



Ordre des traducteurs, terminologues
et interprètes agréés du Québec

2009 CONFERENCE

CLIENTS RULE!

But, how much do
we know about them?



Learning more about the
the **clients** of translators,
terminologists and interpreters.

2009 Conference

Friday, November 20, 2009

Training day

Saturday, November 21, 2009

Centre Mont-Royal, 2200 Mansfield Street, Montréal

Peel Metro Station or underground parkade accessible via Metcalfe Street

REGISTER AT WWW.OTTIAQ.ORG!

2009 Conference Committee

Didier Féminier, C. Tr.,
Vice-President, Communications,
and 2009 Conference Coordinator

François Abraham, C. Tr.,
President of OTTIAQ

Catherine Guillemette-Bédard,
Communications Coordinator, OTTIAQ

Éric Poirier, Ph.D., C. Tr.,
Director of Translation Services,
PricewaterhouseCoopers s.r.l.

Anne Stevens, C. Tr.

AnneMarie Taravella, C. Tr.,
Translator and partner, Aparté

Continuing Education Committee

Isabelle Collombat, C. Tr.

Jeanne Duhaime, C. Tr.

Éric Léonard, C. Tr.

Michel Séguin, C. Term., C. Tr.

Thanks

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Program copy and revision: **Organizing Committee**

CLIENTS RULE!

But, how much do we know about them?

Learning more about the **clients** of translators, terminologists and interpreters

Translation could be described as a utilitarian art. It is both a discipline of creative expression and an industry in which clients' intentions are sometimes clear and at other times little or poorly understood. How do our clients communicate their expectations to us, as language professionals, and to what extent can we respond? To heighten our mutual understanding, OTTIAQ's 2009 annual conference gives the floor to clients and their representatives—managers of translation services, users of interpretation services, revisers, quality controllers, etc.—and to the language professionals who serve them.



Exhibitors' Hall

Find out more about the products and services featured at the Exhibitors' Hall by checking out the mini-conferences in the Presentation Area. Come to the hall when the mini-conference of your choosing is scheduled and discover what OTTIAQ conference exhibitors can offer you!

New member-student pairing process

Member-student pairing has been updated! This pairing facilitates discussion among translation students and OTTIAQ members.

This year, pairing has been made easier! Participants will be informed ahead of time of their partner's identity. During the conference there will be a moment when everyone can meet and talk about the language professions.

Plenary session: presenters lend an ear!

Once again this year, all the presenters will attend the plenary session so you can ask them YOUR questions.

Did you miss the chance to ask your questions during the workshops? Do you want to know the main points raised in workshops you were unable to attend? The plenary has been designed just for you!

Led by the conference moderator, the plenary has been conceived as a forum for lively debate and discussion. We hope you will be there in force to further our thinking about translators' contributions to the public and vice versa!

During the day you can drop off your questions in prominently located boxes in the workshop rooms and at the OTTIAQ stand. The success of this format depends on your participation!



2009 CONFERENCE

8:15 A.M. **RECEPTION**

(Exhibitors' Hall)

Fruit juice, coffee and pastries

8:20-
8:30 **EXHIBITOR
MINI-CONFERENCE**

8:30-
8:40 **EXHIBITOR
MINI-CONFERENCE**

8:40-
8:50 **EXHIBITOR
MINI-CONFERENCE**

9:15 **CONFERENCE OPENING**

(Auditorium)

Conference moderator

Ariane Émond, journalist and moderator

Opening words

François Abraham, C. Tr.,
President of OTTIAQ

Didier Féminier, C. Tr., Vice-President,
Communications and 2009 Conference
Coordinator

Denis Louis Bousquet, C. Tr., President of
the Canadian Translators, Terminologists
and Interpreters Council (CTTIC)

9:30 **KEYNOTE SPEECH**

(Auditorium)

Presenter

Pierre Isabelle, Ph. D.

Often, translators do not fully understand their clients' needs and limitations, and clients are unfamiliar with what constitutes "the act of translation." Further, one aspect of the relationship between a language professional and a client involves the use of translation software. At times, clients believe that these tools are a cure-all and translators are often ill-equipped to explain and promote their own role. Our speaker, Mr. Isabelle, will discuss several basic concepts of statistical machine translation (SMT). After briefly describing how this technology has developed over the past fifteen years, Mr. Isabelle will examine machine output samples, which suggest that, under certain

conditions, SMT systems now attain results whose quality is very superior to what we are used to seeing from machine translation. Lastly, he will suggest a new approach that may allow translators to effectively incorporate machine translation into their array of instruments and techniques.

