



ITI Preferred Training Partner



Selling Translations™
Workshop for Freelance Translators



Technology and Services
for Freelance Linguists

Freelance Translator Sales and Marketing Workshop in conjunction with ITI and the ITI West Midlands Group

When: 10 am to 5 pm on Saturday, 25 April 2009

Where: Aston University, Birmingham

Trainer: Doug Lawrence

Price: WMG members and students £40, other ITI members £50, non-ITI members £75

Booking information: Please call 01562 744632 or email doug@amicus-transtec.com

This workshop counts towards CPD, please bring your ITI CPD Record booklets to be signed.

Who is it for? Freelance translators, interpreters and subtitlers

What is it about?

This workshop uses tutor-led instruction along with facilitated group discussion and exercises working with your peers. It takes a very practical look at what you, as a freelance translator, interpreter or subtitler, can do to promote your services and will help you to decide upon the:

- methods of promotion that suit your:
 - personality
 - ambition
 - skills
 - budget
 - subject, industry and areas of specialism
 - level of commitment
 - working style
- advantages and disadvantages of dealing with translation companies and direct clients
- mix of agency and direct clients that is right for you
- pricing model that maximises your chargeable rates
- type of business and clients you want to work with
- way you position yourself and how to price translation tools such as translation memory

The workshop will look at underlying sales and marketing techniques such as:

- Web sites, search engine optimisation and on-line presence
- Direct mail
- Cold-calling
- Asking and answering difficult 'sales' related questions
- Pricing strategies and negotiation
- Service mix, features, advantages and benefits, and USBs - Unique Selling Benefits

There will also be information and literature explaining the benefits of ITI membership and how to make the most of your membership in order to promote your business.

What will I get out of it?

The opportunity to:

- learn new promotional techniques or improve existing ones
- discuss all these issues and more with your peers, in a structured but informal manner whilst developing your own business strategy

What's included?

- Tutor-led instruction, facilitated group discussion and exercises, and quick quizzes
- Tea/coffee, refreshments and lunch
- Workshop notes (as a PDF), pen and certificate