

# The Secrets To Hosting A Successful Multi-Language Digital Event



Simultaneous interpreting can be delivered online so your meetings and conferences can proceed in real time.

Having to put your business in hibernation and lose momentum due to Covid-19 is something to be avoided if possible. It may have taken you years to establish your overseas business relationships and you certainly don't want to stall because you can't travel to pursue your international business.

What if your business is with non-English speakers? The linchpin will be your foreign language interpreter. And in these days of COVID-19 lockdown, remote interpreting is saving the day (and the business deal). In the old world, face-to-face interpreting was used 80% of the time; we are all now going digital. So whether it's an international event, a webinar, or a sales meeting, the show can go on!

Some of our clients had been running successful training programs with China. Now, rather than lose that work or have a competitor come along, the model can move online and still deliver great value keeping the Chinese clients on board. Another global client has a sales force and needs to keep them motivated with regular multilingual meetings. Court hearings are going on via zoom – so justice can be done. It is business as usual in foreign languages.

## WHAT IS REMOTE INTERPRETING?

Just like a zoom meeting—you've probably been sitting through many of these – except one of the attendees is an interpreter. Speakers talk and interpreter/s interpret – back and forth. One difference is that

you need to wait for the interpreter to interpret for the non-English speakers. We call this *Consecutive Interpreting*. Speakers need to speak in chunks and let the interpreter cut in and out, back and forth. Your non-English speakers can understand you, and you can understand them. Other options include phone interpreting and remote simultaneous interpreting.

## WHEN CAN REMOTE INTERPRETING BE USED?

We're finding it can be used for pretty much any kind of meeting or event or consultation. The type of platform and logistics will change for a conference compared to a short meeting or consultation. Internet stability, bandwidth and familiarity with the particular platform are all necessary; different platforms will better suit certain activities.

For example, for a conference with many delegates or training using powerpoints, a robust platform with good audio quality is a must. For a meeting of shorter duration, we have been using things like zoom, bluejeans, googlehangouts and webex.

We've also been using these programs for an MOU signing with China, for legal affidavit interpreting and signing, for interviewing witnesses in a legal case in China, for meetings between Australian and Chinese businesses, and for a mini-conference in simultaneous interpreting mode.



Needing to sign an MOU or celebrate a milestone? Covid-19 did not stop Lord Mayor Sally Capp aided by online interpreting.

## WHAT DO YOU NEED IN THE WAY OF TECHNOLOGY AND HOW TO USE IT?

A program that you are already familiar with is best, so if you've been on zoom meetings, it is worth considering this so you don't have to learn a new system or download more apps. It is a good idea to run a rehearsal – some people will not be familiar with this mode and it is easy to forget the interpreter. Your interpreter service can guide you as to which application will work best.

You may need someone to MC your event and control and manipulate speakers, coordinate whose turn it is, mute microphones, and share presentations to keep it flowing.

An agenda and any presentation material sent in advance will help delegates keep up. Only one person can speak at a time, so the MC or an assistant will need to moderate any Q and A. Questions can be sent on a chat tool and read out by the MC (don't forget the interpreter!)

Your interpreter/s also needs to be familiar with the technology chosen and needs to have a good internet connection (not wifi), professional microphone and subject familiarity.

## PAUSING FOR INTERPRETATION

Speakers talk and interpreter/s interpret. You need to pause for the interpreter to translate for the non-English speakers. Speakers will speak in chunks and the interpreter will go back and forth in both languages. Let our interpreter guide you on how to 'chunk'.

## REMOTE SIMULTANEOUS INTERPRETING

You've probably been to an event where everyone wore headphones and you could listen to interpreters in your language. Now it can happen remotely – your conference or launch or webinar can go ahead with remote participants, presenters AND interpreters. The big advantage of simultaneous delivery is it saves time – your event can run live. Working remotely requires high-level interpreting skills and technology and fast internet. You'll definitely need professional help to run this, so get in touch with our remote interpreting team for advice.

## HOW TO ENSURE QUALITY?

Preparation! MC, presenters, interpreter/s, and content – all can make or break your event, just as if it were running in a normal setting. The platform will be critical for larger or longer events. It is worth exploring and discussing the options – their pros and cons – to ensure that you have the best outcome.

Send out the agenda and materials to the interpreters well in advance. It is a good idea to have a preliminary hook up with presenters, MC and interpreters.

As mentioned, bandwidth and choosing the best platform, also using hard wired equipment (rather than wifi) is important for the interpreters.

Another important point many people forget is that using an interpreter will double the time required (except if you decide to use remote simultaneous interpreting).

## HOW TO BOOK YOUR REMOTE INTERPRETING SESSION?

We'll need to know:

- the type of event and subject
- number of participants
- number of presenters and MC
- language/s
- date, time, duration
- purpose

Do you have a preferred platform – or ask our opinion – your aims are the key.

Discuss the best solution with us and we can then lock everything in place for you. We can help with an invitation and link (and some reminders). Always consider the participants who don't speak English, it helps to send them your translated agenda and instructions on how to participate in a zoom meeting (protocols).

## CONTACT US TODAY

Contact our in-house remote interpreting team to find out if your particular situation is best handled with remote interpreting and for guidance to deliver a successful interaction.

Some of us are working remotely too, but we can be contacted on 1300 792 446 or 0439 910 980 at any time or [info@chincommunications.com.au](mailto:info@chincommunications.com.au)

PS: applies to other languages too.

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