

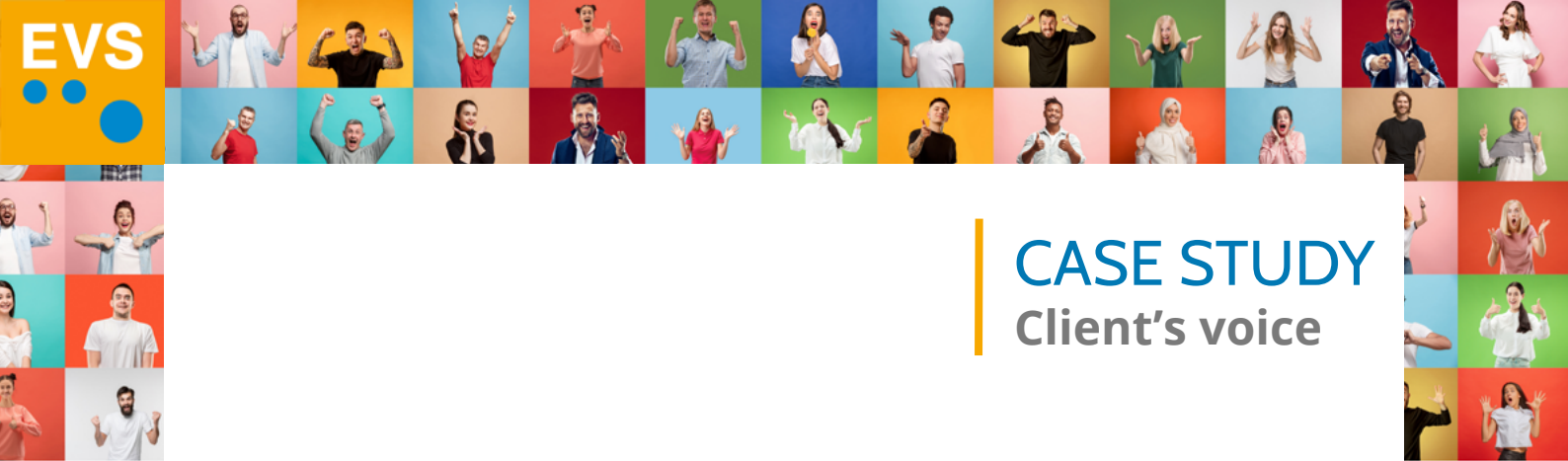


MULTILINGUAL VIDEO SOLUTIONS FOR COMMUNICATIONS TEAMS

*Keep global stakeholders up to date in
multiple languages via video*



Deliver livestream presentations, digital conferences, product launches and all related video content in multiple languages.



CASE STUDY Client's voice

EXAMPLE: LIVESTREAM EXECUTIVE Q&A SESSIONS IN FOUR LANGUAGES

"The pandemic forced us to close offices and increased the need for our Senior Leadership Team to communicate with all employees more frequently.

*I work to ensure our global employees have access to important company information. This is presented during livestream Q&A sessions with our CEO. **We use remote simultaneous interpreting for livestream events.** These are for employees who need to hear important updates in English, French, German and Japanese.*

***The livestream recordings are then subtitled** and delivered to all employees in a range of languages. It's important that the subtitling work is high quality and accurate.*

We have ongoing video translation projects, which continue on a weekly basis. We're creating new best practices for continuous improvement on the employee experience."

- Internal Communications Manager, for a major US tech firm operating in the human resources sector.

VIDEO REMOTE INTERPRETING (VRI)

for livestream events

- 1 Resource selection and scheduling
- 2 Preparation of reference materials and platform logins
- 3 Pre-event Q&A session with client and interpreter team
- 4 Live event via streaming platform

