

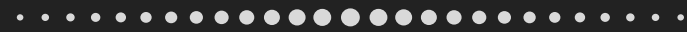


How to make a good use of

LOCALIZATION EVENTS



Benefits



Sharp our axe

Renew our excitement about the work we do

Place yourself as an expert

Clarity of thinking by presenting our ideas and thoughts to others

Networking

Checking on competitors

What do I want to learn?

In what professional field am I interested in improving? We must think about what kind of event really is related to the challenge that we are working to solve. If we are interested in implementing NMT, the events that we should go must be different than if our interest is centered in UX Globalization and how to create a globally accessible UI

Logistics

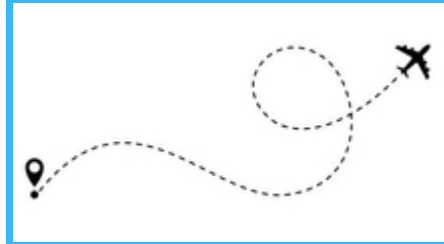
We must ensure that hotels, airplanes, food ... fit into our budget, and we need also to ensure that the dates of the event are compatible with our working schedule. In that case, we have also to remember and prepare a hand-over plan; meeting with our partner to backup us while we are traveling is necessary. Especially, if we are working on a project that requires some urgent delivery while we attend this event

What sessions do I want to go

Select the sessions we will attend. There are some events that take place in a linear manner and in the same room, in those cases there is not much to choose from ! but in other cases, there are conference events with 2 tracks (sometimes even 3!) that run in parallel

Introduce yourself in advance

Introduce yourself in advance! LinkedIn is a tool that has changed forever the way we interact with colleagues in the industry. We have thousands of contacts, thousands of possible mentors, coach or clients just one click away! We must take advantage of this wonderful professional network that Jeff Weiner's team (LinkedIn CEO) has made available to us. We need to think about the people we would really like to get to know, why we want to meet them and find out how much time we might need to discuss with them our interests.



HOW TO MAKE A GOOD
USE OF LOCALIZATION
EVENTS

Before

**Be strategic
with your
time**

When choosing which sessions to attend, we need to consider if we are attending to learn something new or meet someone

**Reach
speakers
before they
are on the
stage**

Always, always, always reach the speakers before they are on the stage. When we go to a conference, when we attend a keynote or a particular session, we usually see people queueing waiting to talk with the speaker AFTER the presentation. But, usually, at the beginning of the event, s/he is usually alone; approaching at that moment for a minute and stating that we are looking forward to hearing what s/he has to tell us and that we wish luck has a powerful impact of empathy

**Listen more
talk less**

We need to force ourselves to ask thoughtful questions and listening carefully to how others respond. As the saying goes ... every time we talk we are saying something we already know, only when we are silent and listening is when we embed new information to our hard drive (AKA brain) We might kick-off conversations with questions such as for example, "Which project are you most excited about right now?" "Or" Which session are you most excited to attend? "How are you approaching automation in the LQA workflow....Find a question to kick off the conversation and from that moment you know ... listen more, talk less...

**Be an
ambassador
be a
connector**

Become an ambassador and connect people. If we have contacts who are specialists in some field and know other people interested in knowing more about this subject, we must make the effort to connect them. Knowing how to present and connect people will raise the perception that others have about our leadership skills and we will be creating value for both sides. Win-win-win situation!



HOW TO MAKE A GOOD
USE OF LOCALIZATION
EVENTS

During

Daily end of day recap

At the end of each day, do a daily recap of notes, thoughts, action lists and plans for the following day

Take care of yourself

Conferences are exhausting, find a way to manage your energy. Give yourself time to rest. Eat well, sleep well and go easy with alcohol and fiestas in DAY 1, especially if we are speakers in DAY 2 😊

Manage your existing connections

Manage your existing connections. There are industry partners who I only have the opportunity to meet them at Localization, meetup, workshops or similar events. The way I see it these events are a perfect excuse to solidify our relationship with them! I love that feeling of family and good vibes between peers in the localization industry. Somehow it's funny, there are people I only see from year to year, and I feel very close to them, almost as if they were lifelong friends! Investigating before the event who of our contacts is going to go is a good idea, and having a glass of red wine with them at the event venue is an even better idea!



HOW TO MAKE A GOOD
USE OF LOCALIZATION
EVENTS

During

Follow up

Follow up. At the end of an event it is likely to have in our back pad a few business cards, or if we are less traditional, selfies with the people we met and their contact on LinkedIn (this is my favorite way to remember whom I have known). follow up is important but before reaching out, we have to identify A specific reason to follow up. Is it to discuss a specific topic, close collaboration or Building a deeper relationship? The follow up is usually more effective a few days after the event, for that reason we can set a reminder on our phone so we remember to do an effective follow-up

Management briefing

Management briefing. When we are back in the office, when we are back to the routine, I think it's a good idea write a short summary to our manager thanking for the resources that the company has invested in paying our assistance to the event. We can also summarise in that email what we have learned, networking we have done, and the next actions to implement in our Globalization strategy... I think this is a useful way to make her see the impact that this event has had on us.

Team briefing

TEAM briefing. If we have learned something interesting, why not share it with our team, with our peers? Sharing is caring!

Review the material quietly from your comfy chair

Check the material quietly from our comfy chair. The majority of event organizers usually send to the attendees the material that it has been provided during the conference. When we receive it, it is a good time to review all the breakout presentations that we missed, and if necessary, contact the presenters for additional information and Visit their websites for other available information that maybe they have there



After

HOW TO MAKE A GOOD
USE OF LOCALIZATION
EVENTS