



Conference Schedule - March 1-3, 2021

All hours are listed in Israel local time – that's GMT+2

Abstracts and speaker bios will be added shortly.

Talks are in English unless stated otherwise.

March 1

09:40-10:00

Opening Remarks – Uri Bruck, ITA Chair

10:00-11:00

The Decipherment of the Rosetta Stone – Yves Champollion

A saga of the 19th century, competition between Thomas Young (using maths) and J-F Champollion (using linguistics). The different approach each took, exemplifying two basic types of translators (the tech guy, excellent for specialist jobs, and the linguist, excellent for transcreation; and the ideal one: the all-rounder).

11:00-11:40

CAST IN STONE or not? CENSORSHIP & DAMNATIO MEMORIAE in Ancient Egypt
How certain Pharaohs and their radical beliefs were excluded from history. – Adele B Shapiro

11:50-12:00

The Language of Emojis -Dana Szabados

Social media plays an increasingly important role in our daily lives, this was true before the pandemic and even more since the health crisis started. Emojis are an international language, most of the them not even needing a translation, a lingua franca of online communication.

I am a Romanian freelance translator, I've been working in the field for more than two decades. For years, I had two parallel careers: as a freelance translator and as a quality manager of a large chemical plant in Romania. I specialise in a range of technical topics, sustainability, food, fashion and cosmetics.

12:00-12:20

Google Translate Plus Post-Editing: Not a Joke- Aliza Berger and Rinat Dweck-Siksak

Google Translate has improved since 2017 with their increased emphasis on translation of units longer than single words. Also in 2017, the ISO (International Standards Organization) introduced ISO 18587, a standard for "Post-Editing of Machine Translation Output". Our proposal to use this method in the translations of the Central Bureau of Statistics, our employer, was a finalist in their Innovation contest in December 2019, and in fact we have begun to implement this method. We would like to share our proposal and explain the method.

Dr. Aliza Berger - doctorate in cognitive science and applied statistics, Head of Translation Department at the Israel Central Bureau of Statistics

Rinat Dweck-Siksak - editor of Hebrew material at the Israel Central Bureau of Statistics

12:20-13:30 Break

13:30-14:30

Productivity is Overrated!- Anna Lewoc

Enhancing your productivity has become a buzzword. If you don't hustle and bustle beyond the bare minimum while going out of your comfort zone in your free time every day, you probably don't have a Facebook account either - are you even living in the 21st century? We all to a greater or lesser extent employ automaton in our everyday work, try to streamline and delegate our tasks, and use "life hacks" to increase our productivity. But just how far can this go? How much can human productivity be increased in the age of the machine, taking into account that we cannot possibly reach machine-like levels of speed and accuracy? And, in fact, is this endless pursuit of top productivity the way to run your business? While the answer seems to be "no", it is not that simple. Regardless whether you are a freelancer or work in an agency, it's important to know what you are good at, what your limits are when it comes to stress, when you are likely to make errors and which tasks are worth automating in your particular case. Don't give in to the

productivity madness!

My name's Anna and I'm a freelance translator, teacher of English, university lecturer, project manager at a boutique translation agency and organizer of conferences for translators. I also have a tendency to bite off more than I can chew, because I like to prove myself worthy and hate letting other people down.

14:30-14:50

Your Voice is Unique! Dolores R. Guinazu

Podcasts are the new way of interacting in this new era. Translators have to find new ways of expressing themselves and making them more visible. Your voice is the only ONE on this planet. Make it count! Make it lead you to a new way to transform & evolve in your career.

Dolores R. Guinazu is a Certified Sworn (Court-Approved) English to Spanish Translator, Interpreter, and Copyeditor specializing in healthcare, marketing, legal and corporate communications. She is the host of ATTITUDEABLE podcast and manages Lift Value Translations and Consulting. In the beginning, an in-house translator for multinational corporations, and then a freelance translator, working in teams for Global Agencies as well as for direct clients all over the world. She holds an MBA in Marketing from Universidad del Salvador (USAL) & Albany University in New York. Besides, she is a Spanish Copyeditor and Proofreader certified by Fundaci3n Litterae and Fundeu. She has been lecturing on Quality Management in the USA and Europe, including the University of Massachusetts (UMass) in Boston, the 58th ATA Annual Conference in Washington, DC., the Florida International University (FIU) in Miami, and the BP18 Conference in Vienna, CopyEditors Conference in Colonia, Uruguay 2019, among others.

15:00-15:40

Language Learning and the Brain - Victor Lage de Araujo

In this lecture I show the advantages of Second Language Learning as a strong inducer of Brain's neuroplasticity, both for adults and children, and demonstrate its potential to prevent demencies. It is also intended as a motivator for language learning and polyglotism.

