



Translation Matters

Winter 2011
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Welcome to our Winter newsletter!

by Sue Clark

As 2011 draws to a close, we can look forward to celebrating the end of another year full of challenges both on a global and more local level, and begin to take a peek at what 2012, the Olympic year might hold.

Here at MTT we have had a few interesting situations both in terms of jobs for clients and out of hours events.

One of our highlights was taking part in the Beacon Centre for the Blind 24 hour Blind Challenge, which saw Directors Sue and Gavin Clark wearing blackout goggles for 24 hours solid while negotiating tasks as varied as just having a meal in a restaurant to negotiating a busy shopping centre. Read the full report in the Blog on our website <http://www.midlandtechnical.co.uk/BosssBlog>

We've maintained our steady flow of work experience students, leading to several finding jobs in the industry after their placement. Talks for schools and colleges were also given throughout the year to highlight the importance of languages for today's students coming into the jobs market. Some of our students were fascinated by the range of things we translate, from nano-engineering and forensics to food safety and cosmetics.

2011 has also seen an award come our way – you can read more about our proud achievement on page 3. Our team love winning awards - it's a great excuse to celebrate not just the work that we do, but that of our outstanding team of translators and interpreters too.

So 2012 will be the year of the London Olympics. Despite being mainly based in the South East, we hope this event will have an impact across the UK. Here in Kidderminster we are hoping to welcome visitors from across the globe to our sun drenched (it will be August!) shores. It will be a great opportunity to promote all that is great about our country when the eyes of the world are fixed upon us. Look out for our Olympic themed competition coming next year!

It only remains for me to wish everyone Happy Holidays – hope you enjoy the rest of the newsletter and we look forward to working with you in 2012.

We've included on page 2 and 3 some information from our associates which we hope that you find useful. For our legal colleagues, take a look at the services offered by The Fedora Consultancy, or if you're exporting, take a look at Highspeed Freight's services.



We've Moved!



This year we have taken the opportunity to move office again - just to the floor below this time, but we hope that this space will be a bit warmer than our former home which tended to be a little chilly during the Winter.

Please feel free to pop in and say hello if you are in the area - we'd love to see you and show you around.

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Think about PR...getting your message out beyond the UK

Do you have a potential customer base overseas?

Are you concerned that you may be missing out by not getting your message across to them clearly?

Foreign PR can help reach your prospects with pictures and case studies to demonstrate your products and skills, highlight an event you may be attending or draw attention to a new product launch.

The translation of press release material is a highly specialist task, requiring the translator to not only understand the subject of the press release, but also to find a way of getting the message across in a suitable style for the intended publication.

For example, certain countries are interested in stories from other lands, others are not, preferring information about product available within their own borders. Some readers like longer more in depth articles, others prefer shorter more factual texts.

The translation of an article may include common usage or slang or it may be highly scientific in nature. A translator is needed who really understands the in-depth nature of the subject in question which may be as diverse as designer clothing or fashion to nuclear physics. Our job is to make sure that we select the right person for the text in question and give them as much information as possible to ensure a good translation is produced.

Sometimes current events and jokes are popular, for example in newspaper articles, so it's important for a translator to keep their finger on the pulse of what's happening both in their native country and where their other languages are used. Without an understanding of the culture and current events a translator may miss an intended pun or play on words. The ability to render this type of information in a different language is in itself a valuable skill.

The press is a changing environment with a huge range of audiences. Even the type of magazine or journal in which the article appears may have some bearing on the way the piece is translated be it traditional or more light hearted.

Translation of press release material is always a job for a specialist, with, of course, a requirement for proofreading if the piece is intended for publication. Just as an article would be checked by a second English speaker before being sent to a British newspaper or magazine, text for an overseas publication must always be second checked to make sure it's error free.

If overseas PR is a potential way for you to reach a wider audience, why not call us on **01562 748778** to talk about how we can help remove frustration and uncertainty from the process?

DID YOU KNOW?

In a recent MTT survey, 94% of customers rated our services as either good or excellent.



Is this the situation for your law firm?

- You'd like a marketing plan but don't know where to start
- You've forgotten the last time you contacted your clients
- You have a website but not enough visits to it
- You want to send out an e-newsletter but haven't got time
- You would like to attract more client feedback and recommendations

If so, we can help. The Fedora Consultancy can save you a great deal of time and effort by getting on with your marketing and business development activities. You may have a list of actions and are not sure where to start - or perhaps just need an extra pair of hands? We specialise in advising law firms, in particular on client feedback and OFR compliance issues.

