

Question from the audience:
Will translators see their jobs taken over by Machine Translation?



Dr. Ventsislav Zhechev
(then: Autodesk, currently: Apple):
"Only those who translate like machines" (2012).

This quote is often referred to by Arle Lommel, CSA, who also used a similar phrase in his article a few years later.



Stefan Gentz
editing his keynote speech in real-time to include the audience photo.



World crushed by Big Data. Learning how to swim and ride the tidal wave with **Frank Rojas** and **Saroj Vohra** from IBM. Also several topics related to industry standards, analysing closely what makes them work or fail. (2014)



Minako O'Hagan flew all the way from New Zealand (20+hours' flight!) to talk about delocalization and Hacker Ethic. (2017)



Can terminology be fun? **Klaus Fleischmann** proved it can by running automatic terminology surveys and quizzes. (2015)



Localization industry trends – review based on other conferences, industry press, discussions, individual experiences. Looking at business trends, technologies and new developments. Presented by **Grzegorz Wójcik**, **Wojciech Froelich** and **Agenor Hofmann-Delbor** in the years 2012-2017 annually.



Analysing latest MT developments by the leading research facility in Europe (**Charles University in Prague**) – so academic it took us back to school! (2016)



World Café activity with different business-related networking topics in 2015.



David J. Peterson explained how he created Dothraki and Valyrian languages for The Game of Thrones! (2016)



Magic bus riding from the hotel to networking place. **Crowded, but fun!** (2012-2017).



TLC HIGHLIGHTS

And last but not least – WE'VE HAD FUN!

Linda Saukko-Rauta
(redanredan.fi/en/) helped us to capture the TLC2017 talks by taking visual notes.



TLC THEMES



Levelup!

Machine Translation and the future of CAT tools

We looked at the latest developments and practical deployment of SMT and asked the leading CAT tool providers about the future of fuzzy matching technology and new areas for improvement of the translation technology. We also touched the subject of social media for translators, debated on the role of associations, and introduced several audio-visual topics.

Cloud computing and mobile technology in the translation industry

We focused on the growing popularity of cloud computing and its impact on the translation industry. We also debated on the most efficient ways for CPD and introduced several topics related to interpreting. New areas covered at this edition included medical translation and technical workshops regarding regular expressions. We also looked closely at technical challenges to translating Hebrew.

Technical Communication, Big Data, Team building and CPD

This edition was closely focused on corporations who work with Big Data on a daily basis. We learned about efficient localization and project managements processes, standards and certification, training specialists, rule-based technical writing and Simplified Technical English. We also looked at practical issues with localization of mobile projects.

Experts at work

This year was strongly focused on core specialities and CPD. We looked at the role of communication, discussed if terminology can be fun, and looked for the best ways to grow an LSP business. We focused on MT and project management once more, and took a glance at video game localization.

Why translate?

This time we wanted to reach the heart of the profession in the era of constant changes and new technologies surrounding us more and more. Conference highlights included an inspiring look at invented languages we often hear in sci-fi/fantasy TV series, translating the e-commerce, localization testing, interpreting and debates on the title question – why translate?

Level Up!

The last year's edition was our take on success stories in our industries and as it turned out, each story was in fact a path where we all failed at some point – which made us look for ways to quickly adapt, learn from our mistakes and grow stronger businesswise. We also looked at the importance of reference materials, and learned how to survive testing without harming the developers.

2012

2013

2014

2015

2016

2017

2018

Novotel Airport

Sound Garden

Zielna
Conference
Centre