Onwards and upwards?
Trends in translation and interpreting 2020

Institute of Translation and Interpreting

Introduction

Welcome to ITI's latest e-book on trends in the translation and interpreting sector, in which industry experts and academics give their perspectives on the developments that professionals should be aware of.

Image and identity have proved a strong theme this time around in relation to interpreters – the perceptions of insiders and outsiders, and how interpreters should actually be viewed. Reasons for a disconnect include under-estimation of the role of conference interpreter as critical decision-maker (Diriker). Having recently passed the centenary of conference interpreting, with attendant predictions about the evolving nature of work, it is also important not to underestimate the continued and increased complexity of the core role (Seeber).

As for public sector interpreting, image has been negatively impacted by inconsistency of standards, fuelled by purchasing methods and challenging working conditions (Diderich).

However, new and positive patterns of work are also emerging to meet specific needs, as exemplified by the internship scheme for BSL interpreters working with the Police and NHS in Scotland (Turner).

Tensions for translators include a typical disconnect between their love of being producers of translations, and their role as providers of translation services for paying clients. They are also clearly concerned about the inroads of machine translation, bringing a need to re-define the added value of human translations (Lűhrmann).

However, they still have options in terms of the extent to which they choose to embrace machine translation, not least because AI is still a long way from human capabilities (Zetsche).

And use of technology is one of the factors having a potential impact on levels of trust in practitioners – as part of a general greater global awareness of and emphasis on the trustworthiness of suppliers (Cadwell).

The extent of online usage has also taken ergonomic studies to another level. It is a much bigger issue than having a comfortable desk, chair and keyboard (Ehrensberger-Dow).

And while technology may have caused some to erroneously de-value the role of translators, translating social media is one of the areas where it has actually created bigger transcreation challenges for the practitioner (Reid).

In addition, new solutions are also opening up cost-effective ways of handling business finances and accounts, which could potentially make the life of the freelancer easier (Rosenthal).

Now take a tour of some of the issues facing translators and interpreters in 2020 with the following, thought-provoking contributions.

Catherine Park   >>>>>>>>>>>>>>
Editor

The professional image of the conference interpreter
Ebru Diriker

As is the case with all professions, social image and role expectations are important in creating the social context where conference interpreters work and receive recognition as 'professionals'. Research on professional image has pointed to an interesting divergence in the way conference interpreting is viewed by outsiders and insiders. Outsiders to the profession seem to have a narrow understanding of the interpreter's role. News on interpreting, for instance, tends to glorify interpreters when they are seen as being faithful to the original 'word', while criticising them harshly when that is not the case. Unsurprisingly, one of the recurring themes in the media discourse on interpreting is how things get 'lost in translation'.

Conference interpreters as insiders, on the other hand, vehemently oppose the possibility of a word-for-word transfer and emphasise that their task involves the transfer of 'meanings'. They retain the concept of 'fidelity' in their discourse but shift the emphasis to remaining faithful to the 'speaker's intended meaning'. This shift relieves the interpreter from the straitjacket of an untenable linguistic equivalence and possibly also helps to assuage outsiders' fears of getting 'lost in interpretation'. However, in an indirect way, this representation of the professional still underlines the possibility and even desirability of an 'invisible' interpreter who can be 'non-present' in the interpretation by virtue of their professionalism.

Studies on actual conference contexts, though, continue to reveal how interpreters engage in critical decision-making amidst all the linguistic, cognitive, social and ideological constraints attached to interpreting. This aspect of interpreting comes to the fore most strikingly when interpreters recount their real-life experiences. In anecdotal accounts, interpreters frequently refer to their active engagement in the co-construction of the meaning. They point to instances where 'speaking in the 1st person of another speaker' constitutes a source of both vulnerability and power and necessitates significant decision-making as well as situationally-determined negotiation of meaning.