VIDEO TRANSLATION

to recreate video assets in new languages

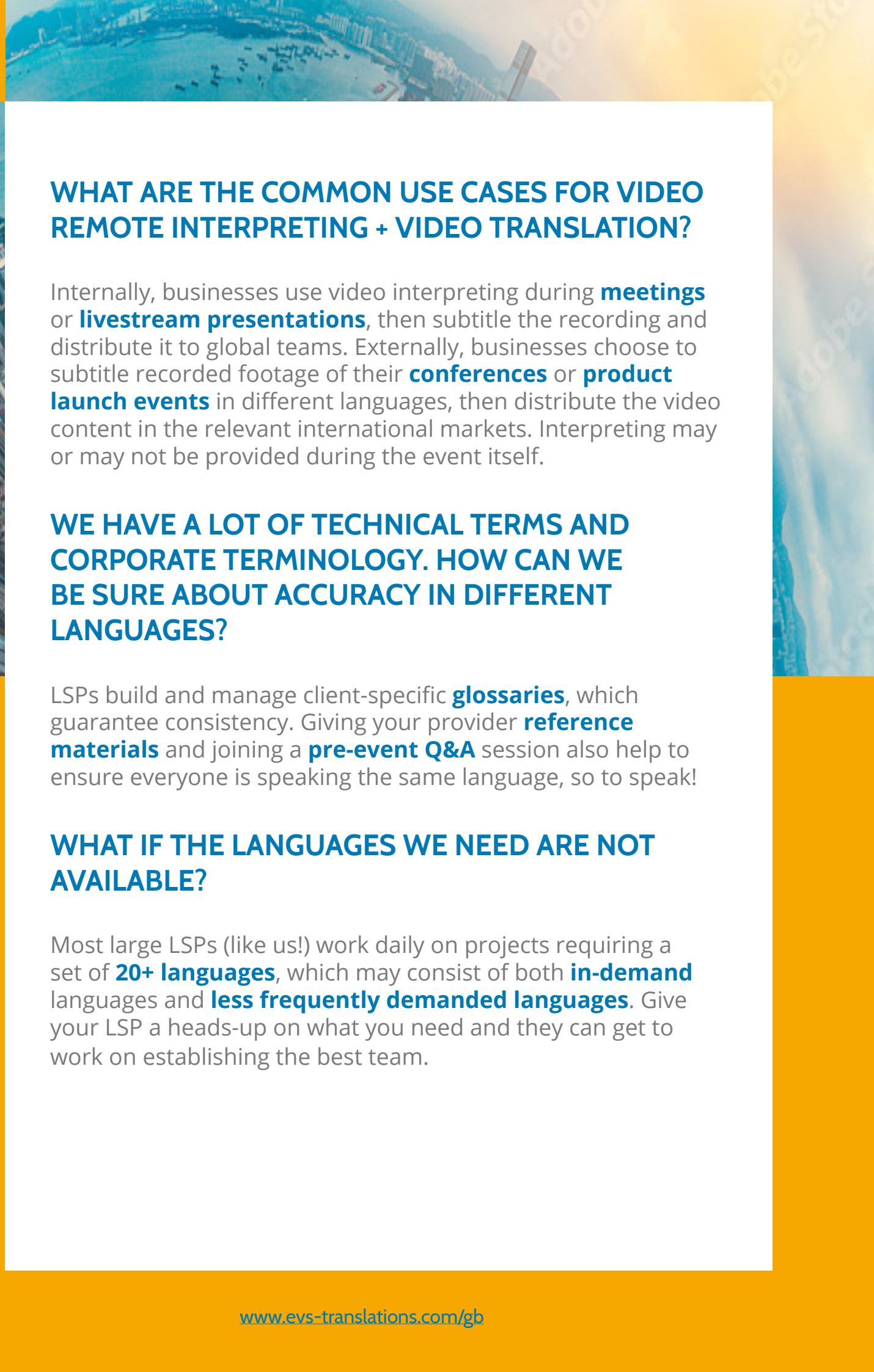
- 1 Transcription/timecoding of recorded livestream
- 2 Subtitle translation
- 3 Subtitles embedded in video
- 4 Delivery: English, French, German, Japanese .mp4 files

For VRI, many platforms such as Zoom allow users to record events and then download a video file, which can be further repurposed. Content can be subtitled into all the necessary languages and then distributed through the appropriate channels to a global workforce or key stakeholders.

FAQs

FREQUENTLY ASKED QUESTIONS





WHAT ARE THE COMMON USE CASES FOR VIDEO REMOTE INTERPRETING + VIDEO TRANSLATION?

