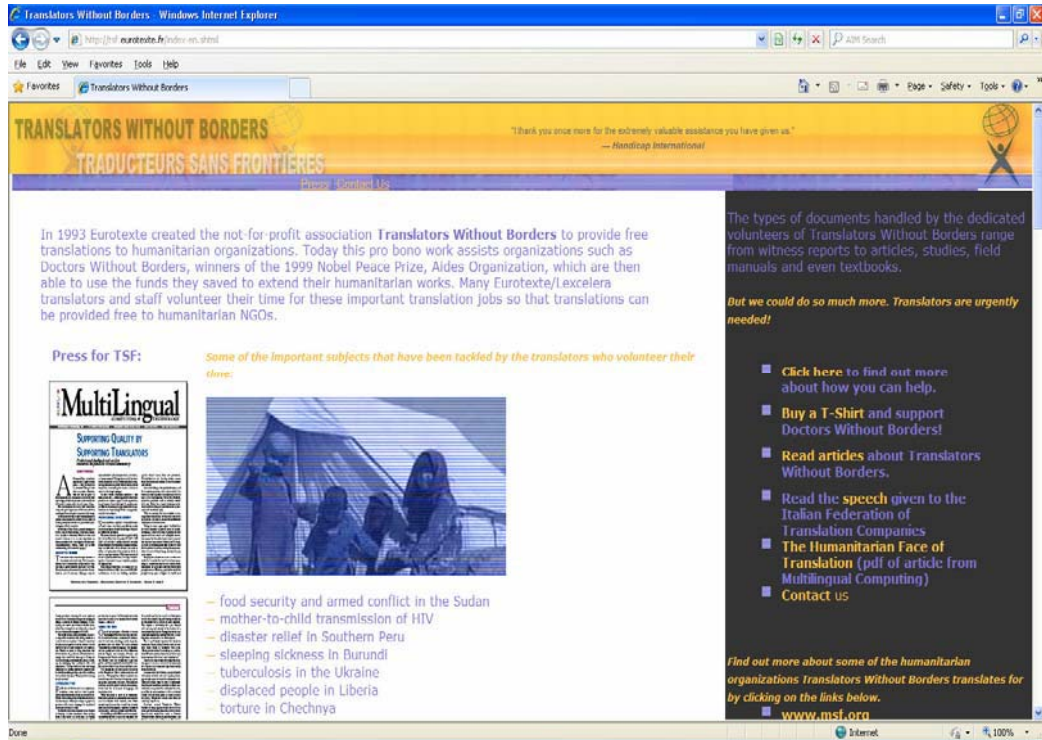


## **APPENDICES**

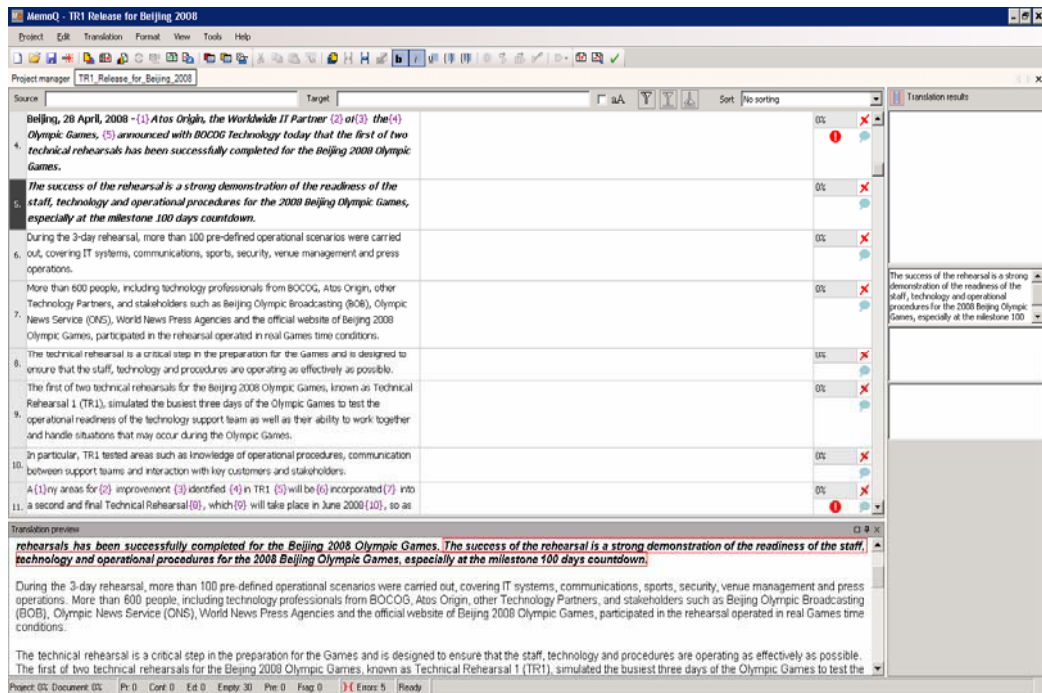
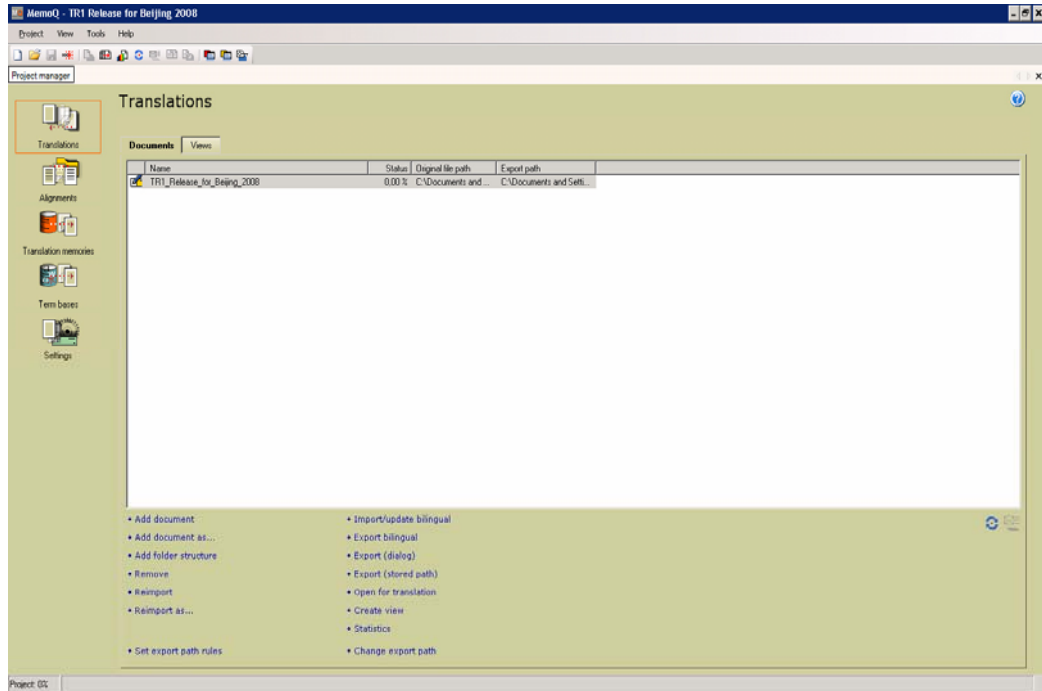
## APPENDIX 1: Lexcelera website and logo



## APPENDIX 2: TSF website and logo



## APPENDIX 3: MemoQ, one of the CAT tools used at the agency



**APPENDIX 4: Lexcelera's translation guide**



# Translations

## A User Guide

November 2007 ● Copyright Lexcelera 2007

ISO 9001:2000 Certified ●





*If the image you project to an international audience is important to you, read on. In the economy of the third millennium, the international arena is of paramount importance.*

*This makes it essential to pay very close attention to the information you send out to your customers, partners and employees around the world.*

*The international credibility and success of your company are at stake: even the most meticulously drafted document can be poorly or inaccurately translated and have the opposite effect to what you intended.*

*Following these guidelines to quality translations could save you a lot of time and will change the way you manage your translations.*

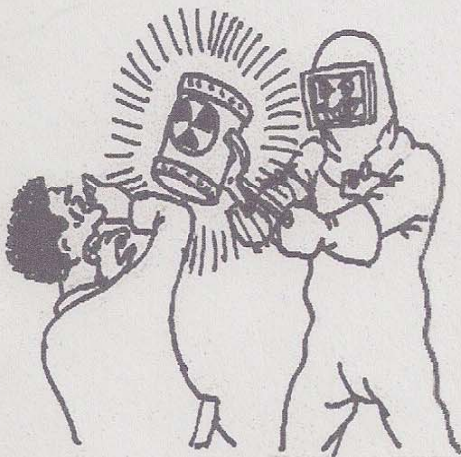


# 1. You've worked hard to get it right, don't get it wrong in the translation!

Choose the right translation provider from the start.