While the discourse of both insiders and outsiders continues to understate the critical role of the interpreter as a decision-maker, in a world where artificial intelligence is becoming increasingly more prevalent, perhaps it is precisely these 'human' and 'socially-situated' aspects of interpreting that we should be highlighting. They may well be the most irreplaceable skills that human interpreters can continue to offer.

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About Ebru
Ebru Diriker is Professor of Interpreting Studies at Boğaziçi University, specialising in sociological approaches to conference interpreting. An experienced conference interpreter, she is Honorary Research Fellow at the University of Manchester and Course Director at York University and the University of Ottawa.

'Outsiders to the profession seem to have a narrow understanding of the interpreter's role'

Machine translation – where are we now?
Jost Zetsche

Machine translation has been an ongoing topic in the world of translation, but I think we have now reached the point where we know two things: 1) we have a good idea of what the latest developments of machine translation can and cannot do, and 2) we therefore know we don't have to worry about our jobs.

Whether we are post-editing machine translation, using machine translation as one of many resources, or are not using machine translation at all, each workflow provides viable opportunities to earn livelihoods as translation professional for the foreseeable future. I think it's exactly this fact – that it comes down to our choice which of these three options we choose to use when we translate – that makes this a positive item on our checklist of what we have achieved this past year. Granted, you might have to look for new clients if all your clients want is for you to post-edit machine translation and that is something you prefer not to do (or vice versa), but that ends up being your choice.

We also know that the next wave of machine translation technology will come at some point. When it comes there will be further quality improvements, but my feeling is that we might have to wait a bit before we have a major jump like we had going from statistical machine translation to neural machine translation at the end of 2016. Why?

About Jost
Jost Zetzsche is an English to German translator and the author of the *Tool Box Journal* newsletter. He is also the co-author of *Found in Translation; How Language Shapes Our Lives and Transforms the World* (Turnaround).

This is why:
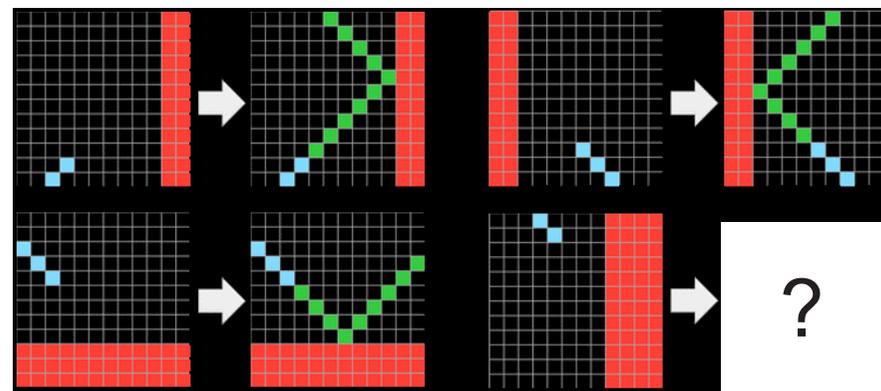
I borrowed this image from an article (xl8.link/BenDickson) that talks about the limitations of the current kind of "narrow" artificial intelligence we are dealing with right now. Look at the image. Can you guess what the next square would have to look like? Unless you are having a real brain freeze right now, you'll have no problem deducing the appearance of the next square. With the current form of AI we're dealing with, no computer would be able to tell you the answer based on the very small sample of those few squares. This is where our intelligence differs from machines. We don't need large samples to make logical conclusions, unlike machines. This is why we – unlike machines – are good at language, and in extension with translation, especially when it doesn't fit certain patterns. Machines are not.

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'We don't need large samples to make logical conclusions, unlike machines'

A new era for British Sign Language
Graham Turner

The British Sign Language (Scotland) Act 2015 passed into law in the autumn of that year, marking the fruition of a campaign over several generations to secure recognition of the linguistic status of BSL. The Act paves the way for BSL National Plans to be developed, published, implemented and reviewed every six years. Interpreting and translation between BSL and English are integral to the first plan (https://www.gov.scot/publications/british-sign-language-bsl-national-plan-2017-2023/).