Victor Lage de Araujo is a Brazilian Physician - Laboratory Medicine. He has worked for thirty-three years at the SARA Hospital of the Locomotor System (BR) - where children and adults with Neurologic and Osteomuscular conditions are treated. He has completed an MSc Evidence-Based Healthcare at University College London and entered the 3/3 year of an MA Translation in the Open University. As retired from Medical Practice, He

decided to contribute to Medical Sciences as a translator, and by helping people to evaluate and write better medical studies. He currently speaks 8 languages, is a member of the HYPIA - Hyperpolyglot International Association, the APTRAD and the ITI. He is still learning new Languages.

15:40-16:30 Break

16:30-16:50 **Be competitive, Think Custom Machine Translation -Joseph Kovalov**

Custom Machine Translation for small companies and freelancers

Till the recent time, most freelancers and small companies thought that the custom machine translation is an expensive and time-consuming technology that only big entities can afford, and had to limit themselves by using less effective generic MT engines.

It is not anymore. Now the adaptive or custom machine translation became available to the wider user audience. It can be used by freelancers on bigger projects to boost their productivity, become more competitive and earn more.

The presentation will give you an overview of the affordable solution available on the market now.

Joseph has been working in the translation industry for 20 years. He started as a full-time translator, worked as a project manager and ran his own agency in Ukraine. After moving to Israel, he had worked for seven years as a freelance translator, specializing in translation of marketing texts, creative adaptation and copywriting before he moved to an in-house position at Wix.com company.

Thanks to his creative approach, the use of advanced tools and constant self-development, he earned the trust of the most demanding clients, including major international brands, high-tech companies, suppliers of luxury goods and services.

Joseph is an active participant in LSP communities, sharing his expertise with others via publications, webinars, and training courses. He also takes part in conferences as an attendee and speaker: UTIC 2013 and 2014, UTICamp-2016 (program committee member), Regional ProZ.com Conference in Kharkiv, 2016 ITA Conference in Jerusalem, and ELIA Together-2017 in Berlin to name just a few.

17:00-18:00

How to Improve or Grow a Company- Nicolas Maximiliano Martin Fontana

This presentation cover the most important aspects of any company, it is applicable to a 2 person to a 1000 person company.



Nicolás M. Martín Fontana - Representation, Business Development, Sales and Vendor management for the translation industry.

<https://www.linkedin.com/in/nicolas-m-martin-fontana/>

18:00-18:30 Break

18:30-20:00

Traduttore, Traditore → Translator, Traitor → Translator, Trader - Douglas Hofstadter

A discussion of the English translation of David Grossman's "A Horse Walks into a Bar" based on a correspondence between Douglas Hofstadter and Jessica Cohen, the translator of the book. Jessica Cohen will join Douglas Hofstadter for the Q&A part of the session.

March 2

10:30-11:30

Laborers and Actors in Translation (Hebrew) – Prof. Yehuda Shenhav-Shahraban

פועלים בתרגום – פרופ' יהודה שנהב-שהרבני

פרופ' יהודה שנהב שהרבני ידבר על ספרו "פועלים בתרגום" מהמפנה האינדיבידואלי לתרגום דו-לאומי. הספר יצא לאור בשנת 2020 בהוצאת מכון ון-ליר בשיתוף עם הוצאת הקיבוץ המאוחד.

יהודה שנהב-שהרבני הוא פרופסור אמריטוס באוניברסיטת תל אביב. במכון ון ליר שנהב-שהרבני הוא העורך הראשי של סדרת "מכתוב" לתרגום מערבית והעורך הראשי של סדרת הספרים "הקשרי עיון וביקורת". שנהב-שהרבני ערך במשך עשר שנים את כתב

העת **תיאוריה וביקורת** (1999–2009), וכיום הוא גם
חבר הוועדה המדעית של המכון ללימודים
מתקדמים בנאנט (Nantes) שבצרפת.

11:30-12:10 **Sometimes from above, sometimes from below, translation and censorship in the Little Prince (Hebrew)** – Fabienne Bergmann and Eliezer Nowodworski

**לפעמים מלמעלה, לפעמים מלמטה - תרגומים
וצנזורה בנסיך הקטן** – אליעזר נובודבורסקי ופביאן ברגמן
היצירה המתורגמת ביותר בשנים האחרונות יצאה לאור בשפות
שונות ובניבים שבהם לא מרבים להתפרסם תרגומים. לא פעם,
ומסיבות שונות ומשונות, הספר "זכה" להיות מצונזר. בהמשך לשיחות
על היבטים שונים הקשורים לנסיך הקטן, נספר כמה מקרים כאלה
מרחבים העולם.

