We are excited to have Judy Jenner as our guest speaker at the CHICATA Translators Institute 2019. She will present on an extensive and diverse array of topics. Details of each subject can be found further in this announcement.

REGISTER BEFORE MARCH 20, 2019 AND SAVE!

$80.00 for members $95.00 for non-members

Registration AFTER March 20, 2019
$100.00 for members $115.00 for non-members

Payment accepted via PayPal on the Events page at www.chicata.org or by check payable to CHICATA sent to Beth Farkas, CHICATA Treasurer, 350 N. Airlite Street, Elgin, IL 60123. Late registrants may pay in person on the day of the Institute.
PROGRAM DETAILS – MARCH 23, 2019

8:15 AM – 9:00 AM

Check-In, Continental Breakfast, and Late Registration

Please come a little early to check-in and network with colleagues over a delicious spread of bagels, muffins, and pastries with coffee tea and juices. Payment for on-site registration will be accepted preferably by check or credit/debit card.

9:00 AM – 10:30 AM

10 Habits of Highly Successful Translators

Being an excellent translator is not enough to attract and keep customers. Which characteristics do successful entrepreneurs in the language business share? Inspired by Stephen Covey’s management classic 7 Habits of Highly Effective People, the presenter will outline 10 habits that any linguist must have to succeed in the marketplace. This presentation focuses on customer service, communication skills, negotiating, computer proficiency, networking, and more. Find out why you need to be a Porsche, not a Kia, why the client is almost always right, why there is no crying and whining in translation and how to set clear expectations.

10:30 AM – 12:00 PM

Negotiate This! Negotiating Strategies for Translators

Most people don’t love negotiating, and linguists are no exception. It doesn’t have to be intimidating or negative, though. This session breaks negotiating for translators down into 10 illustrated topics and offers thoughts and specific approaches for individual scenarios. Topics include: Why silence is a powerful negotiating tool, insight into skeptical hippos, about throwing out the first number, etc.

12:00 PM – 1:30 PM

Lunch

If you choose not to bring your lunch with you, there are several fast food restaurant options within short walking distance of the venue. Some of the restaurants within a 2 block radius of the venue include:

- Potbelly Sandwich Shop, 547 W. Jackson Blvd., Chicago, IL 60661
- Al’s Beef, 601 W. Adams St., Chicago, IL 60661
- Jimmy John’s, 131 S. Clinton St., Chicago, IL 60661
- Epic Burger, 550 W. Adams St., Chicago, IL 60661
- Starbucks: 139 S. Clinton St., Chicago, IL 60661
1:30 PM – 3:00 PM

Essential Business Building Blocks: Price Quotes and Invoices

The number 1 translator complaint (not getting paid by a client) is an issue that can be solved relatively quickly by doing some upfront work, mainly by having a solid price quote. The presenter will introduce the essential elements of a price quote and will also address how to send an invoice that ensures quick payment. Having price quotes and invoices in a professional format is an essential business necessity, and the presenter will also include her recommendation of her favorite accounting system for translators.

3:30 PM – 5:00 PM

Conflict and Resolution: Tricky Situations and Unreasonable Clients

Not all clients can be reasonable, and having some conflict is a normal, if not highly desirable, part of running a business. This section will focus on how to deal with customers in a professional and assertive manner, while preserving your business interests. Suggested best practices will be presented, and the speaker will introduce several real-life situations and potential solutions (sometimes, there is no good solution). Attendees will be encouraged to share their experiences in this interactive session.

SPEAKER BIOGRAPHY

Judy Jenner is a Spanish and German business and legal translator and a federally court-certified Spanish interpreter in Las Vegas. She has an MBA in marketing and runs her boutique translation and interpreting business, Twin Translations, with her twin sister Dagmar. She serves as spokesperson for the American Translators Association, writes the blog Translation Times, and pens the "Entrepreneurial Linguist" column for The ATA Chronicle. She is the co-author of The Entrepreneurial Linguist: The Business-School Approach to Freelance Translation. She teaches translation and interpretation at the University of California-San Diego and at her alma mater, the University of Nevada Las Vegas. Judy flies a lot for her interpreting assignments and her special talent is (trying to) memorize airport codes. She’s a frequent keynote speaker at events around the world, including recent workshops in Norway and Sweden.