Heriot-Watt is Scotland's only university educating BSL/English interpreters, with a population of deaf and hearing lecturers and researchers. With a new legislative commitment to 'promoting' BSL and 2011 national census results showing 12,533 BSL users in the country, but under 100 qualified BSL-English interpreters available nationwide, Scotland needs to innovate in workforce deployment. A new generation of practitioners, graduating with Heriot-Watt's MA (Hons) in interpreting, began to enter the workforce from 2016. Police Scotland and NHS Greater Glasgow & Clyde offered six-month internships to 'embed' registered, qualifed interpreters in closely-supervised graduate placements.

I led a project for the Scottish Government entitled *Promoting Equal Access to Services: Reducing Barriers to Participation for BSL Users* which prepared the ground for interns to work in these complex and sensitive public service environments. Coaching, monitoring and supervision supported the interns in the transition from training into the long-term workforce as independent practitioners. We tracked the interns' experiences with reference to their own professional development and their impact upon others in the service environment.

As a result, we have demonstrated the viability of internships to address the 'readiness-to-work' gap, developing procedures to securely 'scaffold' internships from start to finish. Furthermore, we showed that the 'embedding' of BSL/English interpreters within the public services can deliver benefits in terms of efficiency and effectiveness. The study provided evidence that public service professionals' ability to work appropriately with members of the BSL community can be enhanced through the experience of working with embedded interpreters. The potential has therefore been demonstrated for an expansion of the pool of BSL/English interpreters able and ready to supply long-term services, enabling BSL users to engage as required with health and police provision in Scotland.

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' 'embedding' of BSL/English interpreters within the public services can deliver benefits'

About Graham
Graham H. Turner is Professor of Translation & Interpreting Studies at Heriot-Watt University in Edinburgh. He has specialised in applied sign language research since commencing full-time academic work in 1988 and has published, educated and advised widely in the field.

Digital transformation for business finances
Nick Rosenthal

The digital age has already brought a lot of obvious changes to the translation world, from the advent of word processors through to translation memories and machine translation. More recently, there have been less obvious changes to other tools that all our businesses use: business banking, and accounting software.

These sound like separate issues, but they link together. And both banks and software providers can see that, so they are each trying to offer bits that would traditionally have been the domain of the other, such as banks exporting transaction data straight into accounting systems. Or invoicing your clients, which some banks and all accounting systems offer solutions for. The question then becomes a 'push-pull' issue, choosing which system should have priority.

Let's look at business banking first. For many years, translators have told me they don't run a separate business account because it is too expensive, and too complex to open an account. But there is much to be said, in terms of accounting transparency, for keeping business finances and personal finances separate. Now, a range of challenger banks (or fintech banks, if you prefer) such as Tide (www.tide.co) or Starling (www.starlingbank.com/business) offer business accounts for sole traders or limited companies with no monthly fees, access to cash abroad from an ATM with no

surcharges (and no surcharge for using the debit card abroad), and easy sign-up via an app on your smartphone.

A new generation of online accounts software packages cost £15 to £20 per month – much cheaper than buying a software program and paying maintenance fees, and with the added advantage that the data is safely stored online and backed up. And they offer massive usability improvements, such as easy-to-generate profit and loss statements, email reminders when an invoice is due for payment, the ability to create an invoice and email it straight to your client. They are a paradigm shift from something only a bookkeeper would understand, to a tool for business people.

They also meet the requirements of HMRC, which is switching to "Making Tax Digital". Most VAT registered businesses are already required to submit VAT returns using an approved accounts package. In time, the plan is to extend this system to self-assessment tax, although no clear date has been announced for this yet. Online tools to look for here include Xero, FreeAgent, KashFlow or QuickBooks.