12:20-13:00 **Proofreading financial statements – terminology – hints for beginners** - Michel Norman CPA

Over 15 years of translation experience in the financial, business and legal fields and a background as a Chartered Accountant and an Israeli CPA, with 18 years working in some of the leading accounting firms and 12 years as a Financial Controller.

13:00-14:00 Break

14:00-15:00 **Pragmatics: the Final Frontier** – David Crystal

It has taken language scholars a long time to realise the centrality of pragmatics – the study of the choices we make when we use language, and of the factors governing those choices. This talk illustrates the way pragmatic factors enter into everything we say and write, and are a crucial factor in explaining why people use language in the way they do.

15:00-15:40

Fleecing the Translator – Shakhar Pelled

How techno-rhetoric is eroding translation quality and facilitating the exploitation of linguists in the translation industry

Shakhar Pelled - Former ITA chairman. Freelance professional translator with more than 30 years of experience.

15:45-16:30 Rank Better, Live Longer: Translation of SEO and SEA Content in the New Normal – Alfonso Gonzalez

The translation of SEO and SEA related content has become increasingly important in the last few years and anyone who wants to succeed as a marketing translator needs to know how to deal with this content.

In this lecture, attendees will learn the difference between SEM, SEO, and SEA, how to translate SEO and SEA related content, how to deal with character limitation, how to translate slugs in URLs, how to deal with keywords, the difference between function and content words and much more.

Besides being the founder of TranslaStars, Alfonso is a multifaceted professional who has developed his professional career as a translator, translation manager, and university teacher.

As a translator he has excelled in the translation of European and international standards, scientific texts, audiovisual projects, and marketing content.

He has founded and co-founded several companies and currently works as a translation manager in Germany for Formlabs (where he has created the translation department for more than 15 languages and developed the current translation workflow).

He also holds several master's degrees in education, translation and international business management.

In addition, he is passionate about history, movies, arcade games, loves to travel, attend concerts and sporting events, and spend time with his wife, daughter, friends and family.



TranslaStars
discover, learn, grow

16:30-17:00 Break

17:00-18:00 **Transcreation: A Hype or a Competitive Edge in the Age of AI? -**
Nina Sattler-Hovdar

18:00-18:40 **Merging Translation and Web Design: A Journey - Tanya Quintieri**

About ten years ago, when translators started discussing the need to diversify in light of how the market and technologies were developing, I was already knee-deep into following a passion I had just developed: web design. Today, I am known in the translation space as a person who understands a freelancer's web needs, and in the web development space as the go-to person for multilingual websites.

Over the years, I have managed to merge the two fields into one successful business model. I am happy to share my journey with the ITA audience and perhaps inspire some of you. Inspiration can spark courage, and courage and hard work take us places.

I will also share some other examples of how people have successfully diversified beyond the related fields, such as training colleagues, copywriting or editing.

Tanya Quintieri is a translating web designer or a web designing translator, depending on who she is talking to. She started her career in the language industry nearly 20 years ago and became a web designer in 2012. Throughout the years she has always been invested in the translation and language industry, her activities ranging from founding and heading an association to being on



the advisory board of a large CAT tool manufacturer. She was given the Mentor of the Year award in 2017 and has spoken at and organized many events for translators and interpreters, web designers and freelancers in general in the past ten years all throughout Europe.

<https://mrsdivi.com/>



19:00-20:00

Remote Simultaneous Interpretation "in extremis" -

Myriam Nahon & Gisèle Abazon AIIC

Israeli is a non lucrative association representing the Region of Israel in AIIC, the International Association of Conference Interpreters. Although AIIC considers remote interpreting as an *in extremis* modality, it has made a commitment to develop and adopt working conditions that will allow to provide quality interpreting. This commitment is reflected in guidelines for interpreters as well as for speakers.. Remote Interpreting is not ideal but it is here to stay.

March 3

11:40-12:00

Digitize and Automate a Translator's Service - Omer Shani

It is 2021. And still too few translators are working regularly with TM tools. Too few are using automation procedure to reduce tedious tasks. Very few, if any, are using managed platforms & solutions to run their business. It is 2021.

This is the time to change all of this.

My name is Omer Shani, I'm 45 year old and I've been serving in senior sales & marketing roles in the language industry since 2005. In 2012, I've established BlueLion Language Services, who focus on end-to-end language solutions, and providing cutting

edge solutions along with excellent user experience. Since 2012, we've translated and localized more than 40M words for Israeli and global market leaders as Samsung, Nayax, CybeReady, Liebherr Group, Medtronic to name but a few.