10:15 **BREAK AND TOUR
OF EXHIBITORS' BOOTHS**

**10:25-
10:35** **EXHIBITOR
MINI-CONFERENCE**

10:45 **FIRST ROUND OF WORKSHOPS**

Workshop 1 a (Auditorium)

Presenter

Danielle Henripin, C. Term.,
Terminologist, United Nations
and Dr. **Jiri Stejskal**, M.A. Ph.D.,
President of CETRA.

Language professionals abroad

The context of translation in Québec and Canada is quite particular. What is the situation in other countries? What is the public's conception of what a translator does? What is the reputation of translators in other countries? To answer these questions, we have invited Jiri Stejskal, former president of the American Translators Association and former vice-president of the International Federation of Translators. And what about the institutions where all the world's countries are represented? A terminologist with the UN in New York will describe her work environment. Who uses UN terminology? Who challenges it? How do you produce consistent work as a member of a multicultural team? What is the impact of electronic tools?



Workshop 1 b (Salons International)

Presenters

Sabine Davies, C. Int., and the Honourable **Dominique Wilhelmy** and Honourable **Marie Michelle Lavigne**, Court of Québec.

The importance of language in the legal system

Among the fundamental rights of the defendant, the right to language services guarantees defendants the ability to follow the proceedings in a language they understand and express themselves in a language they master. How are interpretation services organized in the provincial legal system? Is it easy to meet the language needs of the different actors in a trial? A legal interpreter and two judges of the Court of Québec discuss the role of interpreters, the perception of their role, why interpretation services are necessary and the obstacles to their smooth functioning.

Workshop 1 c (Salons Cartier)

Presenters

Renée O'Dwyer, erg., Appointed Director of OTTIAQ, and **André Jenkins**, C. Tr., Canacom.

Why a standard?

OTTIAQ's mandate is clear: to ensure the protection of the public. Boasting many years of experience with various professional orders, OTTIAQ's appointed director explains the mandate of protecting the public. But, what about the new Canadian standard on translation services? What will be its eventual impact on the activities of OTTIAQ members? A language professional who participated in drafting the new Canadian standard on translation services explains what it is all about.

12 noon **LUNCH** (Salons Mont-Royal)

Presentation of the OTTIAQ Award of Merit and draw for door prizes

Reminder about the Work-Life Assistance Program by Nathalie Cartier

1:30 P.M. **TOUR OF EXHIBITORS' BOOTHS**

1:30-1:40 **EXHIBITOR
MINI-CONFERENCE**

1:40-1:50 **EXHIBITOR
MINI-CONFERENCE**

2:00 **SECOND ROUND OF WORKSHOPS**

Workshop 2 a (Salons Cartier)

Presenters

Donald Barabé, C. Tr., Vice-President, Professional Services, Translation Bureau, **Nathalie Cartier**, C. Term., C. Tr. and **Simon Hébert**, of the translation firm, Cartier et Lelarge

Knowing yourself is good; knowing your intermediary is better.

Becoming more familiar with our clients also signifies being more familiar with the people we work with every day who act as intermediaries between us and those who use and read our translations. The purpose of this workshop is to introduce these intermediaries, consider their missions and views, and most importantly, discuss their needs and constraints. How do they convey clients' concerns and needs to us? More broadly, they will also share their view of translation client relations. Does it sometimes extend beyond the usual list of accepted and rejected terms, corrections and clients' style preferences?

Workshop 2 b (Salons International)

Presenters

Éric Meunier, President,
Zoop Mobility Network,
and **AnneMarie Taravella**, C. Tr.,
Co-owner of the Linguistic
Services Firm, APARTÉ.

How do you translate that, in business terms?

To meet clients' needs we must respect certain business requirements. Like any actor in a business transaction, language professionals and clients must negotiate about deadline/quality/price and settle on a compromise. Still, clients do appreciate someone who is able to integrate into their company's business processes by offering a service that is adapted to their needs. In addressing the business aspects of language services, the presenters will illustrate their presentations with practical examples drawn from their professional experience.