The Fedora site can be seen at <http://www.fedoraconsultancy.co.uk>, client testimonials at <http://www.fedoraconsultancy.co.uk/testimonials>. Our blog with the latest news, opinions and advice on law marketing matters is at <http://www.fedoraconsultancy.co.uk/marketing-blog/> and you can find out more about our founder Jon Hepburn on LinkedIn <http://uk.linkedin.com/in/jonhepburn>.

Call Jon Hepburn on 01743 366288 to arrange a free consultation.

MTT wins Black Country Chamber Professional Services Firm of the Year Award 2011

MTT are proud to announce that we were awarded the coveted title of Black Country Chamber Alliance 4 the Black Country Professional Services Firm of the Year 2011 at a ceremony at the Wolverhampton Racecourse. A large audience of Midlands businesses attended the event, which saw awards presented in six categories. MTT were praised for their commitment to service, obtaining and acting on client feedback and ensuring high levels of quality throughout their operation. The award was presented to Managing Director Sue Clark, who was delighted to receive the trophy on behalf of the MTT team. Colleague Karen McKay joined her on the MTT stand at the exhibition which followed the event, which saw a high level of interest in the services offered by the company.



Worcestershire Ambassadors CSR Awards 2011

Back in the spotlight once again after winning the Black Country Chamber Professional Services Firm of the Year award recently, MTT (UK) Ltd were delighted to be shortlisted in the Worcestershire Ambassadors CSR Awards 2011. This award highlights the work companies do to support local communities, and MTT have been recognised for their work in promoting the study of languages in local schools.

Can you help us get in touch?

We're on the lookout for client referrals in several areas where we can help people with their everyday work when it involves languages, whether translation or interpreting.

- Solicitors
- Exporters
- Companies with ethnic staff
- People buying property abroad
- Accountants with foreign clients

In fact...anyone who has to deal with non-English speaking people in any way whatsoever!

Remember that every time you recommend someone and they go on to place a job with us, we will reward you with a **£10 gift voucher**.

Searching for logistics solutions?

Highspeed Freight offers worldwide logistics solutions to all our customers, to ensure all goods are delivered in a smooth and timely manner – with minimum customer involvement. We work across all spectrums, whether it is sea, air, road, courier or even warehousing of your goods. We believe consistency of service, allied to cost effective solutions is a must in today's competitive global environment.

We are a local based company in Birmingham, who are not only privileged to have a direct link with customs but, also have a very active presence in Europe, Far/Middle East and the USA. We have over 25 years experience and agent relationships worldwide. We are also pleased to announce we can offer a quality service, as we have our own vehicles servicing container deliveries. Our location and expertise gives us access to a well established network and transport links.

We offer a customised service solution that maximises both competitiveness and delivery. We aim to offer our customers an individual tailor made service.

Our core philosophy is **“TO PROVIDE SIMPLE SOLUTIONS IN TODAYS COMPLEX WORLD”**.

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Spotlight on Translators - Jan Van Wees

We always enjoy finding out a little bit more about our translators so that they become more than just a voice at the end of the telephone. Here we learn a little more about Jan one of our freelance Dutch translators.

How long have you been a translator and interpreter?

I started working in 1993 for a German company and I have been working freelance since 1995.

Is translation what you always wanted to do?

No, I used to be a car mechanic, but I am very happy now having the second oldest profession in the world.

What qualifications and experience do you have?

I am a qualified mechanic and I worked in a garage for a couple of years. After that I went back to school and finished my Masters in Text Linguistics. I have no specific qualifications as a translator, nor have I studied any languages. In my view you cannot train to be a translator. You have to be born with special brain. Otherwise this job is way too hard. This goes for many trades if you ask me.

What are your favourite subjects to translate?

Automotive jobs, more specifically Technical Trainings. Not too easy and you are always on top of the latest developments. And MTT's technical Press Releases. Labour intensive, but very educational.

What makes translating so interesting for you?

There is a great variety of documents and clients to deal with. And you keep learning every day. Some might say it is a lonely job, but I enjoy working on my own. No distractions, just an honest fight between me and the document.

What frustrates you the most about translation?

Nothing frustrates me about my work. Otherwise I would look for something else. Life is too short to be frustrated.

What was the best job you've ever worked on and why?

I have done some speaker's texts for technical videos. Watch the film a couple of times and then translate what the speaker says in a way that it fits the time frame of the film shot. That was a challenge. In general I like getting feedback from the end users. Preferably positive of course.

Christmas Opening Hours

**Please note that our offices will be closed from 12:00 on Tuesday 20th December and will re-open at 09:00 on Wednesday 4th January 2012
In case of an emergency, you can reach us on 07794 923282**

Thank you for your continued support

We hope you have a peaceful Christmas and a Happy New Year!



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