



American Translators Association

The Voice of Interpreters and Translators

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ATA Client Outreach Kit Skills Module

Sample introductions

Here are some sample introductions that you can use as a starting point for drafting your own.

An introduction that you deliver yourself:

I'm **Jane Linguist**. I spend most of my day helping corporations of all sizes explain their business activities—their good news and bad—to their shareholders abroad. Communicating effectively across the language barrier has helped these companies sell stock, boost sales, and tap into new markets.

Today I'd like to share with you some of the insights I've gained from working with these remarkably skilled people – people who call on me because there's at least one skill they don't have: they can't write **[language]** or can't write it smoothly. And they know that their message won't get through unless it is in the other guy's language.

So that's where I come in. As a **financial translator**, I take written texts in **[language A]** and transform them into **[language B]**. It's one of the most exciting jobs in the world.

Today I'm going to be very practical and will leave you with **[six/ten/four]** concrete tips about how you can get the most out of your translation budget if ever you work with a language services provider.

A TIS introduction to be read by someone else:

Communicating effectively in a global market is increasingly critical, for the business people here today and for their allies and competitors around the world. Translators can play a powerful role in global communication, enabling businesses to build bridges to foreign partners and tap into dynamic new markets here at home. But it isn't always easy to figure out how best to use translation services—how to find the right language professionals, how to work effectively with them, and how to get the most for our translation dollar.

Today we have a rare opportunity to get practical tips on becoming informed translation consumers and harnessing the power of language for our businesses.

Speaking to us today is a seasoned translator who can give us an insider's perspective based on **15** years of experience in the language services profession. Joe Linguist is a member of the American Translators Association and an **ATA-certified** translator of **Spanish** and **Portuguese** into **English**. He has a **freelance translation practice** and has produced **English** versions of **business** and **legal materials** used by leading corporations and law firms in **Latin America** and here in the **US**. He'll give us valuable insights on harnessing the power of translation for our own businesses.

Please join me in welcoming Joe Linguist.