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About Nick
Nick Rosenthal is Managing Director of Salford Translations Ltd, based in Stockport. He is an FITI, and a past Chair of ITI's Board.

'Now, a range of challenger banks...offer business accounts for sole traders or limited companies with no monthly fees'

Tomorrow's conference interpreters: Jacks of all trades or Masters of one?

Kilian Seeber

This past year marked an important milestone for the conference interpreting profession. It celebrated its first centenary alongside the International Labour Organisation (ILO), an organisation that profoundly shaped the profession by introducing simultaneous interpreting in the mid-1920s. A celebratory event (www.unige.ch/fti/conf1nt100) co-organised by the University of Geneva and the ILO brought together practitioners, researchers and trainers, who together looked back over milestones that marked the history of conference interpreting and ventured to picture its future.

Unsurprisingly, many of the projected trends foresee technology playing a greater role in the work of tomorrow's conference interpreters: technology in the form of tools facilitating the task itself, such as real-time terminology extraction, or of systems extending the service across physical boundaries, such as distance interpreting technology. Similarly, an increasing convergence of different professional profiles, such as translating, editing, revising, subtitling, re-speaking, close captioning, and interpreting – including conference interpreting – was once more hailed as a likely trend.

Perhaps this is but semantics. Simultaneous interpreting is the task of interpreting as defined by its modality – a narrow description of its temporal mechanics. However, simultaneous interpreting is often unduly equated to conference interpreting, which is the task of interpreting as defined by its setting – a potentially much wider description of the challenges and implications of performing the task in a particular environment. In the case of conference interpreting – as performed on a daily basis at multilingual organisations and institutions such as the UN and the EU – the projection that different profiles will converge seems at odds with the sizeable list of challenges conference interpreters are expected to keep facing in years to come, such as the ever-increasing speed and technicality of spoken discourse, often read and marked by accents and non-native language use.

Before rushing to adapt training efforts to reflect this foretold professional convergence, therefore, the conference interpreting community would be well advised to ascertain the extent to which a generalist professional profile will meet tomorrow's specialist professional demand.

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'the projection that different profiles will converge seems at odds with the sizeable list of challenges conference interpreters are expected to keep facing in years to come'

About Kilian
Kilian G. Seeber is Associate Professor at the Faculty of Translation and Interpreting of the University of Geneva in Switzerland, where he is the Director of the Interpreting Department, the Program Director of the MA in Conference Interpreting and the MAS in Interpreter Training.

The shape and size of the UK language services industry
Raisa McNab

If 1,600 UK language service companies generate revenues of an estimated £1.35 billion, is that the definitive shape and size of the language services industry in the UK?

Of course not; it leaves out a critical part of the picture, the translators and interpreters who primarily work as freelancers.

But what the ATC's *UK Language Industry Survey and Report 2019* does is provide us with a glimpse into the wider UK market as it stands today in a rapidly changing and evolving global industry and an uncertain political arena, reflecting the challenges and opportunities the industry as a whole faces.

The UK market is the second largest localisation and interpreting market in the world. It is defined by a few large language service companies with a 65% share of the total market, a handful of mid-sized players and over 1,500 smaller or specialist companies.

This survey aimed to shed light on how language service companies can stay relevant in an increasingly competitive market, and how global industry trends can provide opportunities for language service companies regardless of their size.

The survey report includes publicly available data from the largest companies in the UK market and results from the ATC UK Language Industry Survey, combining a higher-level market overview with detailed survey results.

Large language service companies are analysed as part of our ranking, company spotlights, and within the overall global trends of the industry. The main part of the report, however, focuses on the competitive environment of the typical ATC member – a smaller or specialist language service company – and survey data collection efforts and analysis are reflective of the market reality as experienced by them. Specific themes in the report include the increasing importance of automation, artificial intelligence and machine translation.

