



Certificate of Attendance

The Translation Industry By Numbers: Between Growth, Transformation, and Reinvention

Attendee

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1.25 hours

Event Description:

Numbers don't lie: The language industry continues growing, and the demand for language services is at an all-time high. And yet, we find ourselves in a peculiar moment of the industry's growth trajectory, with professionals and companies wondering how their future will look, with AI especially being seen as the great disruptor coming for our jobs. Perhaps surprisingly, localization managers on the client-side report that AI is driving renewed interest in languages from their companies. Is there hope that AI is not on the hunt for our jobs after all? AI will continue to shape our industry, so how do we reinvent the rules of the game to enable us to continue growing personally and professionally? In this one-hour session, we'll talk about the global state of the industry in 2023/2024, the transformation we're undergoing. We will also shed light on what is the reality of those first in line tasked with bringing AI in localization to life — the localization teams — and discuss prospects for future reinvention, in a world where human and machine thrive alongside each other.



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