



American Translators Association

The Voice of Interpreters and Translators

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ATA Client Outreach Kit

Skills Module

Promoting your presentation

- Prepare a brief, lively summary for inclusion in the organizer's newsletter (check with organizer for deadlines). Prepare a very brief version, too (two sentences), and submit this with a humorous translation blooper illustration to the newsletter editor.
- Prepare an interview with yourself for publication before or after the session.
- If you are speaking as part of a larger event, attend previous sessions and ask a question or two, identifying your topic and slot ("I'm presenting a talk later this afternoon on how translation can give US companies an edge on the competition; [question relating to current speaker's theme]?")
- With the organizer's permission, contact a handful of people who are likely to attend (chamber of commerce members; association members, etc.) to ask their expert opinion on issues they would like to see addressed, and whether they have any experience of the topic. This can pique their interest and encourage participation—and it's a terrific way to build relationships and make yourself known within the organization.
- If the event is open to the public, email existing clients to let them know when and where you are speaking. Even if they don't attend, this will raise your "expert" profile with them.