But what about the missing piece of the puzzle? How could we build a picture of the UK market that truly reflects the complexity and depth of translation and interpreting services, and considers translators and interpreters, as well as language service companies? I'm open to suggestions!

Download the ATC *UK Language Industry Survey and Report* here.

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About Raisa
Raisa is the Chief Executive Officer at the Association of Translation Companies (ATC), a professional membership association representing language service companies in the UK. Raisa is interested in collaborative cooperation and sustainable development of the language services industry.

'The UK market is the second largest localisation and interpreting market in the world'

Trust, translation and interpreting
Patrick Cadwell

A fundamental assumption of translation and interpreting is that the receiver of a target text cannot understand or adequately access its source text and is asked, therefore, to trust that the target text is an equivalent, accurate, or fair rendering of the original. It has even been argued that trustworthiness – the ability to be trusted – is a unique selling point for professional translators and interpreters and is a key requirement if the status of professional is to be claimed.

While trust could be said to be at the heart of what translators and interpreters do, a narrative of declining trust has taken hold in many societies. Frequent reports of corporate scandals or post-truth politics feed an impression that business people, professionals, and experts cannot be trusted. Surveys of people around the world do not necessarily support this narrative; trust is too context-dependent to allow blanket claims for such a crisis of confidence. Nevertheless, even perceptions of a crisis are troubling for professionals who trade in trust, such as translators and interpreters, and research is needed to clarify the situation. Furthermore, technological developments in the world of translation and interpreting – such as ubiquitous MT and new collaborative models afforded by technological platforms – have helped to move trust up the research agenda.

A lot of work has already been done. In recent years researchers have used trust: to examine working networks between translators, project managers, and clients; to interrogate the ethics of community interpreting and interpreting in wars, conflicts, and crises; to write a history of the practice and profession of translation; to understand technologically-driven collaborative translation practices, especially by volunteers; or to test adoption and perceptions of machine translation by translators. In short, emerging research so far has tended to coalesce around three main topics: professionalism, ethics and technology.

More work is still needed. A simplified research agenda for future studies could be as follows: we need to know who will trust what person or technology to do what under what conditions when translation and interpreting are involved, and we need to debate the ethics of what we find out.

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'emerging research so far has tended to coalesce around three main topics: professionalism, ethics and technology'

About Patrick
Patrick Cadwell is an assistant professor of Translation Studies at the School of Applied Language and Intercultural Studies in Dublin City University. He researches translation in crisis settings and communities of practice. Subjects he teaches include specialised translation, terminology, and translation theory.

Why language professionals should care about ergonomics

Maureen Ehrensberger-Dow

The current focus in ergonomics (earlier known as 'human factors') is on understanding human needs in order to design or adapt equipment, technology and work settings accordingly. This sounds like common sense, but the industrial revolution and more recently the technology boom blinded many to the crucial role that people play in processes that create value. Simply by critically evaluating their own furniture, equipment, tools, and working practices, language professionals can become more aware of the ergonomic conditions they are working under and the potential issues associated with these.

The developments in computer-aided translation since the 1990s have led to increased productivity gains as well as cost pressure and higher expectations: translators are expected to make optimal use of the tools at their disposal to produce equal quality in much less time. This inevitably means longer periods spent keyboarding and staring at computer screens. The ergonomic benefits of looking away from the screen briefly to focus on a paper dictionary or standing up to retrieve a parallel text from a nearby bookshelf disappeared in the convenience of such information being mere clicks away. The increased risks of computer vision syndrome and repetitive strain injury from excessive mouse use can be dated to this change.

Calls for better ergonomic conditions can be met with scepticism by language service providers, translation project managers, and even translators working on their own account, since many people associate ergonomics only with costly desks, adjustable chairs, and strangely-shaped keyboards. Such a limited focus on furniture and hardware ignores the economic benefits of increasing productivity by minimising discomfort from other sources.