**H**ere is what you need to check before choosing the right translation provider:

- What is your provider's client list?
- How long have they been in business?
- Do they have any accreditations (such as ISO 9001 quality certification)?
- Can they provide you with samples of their work?
- Do the provider's translators work only into their native languages, and is each translation edited by a second professional?
- Can your provider meet your deadlines, even the tightest?
- How do they recruit their translators?
- How many languages can they translate?



*Trade show for radioactive objects*

*A leading exhibition organizer came to us to update the exhibitors' contract they'd been using, translated by a less than competent supplier.*

*Unbeknownst to them the careless omission of a word meant that for years they had been stipulating that radioactive parts of exhibits be accessible to the general public.*



## 2. Translation is a career, not a pastime

**W**hen your image and reputation are at stake, a translation is too important to be entrusted to your bilingual secretary, foreign intern or perhaps even your CEO, no matter how fluent.



*A sad end for an expensive brochure*

*A French software publisher decided to write the English version of their product-launching brochure themselves: they all spoke English daily so how hard could it be? They spent over €5,000 on artwork and printing for their slick, glossy brochure—and it all went down the drain (along with their credibility) when their English turned out to be riddled with mistakes. How much did they save on translation costs? Around €100.*



## 4. Put your time and resources where your business is

**T**he strategic importance of international markets to your company should determine how much time and attention you devote to your translations. What you don't know could hurt you! Just because you can't appreciate the subtleties of another language doesn't mean that your customers who do aren't judging you on them.



*Company X scores poorly in the 'International' category*

*An exporting company does 70% of its business outside Britain but spends 90% of its time polishing its marketing materials in English. Only the scantest attention is paid to the most important part of their communication programme.*



## 5. If you're trying to convey an international image, look beyond your own borders

**P**ut yourself in the place of your prospective reader: what message is he or she getting? Do all studies you cite have a local slant? Do your figures such as sales, growth, etc. concern only your country? How are you using the word 'international'?



*Camembert cheese:  
an international currency?*

*In an extensive ad campaign meant to portray its international dimensions, one of France's household names inadvertently revealed that despite its international ambitions it was solidly rooted in France: it quoted sales figures only in euros instead of pounds or dollars and gave the percentage of its workforce 'abroad' (outside which country?).*



## 6. Make sure you know which country you are addressing

**E**ngland and the United States aren't the only countries 'separated by a common language': Portuguese, Dutch/Flemish and even Spanish can vary widely, depending on where they're spoken.



*No comprendo*

*A French pharmaceutical company failed to specify that their press release was to be communicated at a US press conference, with the result that the British English translation of 'chiffre d'affaires' ('turnover') caused some consternation to Americans who use this term only in connection with fluctuations in staffing levels.*



## 7. Give your translation provider the liberty to adapt your texts

**T**exts written for one culture often need some changes to work for another.

For example, a French annual report may be home to the most flowery language outside of Rimbaud but this is simply not acceptable in English.



*This lovely balance sheet  
Rounds out a splendid year.  
Our profits will the markets greet  
With champagne—and nary a tear*

*A few years ago a French study asked a mixed group of French and English financial analysts to comment on a company's figures. The typical French sentence was along the lines of 'And so this year, once again, the upward trend of sales was confirmed...' ('Ainsi cette année, encore une fois, l'évolution croissante des ventes s'est confirmée...') while the English texts were more likely to be 'Sales grew 6%'.*



## 8. Translation is not copywriting

**A** translation should be clear, accurate and well written, but a translator is not a copywriter.



*An advertising agency pays hundreds of pounds to a specialist for a punchy slogan in English, then expects the same results from a translator who's being paid approximately £1 for the same slogan on a translation word rate.*

*What a bargain - 10€ for 2 slogans*