12:00-12:40

First Aid Instructions “What to do when matters go wrong” Presentation and Discussion – Stephen Rifkind

Sometime or another, all translators face immediate crises involving errors or miscommunications. In these cases, the goal is to minimize the damage or even strengthen the relationship. This lecture/discussion will discuss the following situations: [subject to change]

1. Projects discovered to be out of your realm, a fact discovered only after acceptance of the project.
2. Failure to complete an aspect of a project only discovered after delivery
3. Deal with client displeasure with the quality
4. Post-delivery changes to the document by the customer after delivery
5. Missed delivery dates
6. Rate misunderstandings
7. Cancellation of a project after work has started

Stephen Rifkind has been a translator for some 15 years, working from Hebrew, French and Russian into English. both American and British. He specializes in legal and financial material as well as official documents. He is half American, half French and has lived in Israel for some 30 years. His education is eclectic: BA in Russian Studies from UC Santa Cruz, went to law school at the University of Oregon, teaching credentials in French from Portland State College and an MBA from Leicester University in the UK. He also has been teaching English at the Braude School for Engineering in Israel for 25 years. He says “I have the privilege and curse of being able to live in three different countries without belonging 100% to any of them.”

12:40-13:45

Break

How to Get and Keep Legal Clients - As Told by a Former Client. Paige Dygert, Esq.

How to communicate with Legal Clients effectively, and what makes them roll their eyes. Legal terms and phrases that all professional legal translators must know. Dead giveaways that a translator is out of their depth and how to avoid them. What to do when you see "mistakes." How to deal with legal citations in any language. How to market to busy legal clients. How to become your legal client's favorite vendor.

13:45-14:30



Paige Dygert is an attorney with over 20 years of experience working for corporations such as ADT Security, Perry Ellis International and Bacardi USA, where she regularly used her language skills to perform Spanish and Italian translations in her daily work as an attorney. Eventually, she decided she'd had enough of the corporate life, moved to Italy and started her own translation company--Online Legal

Translations--which collaborates solely with lawyer-translators in providing translations to its clients.

Website: www.onlinelegaltranslations.com



Online Legal
TRANSLATIONS

14:40-15:00

Inside the Box: Strategies to Stand Out from Home. Adrian Probst

The world has changed; no matter how far and broad we are thinking, we are all stuck inside a box. How can you use these unprecedented times for your own benefit? How can you stand out while staying home? This talk provides relevant strategies how to use the pandemic as a trend accelerator, so that you can survive within this worldwide influx of freelancers. A guide to professional freelancer marketing.



Adrian Probst is an English/French to (Swiss) German translator and language service provider with 5 years of professional experience. He's also a Content Creator for his YouTube channel "Freelanceverse", where he posts how-to-videos as well as tips & tricks for freelancers with special focus on freelance translation.



https://www.youtube.com/channel/UCNJd_R1t9FyXXQLzzGoa1bg

15:00-15:10

Starting as a Translator in the Age of Uncertainty - Armenise Giuseppe Alessio

I'd like to talk about the beginning of my career as a freelance translator during the second wave of the pandemic. The difficulty of finding an in-house position led me to start right away as a freelancer. Contrary to my expectations, I managed to enter a highly competitive market. I'd like to share my experience focusing on three keywords: learning, marketing and networking. I'd also give a few tips on identity building through social media for newbies.

I'm Alessio, a 23-year-old Italian translator. My language pairs are EN-FR-ES>IT. I graduated from the University of Trieste in Specialised Translation and Conference Interpreting in July 2020 and I started my own business Armenise Translation in October 2020.

15:10-16:30

Break

16:30-17:10

Argentine Federation of Translators: diverse realities, common objectives - Maria Victoria Tuya

The Argentine Federation of Translators (Federación Argentina de Traductores) was created in 1998 and it is made up by the Colegios de Traductores Públicos (Association of Sworn Certified Translators) in Argentina.

It is a novel Federation, unique in its region.

Promote the hierarchization and the recognition of the profession of translator, support of the actions of its members, analyze and give opinion on issues related to the profession and actively participate in all aspects related to training of translators are some of its main objectives.

Maria Victoria Tuya

English < > Spanish Certified Sworn Translator, specialized in legal, medical translation.