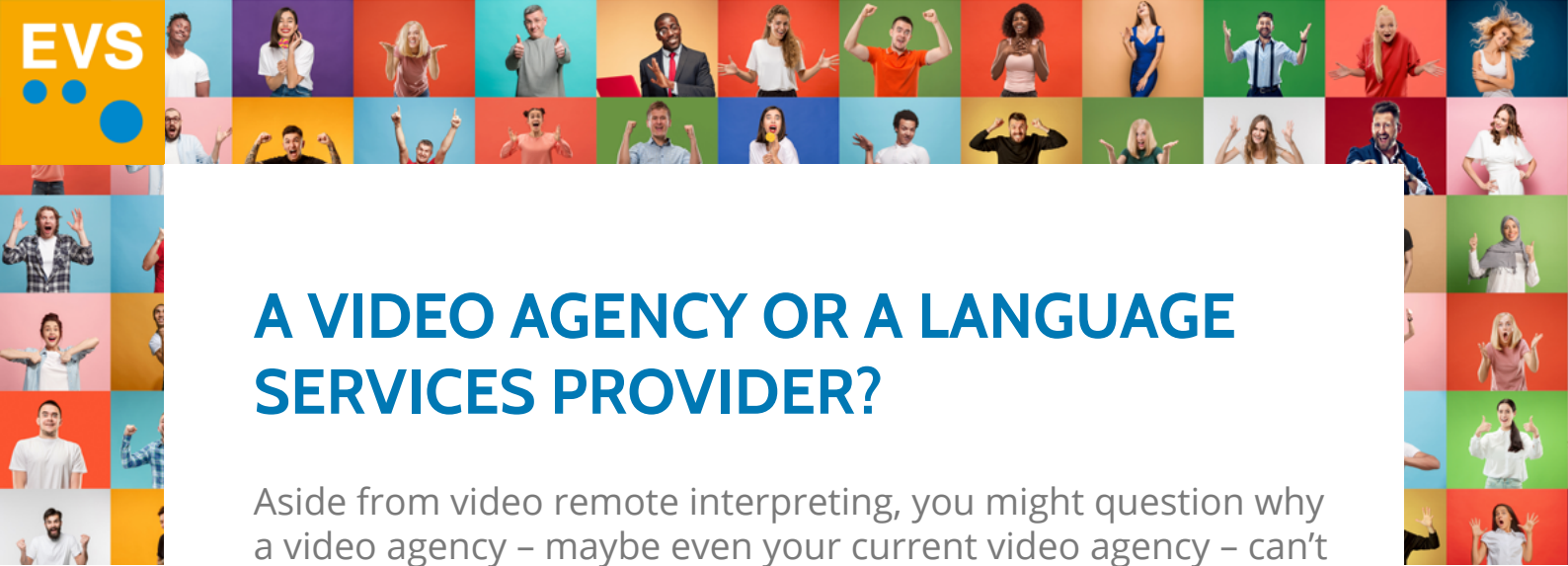
Internally, businesses use video interpreting during **meetings** or **livestream presentations**, then subtitle the recording and distribute it to global teams. Externally, businesses choose to subtitle recorded footage of their **conferences** or **product launch events** in different languages, then distribute the video content in the relevant international markets. Interpreting may or may not be provided during the event itself.

WE HAVE A LOT OF TECHNICAL TERMS AND CORPORATE TERMINOLOGY. HOW CAN WE BE SURE ABOUT ACCURACY IN DIFFERENT LANGUAGES?

LSPs build and manage client-specific **glossaries**, which guarantee consistency. Giving your provider **reference materials** and joining a **pre-event Q&A** session also help to ensure everyone is speaking the same language, so to speak!

WHAT IF THE LANGUAGES WE NEED ARE NOT AVAILABLE?

Most large LSPs (like us!) work daily on projects requiring a set of **20+ languages**, which may consist of both **in-demand** languages and **less frequently demanded languages**. Give your LSP a heads-up on what you need and they can get to work on establishing the best team.



A VIDEO AGENCY OR A LANGUAGE SERVICES PROVIDER?

Aside from video remote interpreting, you might question why a video agency – maybe even your current video agency – can't fulfill your project objectives for subtitling and other areas of video localisation...

3 WAYS A LANGUAGE SERVICES PROVIDER (LSP) CAN HELP

LSPs ensure content remains flawless despite the change of language and format. Linguistic talent is key, but so is an **understanding of localisation issues** – for example, how a change in language can impact design or functionality.

Using **translation technology** to optimal effect, we build multilingual glossaries so translated content can be used again in the future. **Businesses can reduce costs by up to 50%** while also achieving consistency across languages and projects.

With new languages come new cultures. Use your LSP and their international resources. Does content transfer appropriately for different cultures? Not sure? Ask your LSP for advice from their team of **cross-cultural linguists**.



COMMUNICATE RAPIDLY WITH MULTILINGUAL STAKEHOLDERS VIA VIDEO

WHY WORK WITH OUR TEAM?

- Experience with large video projects for leading brands
- Dedicated in-house video localisation team
- Multiple languages per order/event

OUR SERVICES

- Transcription, subtitling, voice-over, graphics localisation
- Remote simultaneous interpreting
- Stand-alone service or package solution

ABOUT EVS TRANSLATIONS

As multiple languages become strategic to global businesses, they turn to EVS Translations for end-to-end translation solutions. Our team of 150+ in-house experts covers all project-critical areas: translation, project management, translation technology and multimedia localisation. Workflows are tailored to client requirements and can be scaled to meet high global demand. By combining linguistic skill with technology-driven solutions, we help clients to deliver a diverse range of multilingual content to global stakeholders.

CONTACT OUR UK TEAM TO LEARN MORE

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“...you should also consider how your packaged messages will be conveyed—through infographics, videos, and other formats. Another aspect is to consider the language and cultural fit of the examples and stories you will use. In modern global companies, where you have significant operations in countries in which a different language is used...ensure your messages and stories are culturally appropriate.”

*Creating an effective communications program,
Deloitte, 2022.*