



ITI-LRG Newsletter



Issue 29

www.iti-lrg.org.uk

May 2012

Editorial

Hello and welcome to the May edition of the LRG Newsletter.

In this issue Isabel Brenner has kindly written a review of our first event of this year - the pricing and negotiation workshop. Turn to page 2 to find out all about it.

You will also find dates and details of forthcoming LRG

and ITI events, which include the annual LRG pub crawl, a guided London walk, a session on financial terms and social media and the Christmas Party. Although details of the later events have yet to be finalised, you can put the dates in your diaries now.

I hope that you enjoy the Newsletter.

Rosemary Harvey, Editor

Forthcoming LRG Events

Annual LRG pub crawl

Thursday, 5 July 2012

From 6pm

Kensington

Nearest tube: Notting Hill Gate



This year the annual LRG pub crawl will take place in Kensington. It is the perfect opportunity to enjoy drinks and chat with other LRG members in a friendly, informal setting.

All of the pubs will be just 10 to 15 minutes apart on foot. Food will be available in one of the pubs.

Further details will be sent out by email nearer the time.

Guided London walk September 2012

After the success of previous walks, the committee hopes to organise another guided walk with Roger Bone in September this year. Watch this space for further details.

Financial terms and social media

Thursday, 15 November 2012

Function room at the Devereux Pub, Devereux Court, Essex Street, nr Strand, London, WC2R 3JJ

Nearest tube: Temple or buses to The Strand

The Devereux has been booked for a session on financial terms and social media in November.

More details will follow nearer the time.

LRG AGM and Christmas party Thursday, 13 December 2012

Function room at the Devereux Pub, Devereux Court, Essex Street, nr Strand, London, WC2R 3JJ

Nearest tube: Temple or buses to The Strand

I know it's a long way off, but it's worth saving the date. The LRG Christmas Party is always one of the highlights of the year, with a buffet, mulled wine, mince pies and good company.

More details will follow nearer the time.

Review of LRG Events

Thanks to Isabel Brenner for providing such a detailed review of this event.

Pricing and Negotiation Workshop 13 February 2012

Around 60 LRG members took part in this practical afternoon workshop at Europe House, Smith Square, Westminster, on 13 February 2012. The event was made up of two main parts, with the first part featuring talks by three excellent speakers: Konstantin Kisin, Joanna Waller (FITI) and Susie Kershaw (FITI).

Konstantin Kisin is a highly successful Russian/English freelance translator and a regular speaker on negotiating skills for translators, communication in business and building professional client relationships. He approached the subject in a very practical way, basing his talk on some key questions every translator should ask themselves, such as: "What is it that sets me apart?", "How do I position myself?" and "What is it that justifies my rates?"

He not only very strongly emphasised that setting your rates is all about positioning yourself, but also explained how we can negotiate with clients, presenting ourselves in a non-forceful way and emphasising what we can do well. In other words "You get what you negotiate."

Konstantin vividly illustrated his talk with an example of a real-life experience as an interpreter, where he got an hour's interpreting job paid at a staggering premium rate of £500 per hour!!! He also provided a number of practical tips, such as building a balanced portfolio of clients, with typically 5 - 6 key clients (typically 80% of your income comes from 20% of clients). In short, Konstantin's mission can be summarized as helping freelancers make more money, work less and have more fun!

The second talk was given by Joanna Waller (FITI), and was entitled "Setting your Sights on High Returns". Joanna is a technical and academic translator with more than 30 years' experience, working from French, Spanish and Italian into English. Based on her long-standing experience as a translator, Joanna in her talk not only covered pricing (setting your goals for daily / monthly / annual income / price per 1,000 words / line / extras, minimum charges, evening, weekends etc.), but also touched on different aspects to be considered in quantifying a job (e.g. different formats, CAT tools, how much time is it going to take, including non-translating aspects, source or target count etc.).

She also pointed out the advantages and disadvantages of working for agencies and direct clients. While with direct clients it is possible to charge higher rates, you can choose your customers, you perhaps have more of a chance of getting interesting work and personal contact with the end user of your translation, direct clients also mean that your amount of work may be limited, you may have less support for terminology queries and will have to do your proof-reading and checking, with possible extra cost if you commission another translator to do it for you.

In addition, she discussed questions, such as taking on anything and everything, or choosing only particular jobs or subject areas, or possibly even finding and specialising in new subject areas, which she illustrated with her own example of finding a new niche market in Italian-English translation for the oil industry, where she found demand.

