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## 5 Things You Need to Know When Seeking Professional Translation Services

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By Rebecca Frisch

When you plan an event, do you consider how many people may not understand what's going on? This is not an intelligence question. Rather, it's a question of comprehension.

According to the US Census, 38 million people are foreign born. A Singapore census reveals 859,000 of its residents were born elsewhere. In Germany, it's 7.2 million. In the UK, it's more than four million.

As global communities continue to become more and more diverse, the chances increase that your language may not be the most dominate one for some (or many) of your attendees.

Maria Cristina de la Vega, President of [ProTranslating](#), provides insightful answers to five questions about translation services and events.

### Why should I consider translation services?



*Maria Cristina, President of ProTranslating*

"Having competent interpreters present when different languages are spoken by the attendees will ensure no one feels left out and that everyone can express himself and contribute to the purpose at hand comfortably and to the best of their ability," said de la Vega.

### How would I use it?

"Simultaneous interpretation in a booth within the meeting room is the most common use of interpreters... There is also sign language interpreting for the hard of hearing and video interpretation... In addition, there is escort interpreting where the interpreter accompanies a group or an individual and usually provides either simultaneous or consecutive interpreting."

Added de la Vega, "Another consideration would be whether you might need multilingual translation of documents, presentations, websites or papers associated with the meeting."

### I want a translation service. Now what?

"It is extremely important to screen language providers..." continues de la Vega. "You can easily get references from local hotels, convention bureaus, chambers of commerce, etc. Once you have narrowed your list and checked their websites, you can ask for collateral materials and for references..."

### Is there certification I should look for?

"The most important factor at issue is the experience of the LSP (Language Service Provider) and their track record of successful conference interpretation assignments," said de la Vega. "ISO (International Organization for Standardization) certification is evidence that the company is committed to quality. They will have a roadmap of procedures that have been vetted by the staff and auditors over time and are designed to produce consistently excellent results when providing services."

Added de la Vega, "...interpreters will hold various certifications, although they are usually required only by the court system when the interpreter is going to be paid with taxpayer money."

**I found a company I like. What should I ask before committing?**

"The first criteria... (to) look at is the interpreter's experience," advised de la Vega. "How long has the candidate been plying his profession? What types of assignments has he worked? What experience has the company had with the individual throughout these assignments? Does he have... the people skills and flexibility to deal with the audience and changing circumstances?"

"What procedures do (they) have in place to ensure that interpreters doing the work are equipped with the necessary terms to work technical meetings?" continued de la Vega. "You are asking to see if the interpreters are left to their own devices, or whether the company typically becomes involved in the research and preparation... needed for technical meetings."