Giving translators more control over basic aspects of their working environment – such as noise levels, temperature, airflow and lighting – can foster concentration, well-being and ultimately job satisfaction. Providing enough time to become familiar with translation technology, encouraging the use of shortcut keys to reduce keyboarding and individualising settings instead of relying on suppliers' default settings all contribute to improving the ergonomics of the technologised workplace. The ultimate goal should always be to adapt the workplace to allow people to do creative, interesting, high-quality work to the best of their abilities!

More information about ergonomics is available [here](#).

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'Such a limited focus on furniture and hardware ignores the economic benefits of increasing productivity by minimising discomfort from other sources'

About Maureen

Maureen Ehrensberger-Dow, originally from Canada, is Professor of Translation Studies at the ZHAW Institute of Translation and Interpreting in Switzerland. She has done research on the ergonomics of translation workplaces and is familiar with translation technology from her professional practice.

Working conditions for professional translators
Silke Lűhrmann

Between October 2017 and April 2018, 292 respondents based in 33 countries completed the online survey that forms the core of my PhD project on working conditions for professional translators in a crowded, largely unregulated and rapidly evolving global market. Here are my key findings from this research:

- Deadlines and time pressure emerge as a major source of stress that dominates many respondents' experience of their professional practice. This is exacerbated by the need to "juggle" the often conflicting demands of their work as producers of translations (which many explicitly refer to in terms of "love" and "passion") and as providers of translation services to paying clients.

- While 50.4% of respondents were able to earn a living from translation and/or interpreting within two years of starting their careers, many emphasise the importance of support during the crucial transition period from training into professional practice. Mentorships are frequently mentioned as an effective way to support new translators.

- The relevance of academic translation theory to respondents' professional practice proved a particularly divisive issue. My findings also show that the 35.5% of respondents who do find theory useful

report lower stress levels than those who consider it largely irrelevant (32.6%) or say they don't usually have time for theoretical reflection (17.2%). This suggests a correlation between habits of reflection – beyond the everyday preoccupation with deadlines and word counts – and greater mental resilience.

Given the rich diversity of attitudes and opinions within my survey population, there is clearly no one-size-fits-all recipe for professional success. Building a rewarding career is a lifelong work in progress that goes beyond economic survival. To thrive in an increasingly pressurised industry where growing demand for translation services meets growing supply, translators need to identify their own priorities and – individually and collectively – to control and shape their working conditions accordingly.

Due to the timing of the survey shortly after the launch of both Google NMT and DeepL, anxieties over the rapidly improving quality of MT output for many common language pairs were at the forefront of many respondents' minds. Only very few express (cautious) optimism about future opportunities for professional human translators. There is a clear need to (re-)define the added value of human translation.

A summary of the key findings of this research is available here.

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'50.4% of respondents were able to earn a living from translation and/or interpreting within two years of starting their careers'

About Silke
Silke Lührmann completed her first paid translation in 1999 and started working as a full-time translator in 2011. She spent the last four years researching the challenges and opportunities facing professional translators in the current (and future) language services market.

The growing crisis in public sector interpreting
Zoé Diderich

The public service interpreting landscape has changed significantly over the last decade, due to changes and cuts to public services. This has had a significant impact on the commissioning of interpreting services, particularly in health and legal settings. Having worked for both local authority and NHS in-house interpreting services, I have direct experience of a shift in the way that the profession is perceived in these settings. As a result, I have witnessed a deskilling of interpreting through the outsourcing of services.

In public services, the professional standards and employment conditions have become the responsibility of private agencies, who bid for contracts via tendering processes. In order to fulfil the requirements of these contracts, they must have a large number of interpreters registered on their database. Although they claim that their interpreters are qualified, this is often not the case and they are not verified by the commissioners. As a result, standards of interpreting vary greatly due to a mixed pool of qualified professionals and unqualified workers.

Service providers are not aware that interpreters may not be qualified; however, when they experience a negative encounter it taints their view of the whole profession. It is difficult to reassure service providers that we follow a Code of Ethics when in reality there is neither consistency, nor a

guarantee that it is even understood by some interpreters.

