



Chicago Area Translators and Interpreters Association

An Independent Professional Association

THE CHICAGO AREA TRANSLATORS AND INTERPRETERS ASSOCIATION
IS PLEASED TO ANNOUNCE

The Twenty-First Chicago Conference on Translation and Interpretation

*The World Is Your Marketplace:
Direct Client Acquisition and Web 2.0*

Saturday, May 1, 2010

THE TALBOTT HOTEL
20 EAST DELAWARE PLACE, CHICAGO, ILLINOIS
THE DELAWARE ROOM

Schedule of Events

- | | |
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| 8:30 - 9:00 | REGISTRATION |
| 9:00 - 9:15 | OPENING REMARKS BY JOHN BUKACEK, CHICATA PRESIDENT |
| 9:15 - 11:30 | "WEB 2.0 FOR ENTREPRENEURIAL LINGUISTS"
JUDY A. JENNER, M.B.A. |
| 11:30 - 1:30 | LUNCH (A LIST OF LOCAL EATERIES WILL BE PROVIDED) |
| 1:30 - 3:00 | "NO PAIN, NO GAIN: ACTIVE MARKETING TO DIRECT CLIENTS – SESSION 1"
JUDY A. JENNER, M.B.A. |
| 3:00 - 3:30 | BREAK |
| 3:30 - 5:00 | "NO PAIN, NO GAIN: ACTIVE MARKETING TO DIRECT CLIENTS – SESSION 2"
JUDY A. JENNER, M.B.A. |
| 5:00 - 6:00 | ANNUAL GENERAL MEMBERSHIP MEETING OF CHICATA |

***IMPORTANT NOTE: The CHICATA Conference is a great networking opportunity!
A Networking Table will be set up, so please be sure to bring plenty of your business cards and brochures!***

THE CHICAGO AREA TRANSLATORS AND INTERPRETERS ASSOCIATION
(CHICATA – AN INDEPENDENT PROFESSIONAL ASSOCIATION)

www.chicata.org

ABSTRACTS OF THE PRESENTATIONS

WEB 2.0 FOR ENTREPRENEURIAL LINGUISTS

JUDY A. JENNER

9:15 AM – 11:30 AM

Web 2.0: it's become a new buzz word. What is it, and what can it do for linguists? Should we embrace Twitter, Facebook, blogging, LinkedIn, Viadeo and all the other new technologies? Presenter Judy Jenner, a long-time translation blogger, social media enthusiast and early adapter of Web 2.0, will discuss how these technologies work and how linguists can benefit from them to promote their services online (mostly) for free. In these technology-driven times, linguists need to find direct clients in new, innovative, and cost-effective ways. This interactive workshop presents low-cost options for websites, thoroughly explains new technologies and their applications, gives an overview of basic processes, provides online security tips, includes suggestions on getting your passwords organized, and is full of tips and tricks to successfully build your online presence. Basic search engine optimization and online branding will also be discussed. Attendees will receive handouts and a journal article on the topic for additional reading.

No previous technology knowledge is needed to participate in this workshop. Attendees do not need to acquire any programming skills in order to implement the suggestions and techniques that will be presented. Every language professional who can compose a simple e-mail already has the skills needed to take advantage of everything that Web 2.0 has to offer.

NO PAIN, NO GAIN: ACTIVE MARKETING TO DIRECT CLIENTS

JUDY A. JENNER

1:30 PM – 5:00 PM

Working with direct clients instead of translation agencies is traditionally more lucrative, allows for more flexibility, increases linguists' quality of life, and gives them more control over their businesses. Being an integral part of direct clients' international marketing strategy makes translation work more rewarding, both financially and professionally. Challenges of working with direct clients include a potentially long and time-consuming customer acquisition process and finding the time, motivation, and strategy to pursue this type of customer for the first time. However, any linguist can shift from working mainly for agencies to working with direct clients if they approach the process in an organized and targeted fashion and are willing to put hard work into it. This workshop will give attendees the tools they need to start the direct client acquisition process.

Presenter Judy Jenner will discuss the pros and cons of working with direct clients, what you need to know to find them, how to find them, what not to do, how to get organized, how to grow and nurture the relationships you have formed, how to turn clients into repeat customers, and much more. The workshop will include several conversation starters and interactive exercises. This presentation will give you a clear idea of what you need to do in order to find direct clients and successfully work with them. Judy Jenner, who works exclusively with direct clients, will illustrate her points with plenty of real-life examples.

BIO PROFILE OF THE PRESENTER

JUDY A. JENNER

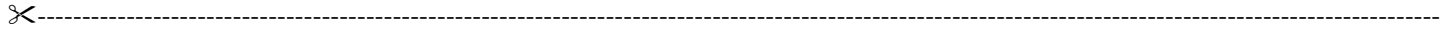
Judy Jenner is a Spanish and German translator and interpreter in Las Vegas who works exclusively with direct clients. She was born in Austria and grew up in a trilingual household in Mexico City. Judy came to the U.S. as a teenager and obtained her M.B.A. from the University of Nevada, Las Vegas. A veteran of Spanish-language e-commerce, Judy now runs Twin Translations with her twin sister. She is the Vice President of the Nevada Interpreters and Translators Association and shares marketing tips through her blog, Translation Times. Judy writes the "Entrepreneurial Linguist" column for the ATA Chronicle and her book of the same title will be published this year.

Contact: Judy.Jenner@twintranslations.com

ANNUAL GENERAL MEMBERSHIP MEETING OF CHICATA

5:00 PM – 6:00 PM

The Annual General Membership Meeting of the Chicago Area Translators and Interpreters Association will include reports of the Officers and Committee Chairs, Announcement of Election Results, Installation of New Officers, and suggestions from members.



2010 CHICATA CONFERENCE REGISTRATION

Conference Fees:

On or before April 25, 2010:	Member \$60	Non-Member \$70
After April 25, 2010:	\$70 for Members and Non-Members alike	
Special student rate (must bring valid student ID): \$20		

Payment can be made via PayPal or by check. If you wish to pay via PayPal, please visit the CHICATA web site www.chicata.org, click on EVENTS, and follow the link to PayPal.

Please Note: You do not need a PayPal account to pay for the conference or for membership. If you do not have a PayPal account, go to the lower left-hand side of the PayPal window, where it says "Don't have a PayPal account?" and click on the link.

If your payment for this conference is by check, please detach the form below and include a check payable to CHICATA.

MAIL TO: John Bukacek, 6171 N. Sheridan Road #2212, Chicago, IL 60660-5841

Name _____ **CHICATA member: YES NO**

Telephone _____ Fax _____ E-mail _____

How did you hear about the Conference? _____

If you are not currently a CHICATA member and wish to register for the conference as a member, you must complete the CHICATA Membership Application (on our website). Membership dues are \$40. If you wish to pay by check, please detach and mail the above Conference Registration Form with two separate checks, one for your membership and one for the conference fee. The Membership Application Form is entirely electronic. Dues may be paid via PayPal or by check.

Annual membership dues are \$40. Checks are to be made out to CHICATA. If you wish to pay membership dues via PayPal, using a credit card, please visit the CHICATA website: www.chicata.org

Please note that the owners, managers, and representatives of translation and interpretation agencies and bureaus are not eligible for membership in CHICATA.