Finally, she gave some 'Golden Rules', such as never missing deadlines, the translator's ability to ask professional questions, and negotiating a total package. She also stressed the importance of focus and discipline, good time management, excellent writing skills in your own language and CPD.

The third talk was given by Susie Kershaw (FITI) on 'Pricing and Negotiating from an Interpreter's Point of View'. Susie is a Language Consultant supporting clients in organising multi-language events.

In her talk she mainly gave an outline of (1) drawing up a systematic contracting checklist, which should contain basic details of the assignment (event/subject, languages, dates, hours, location/venue, type of interpreting, equipment, special conditions, e.g. confidentiality, clothing requirements etc.); (2) calculating fees, which should typically include working time (e.g. 7-hour day; half-day, breaks, agreements on overtime and evening work), travel time, briefing time (complex topics), possible charges for recording (if the interpreter's voice is to be recorded for other purposes than minute-taking), travel expenses (flight etc.), meals, accommodation at the conference location; and (3) briefing documents (e.g. agenda of meeting, previous minutes, copies of papers to be presented or discussed at the meeting, relevant weblinks etc.). She also recommended that any contract should include clauses on payment in the event of cancellation on the client's part, as well as Force Majeure

(replacement of interpreter by another qualified colleague in the event of unforeseen circumstances).

Finally, Susie pointed out some “key drivers” in pricing / marketing a successful interpreting business. Important considerations could include where best to locate yourself in relation to your market / competition, how to control your overheads, and knowing what you need in order to work at your best. In conclusion, she stressed that a sound personal pricing strategy helps effective negotiating.

The second part of the afternoon consisted of a practical session, with participants working in small groups. Participants were asked to quantify a non-editable pdf document for translation and discuss a potential quote, taking into account different aspects, such as format (simple Word file or editable/non-editable pdf, charge per word/job/line/hour/source or target count, charge for repetitions/headers/bibliography, how to deal with diagrams, tables and embedded formats, extra charges for complex formatting etc.).

Other aspects included questions, such as making an estimate or quote, different rates for agencies or direct

clients, how much time is spent preparing your estimate or quote and whether complex quoting could be added into the cost of the job etc. The results of this group exercise were reported back in plenary, where participants shared different approaches, ideas and suggestions, which no doubt proved very helpful for everyone. A brief summary was also given of the new 2011 ITI Rates and Salaries Survey.

All in all, this workshop proved to be a useful, insightful and inspirational event. As for me, not only did it sharpen my awareness of the importance of negotiating and provide me with useful tips for effective negotiation, the practical exercise also raised my awareness of all the different aspects that ought to be taken into account when preparing a quote or estimate. Many thanks again to Pamela Mayorcas, Kari Koonin and Anna Szpakowska for helping to organise this workshop.

I would thoroughly recommend any similar workshops in the future, whether you are just starting out or need to sharpen your pricing strategies and negotiating skills.

Isabel Brenner

LRG News

New LRG members

We welcome the following new members who have joined the LRG since February:

Sarah Baily, Isabel Caraballo, Helen Grützner, Petya Ivanova, Lenka Mihalkova, Claire Opaleye, Felicity Pearce and Pauline Uytewijk

Email address changes

LRG members who have joined the LRG egroup can log on to the LRG egroup and change their email address themselves (e.g. if a member has got a new email address or wants to use a different email address to receive emails from the LRG egroup) and several members have already done this.

This, however, means that the LRG contact database is no longer up-to-date as the LRG database and the LRG egroup are not linked. If an email address is changed in the LRG egroup, it is not automatically changed in the LRG database.

If you change your email address in the LRG egroup, please could you let the Membership Secretary, Daniela Ford, know so that she can update the LRG database? Her email address is dford@softrans-ltd.com.

Thanks very much for your help. It is important that the

LRG database is kept up-to-date. You might miss out on important information if we don't have a correct email address for you.

New Newsletter schedule

The LRG Newsletter has traditionally come out three times a year - in February, May and September. This year and in subsequent years, however, there will be four issues - in February, May, August and November - so that we can give you more advance notice of LRG events. I hope that you enjoy receiving an extra Newsletter.

Helping at the London Language Show

LRG will be organising a stand for ITI at the London Language Show (LLS), which will run from 19 - 21 October 2012. If you would be interested in helping on the stand, please contact LRG Chairman, Peter Linton at peter@lintononline.co.uk.