University Professor (Subjects: Information Technology, Legal English, Writing, Proofreading Workshop)

President of the Federación Argentina de Traductores (Argentine Federation of Translators)

Former Vice President of the Colegio de Traductores Públicos de la Ciudad de Buenos Aires (Association of Sworn Certified Translators)

Member of the American Translators Association

17:10-17:30

Court Interpreting in the Era of Covid-19 and Privatisation – England and Wales – Ruth Morris

In England and Wales, privatisation of the provision of interpreting in the judicial system in recent years has led to a marked deterioration in interpretation quality, interpreter conditions and the standard of service provided. Much vaunted cuts in the cost of interpreting services have been made at the cost of interpreters, as rates of pay have been slashed and conditions have deteriorated. In addition, the Covid-19 situation has led to increased (attempts at) using remotely provided interpreting. Add to this the fact that swingeing physical and manpower cuts to the [criminal and civil] justice system have left it seriously impaired. Being involved in today's legal system, especially when your first language is not English, is a far cry from the situation in the 2000s. At that time, decent quality standards and reasonable terms of employment for interpreters were the norm. Today trials may be postponed, or even abandoned, because no or the wrong interpreter appears in court. Many qualified and experienced interpreters have left the court interpreting market altogether.

Ruth Morris - Master's and doctoral theses on the subject of court interpreting: on interpreting at the Demjanjuk trial, and on images of the interpreter respectively. The presenter has taught seminars about court interpreting for the master's programme in interpreting and translating at Bar-Ilan University. Co-author of *Interpreters and the Legal Process* (Colin & Morris). Has published widely in the field

17:40-18:00

Remote Interpreting: Platform Testing in a University Setting to Shape a Post-COVID Scenario - Francesco Saina

Remote Interpreting: Platform Testing in a University Setting to Shape a Post-COVID Scenario

lecture_description: As in almost any professional field and communication setting, technology has taken a leading role in interpreting too. Over the last few years, remote interpreting (RI) specifically has become an ever-increasing modality being used in conference interpreting “ and in the time of global movement restrictions imposed by the COVID-19 pandemic, even the only modality enabling working continuity for professionals worldwide.

This work is based on the testing of an RI delivery platform conducted a year before the disruptive pandemic outbreak and aimed at assessing the use and experience of such systems in a university setting. A survey was administered to the different groups of users (interpreters, audience, and speakers) involved in two tests to collect their responses and remarks, and assess trends and perceptions in their experience (the study did not aim at evaluating the platform itself nor expressing an ultimate judgment on the implementation of remote interpreting as an accomplished working modality).

The data collected and research findings will be presented and discussed. According to emerging findings of the research project, RI was already considered to be an indisputable yet burgeoning resource for conference settings with potential convenience and benefits for each group of users. However, participants’ remarks early suggested that all the parties involved in the industry need to collaborate to effectively improve and enhance such services.

Specific training on RI modalities would also appear to be increasingly necessary for interpreters to adapt to new raising working conditions and meet a thriving demand and training institutions would ever more have to offer adequate solutions, while this technological shift also requires receptiveness and adaptability to an abruptly diversifying and evolving profession. The outcome of this study may provide the academia with insights and indications on how to implement RI tools in their environment when shaping the post-Coronavirus scenario.

Francesco Saina is a native Italian interpreter and translator and professor of translation at SSML Carlo Bo University in Rome, Italy. He holds a Master’s Degree in Conference Interpreting and Specialized Translation from UNINT University in Rome and collaborates with academic institutions, international organizations, and multinational corporations. He is also a proficient and certified user of cutting-edge translation and interpreting IT resources. His research interests include interpreting and translation studies, language technologies, and computer-assisted translation and interpreting tools.

18:10-18:50

Medical Translation: Ready? Off We Go!- Maria Victoria Tuya

As part of the scientific-technical translation universe, medical translation is one of the most in-demand specializations in today's market.

The need for translation of specialized literature (publications in specialized journals, research articles, etc.), as well as the translation of patient documentation, drug package inserts, manuals, etc. requires translators the necessary training for the translation of

these texts.

Maria Victoria Tuya

English < > Spanish Certified Sworn Translator, specialized in legal and healthcare translation.

University Professor (Subjects: Information Technology, Legal English and Writing and proofreading skills Workshop)

Clinical Research Associate

Member of the American Translators Association

President of the Argentine Federation of Translators

19:10-20:00 **From Stagnant to Vibrant: How I Rebuilt My Translation Business From the Ground Up -**

Marguerite Storm

The speaker will discuss how she resurrected her freelance translation business after experiencing a serious downturn for almost a full year. She will cover why the slump happened, the mistakes she made, the steps she took to correct them, what she learned, and the outcome. She will also address aging (and how it might have played a role in the downturn), navigating a changing industry, and the benefits of being in business for over 20 years.