3:00 **BREAK AND TOUR OF EXHIBITORS' BOOTHS**

3:10-3:20 **EXHIBITOR MINI-CONFERENCE**

3:30 P.M. **PLENARY (Auditorium)**

Questions and answers about the conference theme and workshops

4:45 P.M. **CLOSING REMARKS**
Didier Féminier, C. Tr.,
2009 Conference Coordinator

5:00 P.M. **COCKTAIL PARTY**

Continuing Education Day

7:30– **WORK-LIFE ASSISTANCE**
9:00 A.M. **PROGRAM BREAKFAST**

9:00– **The translator’s**
10:30 **consultant role:**
requirement
or added value?

Presenters

Réal Paquette, C. Tr.,
Owner of Translacom.

Some professionals—notaries and lawyers, for instance—are required to advise their clients. If they fail to do so, they could be held professionally liable. What is the situation with translators? Although this issue is not mentioned in OTTIAQ’s Code of Ethics, its member competency profile lists consulting, accompanied by an objective and competency indicators. Furthermore, the consultant role is frequently mentioned in the Order’s new strategic plan, *Prendre sa place*. We will first attempt to show that this is not a new role for translators—we do advise our clients, often without even realizing it. Next, we will demonstrate that what appears to be a requirement is in fact an added value that can help us to claim recognition as professionals, promote our title and change the perception of our profession. We will address topics such as the translator’s role as communicator and “business partner,” legal obligations, professional liability and signing translations, integrating translation into the document production cycle, consistency and uniformity (terminology, phrasing and textual), respect of the target public and integrating the consultant role into academic and professional training.

10:30– **BREAK AND TOUR**
11:00 **OF EXHIBITORS’ BOOTHS**

11:00–
12 noon

Professional liability of certified translators, terminologists and interpreters

Presenters

Pauline Paiement, Notary.

What is professional liability? Do certified translators, terminologists and interpreters commit their professional liability in the practice of their profession? If so, can a certified member be automatically held liable when she or he makes an error? What is the purpose of professional liability insurance? What are the obligations of certified members with regard to professional liability insurance? What are the insurer's obligations?

12:00–
1:30 P.M.

LUNCH AND TOUR OF EXHIBITORS' BOOTHS

13:30–
3:00

Billing: a necessary evil or an added value?

Presenters

Sébastien St-François, C. Tr.,
Lorie Palmer, CA, CIA,
and **Grant Hamilton**, C. Tr.

The subject of billing raises a multitude of questions: What information should I include on my invoice? How much are my services worth? What rate should I set for a given contract? How does the use of a translation memory affect billing? Should I bill based on the word count in the original or the target text? These are just a few of the questions that will be discussed in this interactive workshop. Facilitated by a certified translator who is also the president of a translation firm, a certified translator in private practice and a certified accountant, this workshop will also present a new perspective on billing as a marketing tool. You'll discover that invoices are an opportunity for you to highlight your professionalism and set yourself apart from your competitors.

3:00 P.M. **CLOSING REMARKS**

Fees

Until and including November 7, 2009

	2009 Conference	Both days	Continuing education
Member and certification candidate	\$205	\$350	\$260
Non-member	\$335	\$605	\$395
65 and up	\$170	\$295	\$180
Student	\$95	\$165	\$125

November 8, 2009, and after

	2009 Conference	Both days	Continuing education
Member and certification candidate	\$240	\$400	\$275
Non-member	\$405	\$715	\$425
65 and up	\$200	\$360	\$210
Student	\$110	\$215	\$150

Same day

	2009 Conference	Both days	Continuing education
Member and certification candidate	\$270	\$460	\$300
Non-member	\$445	\$795	\$450
65 and up	\$215	\$405	\$225
Student	\$125	\$255	\$170

All fees include taxes.

Lunch only: \$55

Please reserve by calling OTTIAQ staff at 514-845-4411 or 1-800-265-4815, extension 221.

Hotel room

Contact OTTIAQ at 514-845-4411 or 1-800-265-4815, extension 221.

Cancellation

No refunds will be granted. You may transfer your registration if you find another person to replace you. Registration fees include lunch, breaks and the conference bag.

**THANKS TO ALL
OUR PARTNERS!**