In addition, we hope to offer a seminar as part of the LLS Seminar Programme. The suggested topic is, 'A day in the life of a translator' with a panel covering different aspects of a translator's daily life.

ITI News and Events

News of forthcoming ITI events and CPD opportunities:

Starting work as a translator or interpreter

Saturday, 9 June 2012

**University of Westminster, 309 Regent Street, W1B 2UW
10am – 4.30pm**

If you are interested in working as a translator or interpreter, but don't know how to start, this one-day seminar is for you. It will cover:

- ♦ the qualities and skills you need to work as a translator or interpreter;
- ♦ training options;
- ♦ how ITI can help and other sources of support;
- ♦ working with translation companies;
- ♦ breaking through the 'no experience = no work' barrier; and
- ♦ areas where language skills are in demand and new niches to explore.

*Cost: £30 (ITI members); £40 (non members); £20 (postgraduate students). Includes VAT and refreshments.
Please bring your own lunch.*

ITI Webinar: translating the spoken word

Tuesday, 19 June 2012

ITI webinar presented by Daniel Pageon.

Joint ITI / EU / CIOL clear writing seminar

Thursday, 5 July 2012

**Europe House, 32 Smith Square, SW1P 3EU
10am – 4pm**

This event is being generously supported by the European Commission Representation in the UK and will be held at its central London offices.

It is a full day event and will feature presentations by the European Commission's Directorate-General for Translation, the Plain English Commission and Clarity. It will also include a number of practical exercises.

Please see the ITI website for further details and the booking form: www.iti.org.uk. Book by 5 June for early bird rate

Public service interpreters and translators networking group: best practice in public service interpreting

Friday, 14 September 2012

London Metropolitan University

An all-day conference to help professional and public service workers make the best use of public service interpreters, including talks and workshop sessions.

For further information, please contact: interpreting-translation@londonmet.ac.uk.

Noticeboard

London Language Show

19 – 21 October 2012

National Hall, Olympia, London

Advance notice of this year's London Language Show. Put the date in your diaries now.

The London Language Show is ideal for learners, teachers, professionals and anyone with a passion for languages. You'll find all the advice and resources needed to learn or teach languages and find a career using your language skills. Language Show Live is free to attend.

ITI will have a stand at the show, staffed by LRG volunteers. Why not lend a hand this time?

*See the website,
<http://www.languageshowconnect.co.uk/Content/Language-Show-Live-2012>, for further details.*

EU institutions recruit English-language translators

The European Personnel Selection Office will launch a competition in July to recruit English-language translators for the European Union institutions. Applicants must be citizens of any EU Member State, have a bachelor's degree in any discipline and be able to translate from two EU official languages (one of which

must be French or German) into native-speaker-standard English.

You can find out more by visiting the Translating for Europe page on Facebook:
<http://www.facebook.com/translatingforeurope>.

You can also receive notification of the launch of the competition by joining the Facebook page called 'We are waiting for the 2012 EU English-language translation competition!' You can find it at: <http://www.facebook.com/pages/We-are-waiting-for-the-2012-EU-English-language-translation-competition/170135253072451>.

Multilingual Shakespeare

The Globe to Globe festival at Shakespeare's Globe Theatre opened in April and will be running until June. It brings together artists from all over the globe to perform Shakespeare's 37 plays in 37 different languages in the theatre Shakespeare intended them for.

If you're interested in finding out more about this fascinating event, go to
<http://globetoglobe.shakespearesglobe.com/>.

Some associated translation-related lectures are also running. Find out more at
<http://www.shakespearesglobe.com/education/events/lectures-seminars/translation-lectures>.

LRG events programme for spring 2012

Thursday, 5 July 2012 From 6pm	Annual LRG pub crawl Kensington Enjoy an informal evening with other LRG members. <i>Further details will be sent out by email.</i>
September 2012	Guided London walk A guided walk with popular guide Roger Bone. Further details to be announced later.
Thursday, 15 November 2012	Financial terms and social media Devereux pub, 20 Devereux Court, Essex Street, London WC2R 3JJ Further details will follow in subsequent issues.
Thursday, 13 December 2012	LRG AGM and Christmas party Devereux pub, 20 Devereux Court, Essex Street, London WC2R 3JJ Further details will follow in subsequent issues.

See www.iti-lrg.org.uk for the latest updates on forthcoming events.

LRG Committee Contacts

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