

TILP Ask the Experts Session



Real-world Terminology Management Solutions

Sue Ellen Wright, Kent State University

Translation memory (TM) has established itself as the apparent silver bullet solution to quality and efficiency issues affecting translation and localization environments. The leveraging of existing translation segments goes hand in hand with single-source and controlled authoring approaches designed to provide consistency and to rationalize the utilization of existing resources. But TM can also provide an ideal platform for demonstrating the ravages of classic GIGO strategies: Garbage In and Garbage Out. As more and more clients become aware of the risk that rationalization solutions can result in the proliferation of bad quality, more enterprises are recognizing the value added provided by upstream terminology management (TMM) solutions. In this context, the pressure to develop realistic best practices is great.

Terminology management is like accounting: it costs time, effort, and money. Terminology management systems (TMS) are either too simplistic to be valuable or too complicated to be widely useful to the uninitiated. One thing is certain: like accounting software, you don't want to turn the electronic solution over to an inexperienced novice. Training sessions abound worldwide, and skills levels for individuals coming into those sessions tend to vary widely, posing a dilemma for conference organizers and trainers.

On behalf of TILP, Sue Ellen Wright will address a selected set of topics relevant to real world terminology management solutions, among them:

- Which comes first, the theory or the practice?
- How do "enlightened" translators, PMs, and even managers "sell" the notion of terminology management to decision makers?
- How does terminology management fit into the broader information management spectrum, thus capturing corporate know-how and preserving corporate memory?
- What do people need to know in order to reap the benefits of effective terminology management in their enterprises and for their clients?
- What pragmatic solutions are being adopted to streamline the complex terminology acquisition and documentation process?

This TILP-sponsored pre-conference workshop is designed to address these pragmatic issues, featuring:

- Practitioners from industry, government, and research consortia presenting their methodological, logistical, and database solutions;
- Presentations of real termbases, reflecting both barebones and more complex data structures;
- Presentations of standard software configurations and innovative customized solutions;
- Concrete case studies demonstrating the business case for terminology management.

The overall goal of the workshop is to provide a blueprint for “selling” the process by positioning TMM within the framework of core business activity and to provide a forum in which isolated practitioners can come together to exchange ideas and benefit from each other’s innovations.

The session will be highly interactive and hands-on. In addition to material being presented, participants will be able to ‘learn by doing’. The session will include recent case studies prepared by the presenters. In addition, participants are highly encouraged to contribute their own case studies and their own professional experience in consultation with the session presenter.

Agenda

Start: 08:45

Finish: 17:00

08:45 REGISTRATION
09:00 Welcome
09:15 Session 1
10:30 BREAK
10:45 Session 2
12:30 Lunch BREAK
14:00 Session 3
15:15 BREAK
15:45 Session 4
17:00 END

Who should attend

Ask the Expert Sessions are aimed at localisation managers, engineers and linguists directly involved in the production of localised products and services. The ability to actively participate in and contribute to the discussions is a pre-requisite.

Although this workshop does not include the classic “introduction to terminology management,” it should be useful for all levels of expertise, from those who are just beginning to think about implementing TMM to those who have mastered the basics and exchange ideas at the state-of-the-art level.

About Sue Ellen Wright



Sue Ellen Wright is Professor of German Translation, Institute for Applied Linguistics, Kent State University, USA. Her research interests are: Terminology studies (theory and applications), Translation studies, Terminology interchange formats, Data categories for terminology management and Teaching methodologies for localization environments. Sue Ellen Wright has been involved in organising workshops and training sessions for localisation professionals for many years. Sue Ellen Wright is a

Professional Member of the Institute of Localisation Professionals, TILP.

About the Ask the Expert Sessions

The sessions are organised for The Institute of Localisation Professionals (TILP) by members for members. All presenters are professional members of the Institute and all participants are required to be TILP members. Membership is open to individuals and can be applied for online at www.tilponline.org.

About TILP

TILP was formally registered as a non-profit organization “to develop professional practices in localisation globally” on July 30, 2002. TILP sponsors include Microsoft, Lionbridge, Oracle, Alchemy Software Development, Symantec and Novell. In short order, TILP has developed strong industry partnerships and offers a range of membership services. For more information email info@tilponline.org or visit www.tilponline.org.