The solution requires the commitment of agencies to only recruit qualified professionals, and for a greater role for commissioners to ensure that clearly established quality standards are met. However, attracting professional interpreters also requires better working conditions through the end of zero hours contracts and ever decreasing rates of pay. The lack of interest in this issue is something that should concern all of us. It reflects a shift in how other language speakers are perceived. There is a growing belief that money should not be spent on these service users, and that interpreters are not worthy of a decent living wage.

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About Zoé
Zoé began her career working as a French interpreter in the NHS and for the Ministry of Justice. She moved on to interpreting for NGOs, and now teaches public service and conference interpreting at the University of Westminster.

'Service providers are not aware that interpreters may not be qualified; however, when they experience a negative encounter it taints their view of the whole profession'

Translating the memesphere
Amy Reid

Nowadays, almost all brands use social media as a marketing tool and means of reaching a wider audience. But what one hand giveth, the other taketh away; social media is a culture unto itself and, ergo, a minefield, making brands vulnerable in their own language, let alone in translation.

Memes, viral trends and engagement are the buzzwords of this new age, engagement our currency. Social media translating, therefore, requires strong language skills; fitting relevant, engaging information into a concise post is arguably the epitome of transcreation prowess. It also requires a strong grasp of the zeitgeist – understanding acronyms and internet ~humour~ or 'speak' that are in constant flux is a skill that cannot necessarily be taught in a classroom. The way in which companies use social media to portray themselves should be given due attention, hence the need for consistent tone of voice, quality and new-age cultural consultation.

In addition to linguistic elements, the time constraints that accompany social media marketing are extremely stringent – despite the fact that social media never sleeps, there is considerably less time for the traditional trope of options, rationales, and client review. Campaigns must be translated in real time, while they are still relevant. The longer the turnaround time, the greater the risk of content becoming redundant (or worse overdone) and the less chance for success. All of this, in turn, affects project management processes, incorporating shared online documents and instant-messaging tools to pick up the Slack, so to speak.

As a result, we find ourselves in a paradox of exposure vs shelf-life. A tweet has an average lifespan of 18 minutes compared to five hours for Facebook and 21 hours for Instagram. In the case of Twitter, this is less time than may have even been spent translating. Nonetheless, once social media posts are released into the sphere, they are a permanent fixture exposed to potentially millions of users. The juggling act of efficiency, consistency, relevance and quality is, therefore, merciless – a clear indication that technology that once spelled the so-called 'decline of literacy' has bred a rich new era of marketing and linguistics.

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About Amy
Amy Reid is a self-professed 'career linguist' and wordsmith account manager for ITI corporate member, Words in Translation. WIT specialises in transcreation for the marketing and advertising industries, with a recent focus on international social media and community management.

'The longer the turnaround time, the greater the risk of content becoming redundant (or worse overdone) and the less chance for success'

About ITI

The Institute of Translation and Interpreting is the only UK-based independent professional membership association for practising translators, interpreters and language service providers. Founded in 1986 and with over 3,000 members, both in the UK and internationally, we are a significant resource within the industry.

ITI seeks to promote the highest standards in the profession, and to raise awareness of the value of using professional translators and interpreters. Changes in regulations, ever-advancing global communication and increasingly competitive market conditions mean that the requirement for effective and accurate professional communication across languages has never been greater.

We provide a range of products and services, both to our membership and those requiring the professional services of our members. We have gained a trusted reputation within the industry, and all our members are required to adhere to and uphold the ITI Code of Professional Conduct.

We are committed to representing and developing the translation and interpreting profession, recognising its ever-increasing importance, both in business and the wider community.

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Contact us on:

01908 325250   info@iti.org.uk

Got any thoughts on other trends in the sector? Tell us about good topics for future coverage at communications@iti.org.uk