

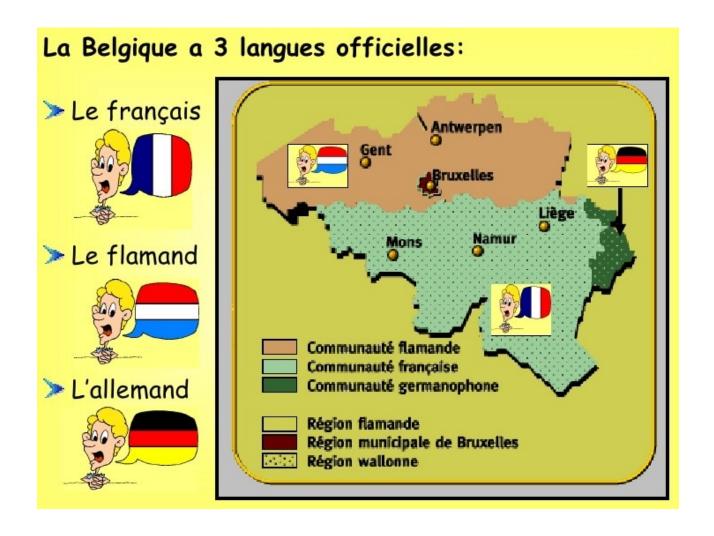
Multilingual communication

Sig MarCom 1st October 2021



Some Background





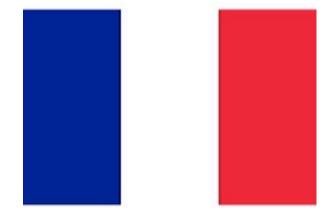


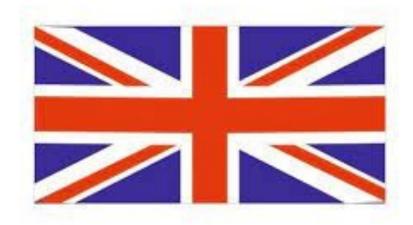
In reality











In practice



- Official documents and press :
- Contracts and invoices : ___ or __ or ___ or
- Website
 - General information : ____ & ___ &
 - Some specific technical information :
- Social media : mainly except for specific cases
- Events: webinars and conferences:



In practice



Staff of MarCom : both native and

• Good level of but also need professional english proofreading



Our challenges



- All content has to be translated in 2 or 3 langages: risk of oversights in the content
- Time consuming for the staff
- Requires to work with translations agencies
 - Time
 - Price
 - Quality



Your challenges?



- How many of you have a website or communication in general in more than one language?
- What are your main challenges?
- How do you take care of the translation?
- Good practices to share?





